

PEACE ON EARTH BY 2030



THE CALL

A Peace Moonshot

Creating a Global Culture of Peace

- Humanity's oldest aspiration is now a practical possibility
- Peace is no longer an abstract ideal — it is a strategic outcome.
- We now know how peace can scale globally

This is the first credible plan to make Peace on Earth achievable.

An Upstream Strategy For A Fractured World

Humanity has the tools to solve its greatest challenges—yet struggles to cooperate at the scale required.

- Most change efforts work downstream, addressing symptoms rather than conditions
- The root constraint is weakened trust, cooperation, and collective agency
- Peace is not an ideal—it is a set of learnable, practicable human capacities

The Peace Moonshot strengthens the human system upstream—so every form of service, leadership, and social good can succeed more fully.



Why Peace? Why Now?

Humanity is at a tipping point

- Polarization, conflict, and mistrust are accelerating worldwide
- At the same time, a deep global longing for unity is emerging
- The future depends on which direction we tip

The choice is not whether change will happen — but what kind of change.

We've Seen Peace Before

The impossible has already happened

- In 1986, the First Earth Run united humanity across Cold War divisions
- Wars paused; adversaries cooperated; nations celebrated together
- Peace on Earth was experienced — briefly, but undeniably

If peace was possible once, it can be made permanent.





THE STRATEGY

How Peace Becomes Permanent

Peace grows from the inside out

- Individual transformation shifts beliefs and behaviors
- Community transformation shifts norms and relationships
- Global mobilization amplifies these changes system-wide

Peace is not imposed — it emerges when conditions are right.

The Peace Moonshot Architecture

Three transformation engines working together

- Peace Game — transforms individuals through practice
- Peace Zone — transforms communities through cooperation
- Global Movement — ignites collective purpose and momentum

When these three operate together, peace becomes self-reinforcing.

How Peace Scales

From behavior change to system change

- Personal practices create new social behaviors
- Repeated behaviors become new social norms
- New norms shift the operating system of society

Peace scales the same way all durable change scales — through norms.



THE SCOREBOARD

Two Tipping Points

Clear, measurable thresholds for global peace

- 40 million people practicing peace consistently (0.5% of humanity)
- 10,000 cities functioning as Peace Zones worldwide

These thresholds are sufficient to tip the global system toward a culture of peace.

Why 0.5% Matters

Small numbers can create large shifts

- Research shows coherent minorities can shift whole systems
- Peace practices generate coherence and resonance
- Once the tipping point is reached, change accelerates naturally

Peace does not require everyone — just enough people.

Why 10,000 Cities

A planetary architecture of peace

- There are roughly 10,000 urban centers worldwide
- Each city becomes a local node of cooperation
- Together they form a global lattice of peace

Local peace creates global peace — city by city.



SCALING PATHWAYS

ROTARY – PRIMARY SCALING PARTNER

Why Rotary

From eradicating polio to creating peace

- Rotary is the world's largest civic service network
- 46,000 clubs in 200+ countries
- Trusted, values-based, action-oriented

Rotary can do for peace what it did for polio – at scale.

Peace Game for Rotary

Rotary lived consciously

- A 9-week, team-based experience integrated into club meetings
- The Four-Way Test woven into seven peace practices
- Strengthens members, clubs, and service effectiveness

Peace becomes something Rotarians do, not just believe in.



Rotary Peace Zones

From clubs to communities

- Rotary clubs catalyze cooperation across sectors
- Nonprofit, government and business leaders align
- Service projects succeed more easily in cooperative environments

Peace Zones multiply the impact of everything Rotary touches.

Rotary Momentum

Already happening

- 150 plus club representatives from multiple countries engaged
- Senior Rotary leaders championing the initiative
- Catalytic funding secured

This is not theoretical – Rotary peace is already scaling.

YOUTH – THE CULTURE SHIFT

Why Youth

Youth shape culture faster than any institution

- Young people are digital, relational, and values-driven
- They spread norms peer-to-peer at lightning speed
- Youth determine the future culture of peace

Youth are not the future of peace – they are its accelerators.



Youth & the Peace Game

Peace becomes identity

- Played in universities, schools, and online
- Builds confidence, empathy, and leadership
- Transforms peace from an idea into a lived identity

Youth don't just learn peace — they become peace.

Peace Zone Simulation Game

Play becomes purpose

- A digital gateway to real-world Peace Zones
- Youth design cooperative futures together
- Simulation accelerates learning and innovation

Imagination becomes implementation.

Proof: University of the Western Cape

Culture transformed

- Students from divided backgrounds united
- Conflict responses shifted toward cooperation
- The university became a Peace Zone

Youth can transform institutions — starting now.



FAITH COMMUNITIES – THE MORAL ANCHOR

Why Faith

Peace is sacred across traditions

- Every faith teaches peace, compassion, and unity
- Faith communities anchor values over generations
- They provide moral coherence in times of chaos

Faith grounds peace in humanity's deepest wisdom.

Seven Peace Practices

A shared spiritual language

- The Peace Game's seven practices transcend doctrine
- Each tradition expresses them in its own way
- Unity without uniformity

Peace becomes the meeting place of all faiths.



BUSINESS – DOING GOOD BETTER

Why Business

Business shapes daily life

- Where people work shapes how they relate
- Culture inside companies ripples outward
- Business has resources, reach, and leadership capacity

Peace is the next frontier of ESG and purpose.

Business as a Force for Good

Three levels of participation and impact

- Peace Game increases employee well-being and cooperation
- Peace Zones increase community well being and cooperation
- Peace Moonshot increases global well being and cooperation

Doing good better creates value for all stakeholders.



GLOBAL MOVEMENT – MUSIC & MOMENTUM

Why Music

Music unites what politics divides

- Music speaks directly to the human spirit
- It crosses cultures, generations, and ideologies
- It mobilizes emotion into action

Music awakens humanity's shared identity.

PEACE AID: The Day Music Created Peace on Earth

A five-year global countdown

- Annual Peace Day concerts worldwide from stadiums to living rooms
- Musicians invite fans into peace actions
- Billions of acts of peace over five years

Inspiration becomes participation at a planetary scale.



DELIVERY INFRASTRUCTURE

Regional & Country Directors

Leadership on the ground

- Directors coordinate all pathways
- Local adaptation with global coherence
- Performance-based scaling support

Peace scales through people.

Other Partners

Many pathways, one moonshot

- NGOs, governments, educators, artists
- Each contributes in their own way
- All aligned to shared tipping points

Peace is a big tent – everyone belongs.



WE CAN DO THIS!

Peace Is Achievable

The math works

- 40 million people
- 10,000 cities
- One global culture of peace

Peace is not naïve — it is strategic.

This Is Our Moment

History is calling

- Every generation faces a defining challenge
- This is ours
- We can choose division, polarization and conflict or peace and cooperation

The future is asking us to rise.

It Has Begun

From 2020 to 2025:

- More than 5,000 Peace Game players took over 86,000 Peace Actions
- They live in 913 cities across 89 countries
- They positively impacted over 4 million people through their peace actions
- They established five Peace Zones in the US and Africa increasing the well being of their communities
- More than 70 partner organizations have joined the Peace Moonshot team

Peace moonshot momentum is building.



Join the Peace Moonshot

Your role matters

- Play the Peace Game and bring it to your organization
- Create a Peace Zone and bring it to your network
- Become a partner and invite other partners to join

Peace on Earth by 2030 is a shared endeavor. Help tip the world!

2030 – A World at Peace

<https://peace2030.earth>