

**Rotary International**  
**Peace Community Program**

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**Planning Kit**

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**For use by Rotary Clubs and Districts  
in their Community's declaration as a  
Rotary Peace Community**

*Part of the Rotary Peace Summit - [www.RotaryPeaceSummit.com](http://www.RotaryPeaceSummit.com)  
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### ***Permission Statement***

*This material may be reproduced or changed and used for Rotary International educational/training activities by Rotary clubs, Districts and staff members. It is intended that the information in this document will be used to further Rotary's goal of promoting international understanding, good will and world peace through the declaration of Peace Communities around the world*

*This booklet is produced by the Rotary Peace Summit, Peace Community Committee Co-Chairs: PDG Douglas W. Vincent, RC Woodstock-Oxford, D7080, rotary@teamvincent.com and Anna Jurak PP, RC Windsor Roseland, D6400, ajurak@cogeco.ca. Thanks to various internet websites and those peace pioneers who have provided information and input for this Planning Kit, including: Geoff Little, Bob Stewart and District 9700 Community Peace Committee.*

## Rotary Peace Community Program

The Rotary Peace Community Program is truly a worthy exercise to breathe new life into Rotary's Community Service. It offers an opportunity for local Rotary Clubs to form a community service alliance with local town or city councils, the local police service and other community agencies in making a declaration of Community Peace.



If you are already in a declared Peace Community, this program booklet can provide additional opportunities and suggestions for your continued involvement.

As Rotarians and community leaders, we must become more active in promoting peace, and rewarding citizens, government representatives, organizations and students for their participation in voluntary community service activities. They deserve recognition and can provide great examples for others to follow.

We can also become more active in our communities, through our youth and in schools to involve students in peaceful community service activities. This will help sustain an ongoing peace initiative and can be activated through our Youth Programs, fielding teams in MUNA (Mock UN Assembly) and conflict resolution debating competitions. See [www.RotaryPeaceSummit.com](http://www.RotaryPeaceSummit.com) to download information on school programs.

This project is based on the philosophy that peace begins with thoughts of peace. In Rotary, we believe that peace belongs in the hearts and minds of each individual. By igniting the flame of goodwill and understanding through the promotion of peace, we can stimulate a shift in attitudes within both our local and global communities.

Peace Communities are founded in the ideal of Community Service and the promotion and support of projects encouraging the rejection of violence, the resolution of conflict, and the promotion of community harmony. Projects that advance tolerance, improve understanding and further peace within the home and neighborhood, are particularly important to Communities.

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### ***Rotary Community Peace Credo:***

***Respect*** for cultural diversity, and the life and dignity of every person, without discrimination or prejudice

***Rejection*** of violence towards all people in all its forms

***Resolution*** of conflict within local and global communities

***Reconciliation*** of differences in the pursuit of harmony

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To meet our Rotary objective of promoting world peace, we need to survey our own communities and seek areas where we can assist our Government and local Community Service organizations in making our communities peaceful and safe. By growing the number of peaceful communities for our citizens to live in, we can gradually make a difference in causing peace and harmony in our world.



Another purpose of this Peace Community initiative is to enhance Rotary’s image and create both member and public awareness about the goal of both local and global community peace. This will help improve the effectiveness of Rotary International in promoting and achieving better international understanding, good will and world peace.

In proclaiming Peace Communities, cooperative partnerships are formed between Rotary and Local Government bodies. Each year, on or around February 23<sup>rd</sup> (Rotary Peace Day) or September 21<sup>st</sup> (International Day of Peace), it is expected that a ceremony will be held to celebrate peace. This event can also be used to identify and publicly recognize citizens providing “Community Service”, in delivering outstanding community benefits, through voluntary activities.

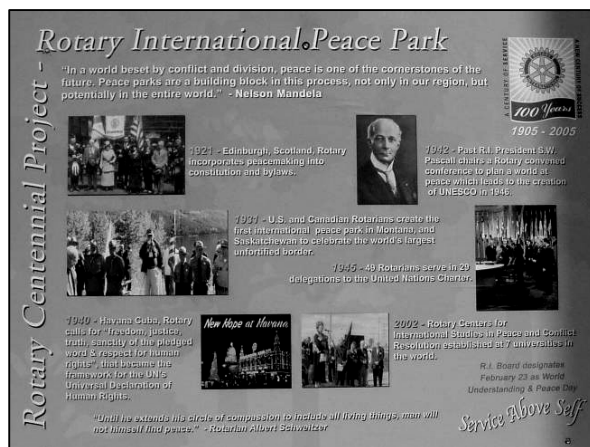
It is recommended that a small “Community Peace Sub-Committee” be formed under the District and Club Community Service committees to encourage and help support any existing private or public sector Community Service organizations. There may already be other interested groups or peace initiatives in the community which should be researched and helped in a cooperative spirit, where it is evident that assistance is needed to help bring peace back into problem areas. It makes no sense to reinvent the wheel or duplicate efforts.

***Peace Requires Work  
and Commitment***

*“Peace is not the product of a victory or a command. It has no finishing line, no final deadline, no fixed definition of achievement.*

*Peace is a never-ending process, the work of many decisions.”*

Oscar Aiza



## Procedures for Declaration of Peace Communities

- a) Propose the idea of a Peace Community declaration and corresponding community projects to your Rotary Club for their approval.
- b) Discuss the declaration proposal with your District Governor regarding the possibility of having this as a district project. Include the District Governor Elect and District Governor Nominee in this process to ensure continuity.
- c) Discuss this program with other Rotary Club(s) in your community and develop a joint committee with representation from each participating club.
- d) Consider any other community organizations or service clubs with an interest in peace activities and invite them to become part of your project. Build awareness with these groups even if they are not directly involved.
- e) Discuss the concept with your Mayor and Councillors to make them aware of the Peace Community Program. Describe how this project will improve the local community through working together to promote peace, goodwill and understanding by keeping peace ever present in our thoughts and actions.
- f) Be sure to include the local police service, other law enforcement agencies, multicultural, state or provincial and municipal agencies, and cultural funding agencies that may provide expertise, resources and funding.
- g) Develop a plan of action, including selection of a highly visible location in the community, such as a central park or city square. Determine what type of monument or symbol will be erected, such as a bronze plaque or larger statue. A budget and the method of funding will also be an important part of your plan. To provide greater opportunity for community members and increased awareness of the project, consider a design contest for the monument or symbol.
- h) In planning your peace symbol location, consider visibility and space for Peace Community ceremonies to take place. There should be enough space for the public to meet safely. Consider who will be responsible for any required maintenance and upkeep.
- i) Part of the Peace Community concept is to have an annual re-affirmation of your Peace Community Declaration to keep the goal of community and world peace alive. Therefore, your plan should include how the project will be sustained in the future with possible annual recognition awards, events and ongoing council support. *(See school children suggestions below)*



- j) Make the necessary formal proposal of your plan to obtain municipal or council support and permission to proceed. *(A sample power point presentation to help is available to download at [www.rotarypeacesummit.com](http://www.rotarypeacesummit.com))*
- k) Seek expertise from local suppliers, architects, engineers and municipal or community authorities to have the Peace Symbol and Plaque supplied and installed. They may already have vendors who can provide assistance and reasonable pricing.
- l) Oversee development of the Peace Symbol location to ensure the best possible image opportunity for Rotary and your Club(s). Ensure items are ordered to arrive in a timely manner for installation, etc.
- m) Include a public relations component that enhances the public image of Rotary. Promote your project with news releases and a sod turning ceremony to announce the Peace Community declaration. Encourage the Mayor and Community Officials to be involved with news media, taking advantage of the exposure when the Peace Community Proclamation is officially passed.
- n) Plan a community celebration when the Peace Community Declaration takes place. This can include a signing ceremony between Rotary Club(s) and Mayor/Community Officials. The unveiling of your Peace Symbol is certain to be a highlight of the event with opportunities for news coverage and enhancement of the Rotary image.
- o) Consider what other events or educational programs could be provided in your community to create involvement and ongoing peace awareness. This process is a wonderful opportunity to let the public know what Rotary is all about. Promote what your club(s) and Rotary International does in both your local and the global community.
- p) This exposure of Rotary provides a great chance to promote new member prospects. There will be professional and business people wanting to be part of this action. Provide membership information and make it easy for these prospects to express their interest or learn more details.
- q) Rotary Peace Community Certificates will be presented to officials of your community by Rotary International President, Wilf Wilkinson in April 2008 at the Peace Summit. Otherwise, they can be obtained electronically by request or created locally for presentation to the organizing Rotary Club(s) and Community Officials.

*(See sample in this booklet)*



## Already a Peace Community?

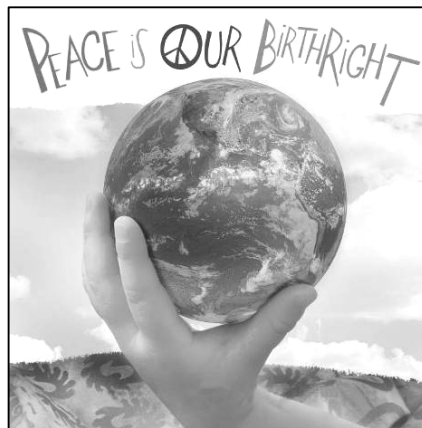
**If your community has already been declared as a Peace Community** in the past, then update and clean your Peace Symbol. Encourage your club and municipal officials to re-affirm their peace declaration annually. **Keep the awareness and spirit of peace alive.**

To do this, have annual events and ensure Community Officials reaffirm their Proclamation each year. Host a Peace Ceremony, Festival or other appropriate activity such as: a picnic, a sports event or a school event. Develop an ongoing community peace project. (*See school ideas below*).

## Sustaining Peace Awareness in Your Community

An important aspect of promoting community and global peace is the ongoing momentum of creating awareness and promoting peace and harmony in the future.

To help ensure your Peace Community efforts are sustained, do a review of your club's peace related activities each year. Be sure to hold a celebration event and have council re-affirm their Peace Declaration. Working at the grass roots level with children is also a great way develop an ongoing culture of peace.



### Following are some suggestions regarding projects with schools and children:

- ✓ Sponsor a “VIP Programme” in partnership with schools and police. Values, Influences and Peers are part of a grade 6 school curriculum. Your Club could sponsor this program and provide supplies, t-shirts and certificates at the graduation ceremony.
- ✓ Organize a peace festival on February 23 (Rotary Peace Day) or September 21 (International Day of Peace), to include all members of the community. Include your school districts, multicultural associations and the public. The festival may take the form of a peace picnic in the warmer months or a sports activity like a peace skate in the winter.
- ✓ Sponsor a Rotary International Peace School Award. Design the criteria for the award with the assistance of school officials. The prize can include the erection of a Rotary Peace Pole on school property. To continue peace and understanding efforts, encourage winning schools to reapply each year to maintain their designation as a Rotary Peace School.
- ✓ This same award can be designed for other community services, agencies and places of worship. The idea is to get as many people involved as possible.
- ✓ Conduct a ‘Peace Day’ or ‘4 Way Test’ poster, essay or speech contest.

Peace Begins . . .

## In the Family, In the Home, In the Community



Peace begins at home and in each community. It transcends the simplistic view of an absence of war and encompasses all those measures that improve human relations with positive and harmonious outcomes. Violence and conflict are pervasive global phenomena that are seriously affecting the well being of families and communities. The rejection of violence, the respect for life and human dignity, the resolution of personal and urban violence and the reconciliation of differences can realize those freedoms under which peace and harmony can flourish.

The concept of a Rotary Peace Community was originally conceived in Wagga Wagga, New South Wales, Australia. That city became the first known Rotary Peace Community on February 23, 1993 where a Community Peace Monument was unveiled by Past Rotary International President Royce Abbey and the local Mayor.

Many communities around the world have since declared themselves as a “Peace Community”. The purpose is to commit publicly, as a measure of civic goodwill, a community’s belief in and intention to act as a Peace Community in accordance with the declaration suggested by Rotary or other peace organizations. We need to follow these examples and encourage those communities to re-affirm their declaration each year.



We hope that you will discuss this project with your District Governor and Club Members with the object of developing this great Peace Project in your local community and helping to spread Peace throughout our world.





*This is the suggested layout for a cast bronze plaque suitable for affixing to edifices, monuments, stones or buildings at declared Peace Communities.*



## **Rotary Peace Community**

Sponsored By the

***Rotary Club of [Club Name]***

*On this [day] of [month], [year]*

***The Community of [Name]***

*Was declared a Peace Community by*

*Mayor [Name] and  
Councillors, [Names]*

### **Rotary Community Peace Credo:**

**Respect** for cultural diversity, and the life and dignity of every person without discrimination or prejudice

**Rejection** of violence towards all people in all its forms

**Resolution** of conflict within local and global communities

**Reconciliation** of differences in the pursuit of harmony

*(Suggested Declaration Agreement between a Rotary Club & Community)*



## **Rotary Peace Community**

### **Declaration Agreement**

**On this day of the declaration of the Rotary Peace Community of [name] we hereby pledge to each other to promote “Peace, Understanding and Goodwill” between people residing here and in communities around the world, by making the following resolutions:**

**Share our time and material resources** in a spirit of generosity to put an end to exclusion, injustice and, political and economic oppression;

**Defend freedom of expression and cultural diversity** giving preference always to dialogue and listening rather than fanaticism, defamation and the rejection of others;

**Promote consumer behavior that is responsible** and development practices that respect all forms of life and preserve the balance of nature on the planet;

**Contribute to the development of our community**, with the full participation of all people and respect for democratic principles in order to create solidarity together.

### **Rotary Community Peace Credo**

**Respect** for cultural diversity, and the life and dignity of every person, without discrimination or prejudice;

**Rejection** of violence towards all people in all its forms;

**Resolution** of conflict within local and global communities;

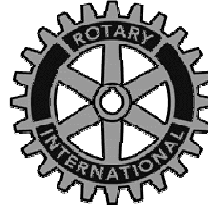
**Reconciliation** of differences in the pursuit of harmony.

Signed this [day] of [month] [year] in [name]

.....  
Mayor

.....  
Rotary Club President

*(Sample of Certificate for Presentation at Declaration Ceremony)*



ROTARY INTERNATIONAL

# ***Rotary Peace Community Appreciation Award***

*Presented in recognition of:*

*Mayor John Smith*

*For your dedication and service, helping Rotarians create awareness and promote **Respect** for each other, **Rejection** of violence, **Resolution** of conflict and ( *the*) **Reconciliation** of differences in the pursuit of harmony.*



*Caring people like you, make Rotary programs successful and contribute greatly toward the advancement of world understanding and peace.*

Presented this [day]  
of [month], [year]

*Wilf's Signature*

Rotary International President

**Additional resources to help develop a successful Peace Community project.**

**[www.RotaryPeaceSummit.org](http://www.RotaryPeaceSummit.org)**

RI President, Wilf Wilkinson has announced a Rotary World Peace Summit, to be held April 25th to 27th, 2008. It will take place in Windsor, ON, Canada, a border city with Detroit, MI, USA. See website for more information and registration details.

**[www.RotaryPeaceSummit.org/PeaceCommunity](http://www.RotaryPeaceSummit.org/PeaceCommunity)**

Information and sample documents can be downloaded from this website to help implement your Peace Community initiative, such as:

- Planning Kit (*electronic version*)
- School Projects & Children's Activity Kit
- Sample Letters and Media Release
- Ideas for Student Awards and Scholarship
- Monument Samples & Designs
- Design & Order Info on Peace Poles
- Power point presentation

**[www.Peace.ca](http://www.Peace.ca)**

Provides a variety of Peace Education, Leadership and Peace Programs, including a section on Proposals/Solutions on four levels: World, Community, Family & Individual.

**[www.peace.ca/rotarysevenpathstopeace.htm](http://www.peace.ca/rotarysevenpathstopeace.htm)**

The Rotary publication "Seven Paths to Peace" is as relevant today as when it was written in 1959. It explains the history, current perspective and future path Rotary is following to peace. Rotarians believe that failure at creating peace and the avenue of international service, may result in no need or concern for the other avenues of service. This book presents the hope and belief that thousands of hands will be successful promoting peace in our world.

**[www.InternationalDayOfPeace.org](http://www.InternationalDayOfPeace.org)**

The International Day of Peace was established by a United Nations resolution in 1981 and first celebrated in September 1982. It provides the opportunity for individuals, organizations and nations to create practical acts of Peace on a shared date.



**Rotary Peace Summit Conveners:**

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