



### ***Peace in Action! Collaborative Education Group***

A not-for-profit educational organization  
International Cities of Peace Alliance Group  
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### **Model for Sustainable Peace-Building: Criteria to be a “Certified” International City of Peace**

“Peace in Action!” Collaborate Educational Group is a new Alliance Group with the International Cities of Peace Organization. It is a not for profit educational group located in Ixtapa Zihuatanejo, Guerrero, Mexico. Peace in Action! Collaborators are comprised of educators and community activists from Mexico, the USA, and Canada, who over the past five years, have worked with various international non-governmental organizations (NGOs) to create a model for communities to develop a sustainable peace education program. Implementation of this “To Do List” results in recognition as a “*Certified* International City of Peace” by the International Cities of Peace Organization (ICP).

1. Form a “Peace Committee” with the Business Industries, Education, and Service Organizations within the community that benefit from an image of peacebuilding. The committee should represent the diversity of the community with representatives from its various segments. The purpose of the Peace Committee is to develop, organize, and implement an annual Peace Program. Where applicable, we encourage the Peace Committee to include the Tourism Industry.

#### **Why Tourism?**

- Tourism is both the largest and the fastest growing industry in the world.
- The UNWTO reports that the tourism sector employs nearly 266 million people – that’s 1 in 11 jobs on the planet!
- Tourism can help to solve many of the world’s current challenges, like climate change, poverty reduction, and conservation.



2. Local government officials, civic organizations, educators, residents and students must attend a Peace Education Seminar(s) conducted by a recognized peace education organization, or by an ICP Advisory Board Member.
3. The community must raise funds to construct a Peace Pole Monument, and place it in a highly-visible location, as a reminder of its commitment to work together towards peace. For instructions about construction of a Peace Pole Monument, go to: [www.worldpeace.org](http://www.worldpeace.org).
4. The Peace Committee/community must develop and implement an annual Peace Education program. The Peace Education program can include a variety of activities regarding peace - personal, social, political, institutional, or environmental.

When possible, partner with the business community to make these peace education activities tourism events. Some suggestions are art programs, conservation, music festivals, health, diversity, peace gardens, festivals, student exchange programs, etc. The Peace Committee can apply for Co-sponsorship of the program, or for a Collaboration Arrangement with ICP. (See the types of ICP Program Associations.)

5. Each year, the community must commemorate the International Day of Peace on September 21st. Again, communities are encouraged to make this a tourism event – “Peace Days” or a peace festival that celebrates peace, diversity, education, conservation, or other themes. If the local climate does not permit a festival during September, a commemoration ceremony may be held with a peace festival during a more appropriate season.
6. The local government must make an official proclamation, signed by the Mayor, City Council, and the Peace committee that it will implement this peace program every year.
7. The Peace Committee must submit an annual report to must submit an annual report to the Peace In Action Collaborative Education Group/ International Cities of Peace of its activities.
8. Recognition or re-recognition as a “Certified International City of Peace” will be conducted annually upon completion of the above steps. “Peace in Action! Collaborative” can help to arrange for ICP to sponsor or co-sponsor and event, and for representatives from various non-governmental organizations or NGO committees at the UN to come as “witnesses” to the certification ceremony.

For more information about the International Cities of Peace: [www.internationalcitiesofpeace.org](http://www.internationalcitiesofpeace.org)  
For more information about Ixtapa Zihuatanejo, Guerrero, Mexico: [www.imagine-mexico.com](http://www.imagine-mexico.com)