



INVEST IN PEACE WEBINAR

We will commence shortly. Thank
you for your patience.

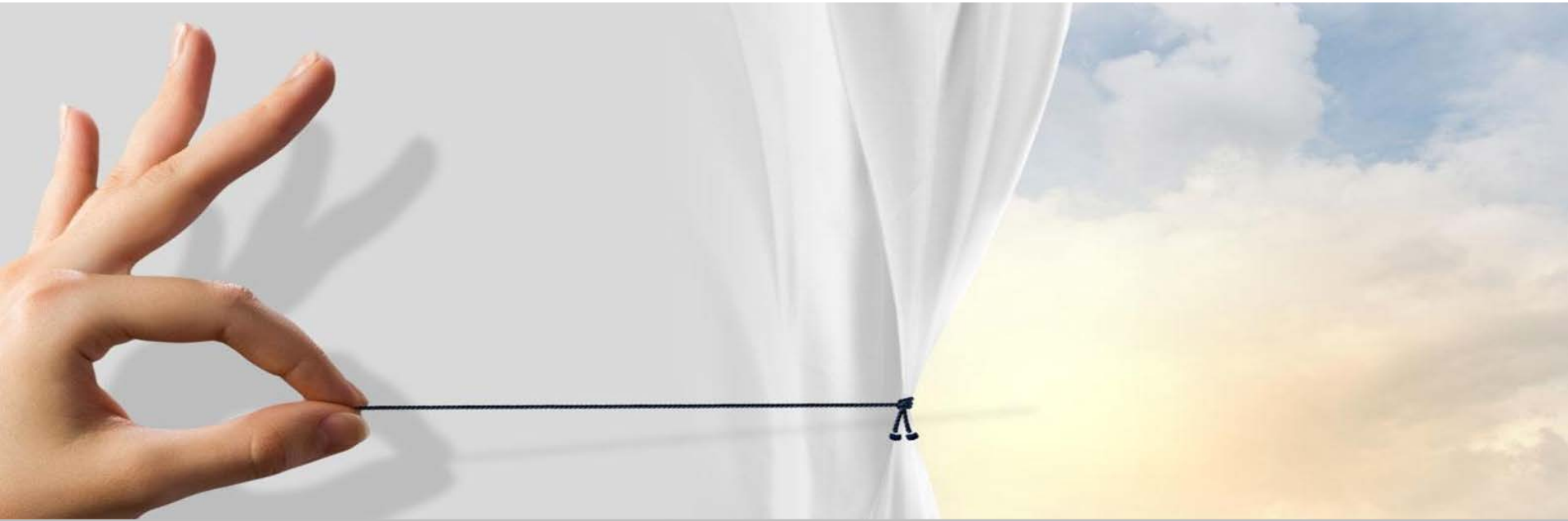


INVEST IN PEACE WEBINAR

“It is not enough to win a war; it is more important to organize the peace.” —Aristotle

Introducing Invest in Peace

- Peace as the human project
- The basic conditions for peace: a safe dignified house for humanity
- Our starting point: the Peace Bank
- The Business of Peace
- Financing Peace
- Investors' Conference



Let us share some of what we have discovered...



What is peace?

We all **know** what peace is.
It's built in. It comes as a free
gift with being human.

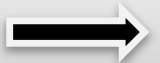
Before we continue

- Some questions for you

Your Connection to Peace

- How are you when you are feeling peace?
- How does and could your organisation support peace?

Please type your
comments into Chat



What is Peace?

Peace Ambassador
Prem Rawat
VIDEO

Our purpose: to encourage more to do more for Peace

Dalai Lama:

“World peace must develop from inner peace. Peace is not the absence of violence. Peace is the manifestation of human compassion”



**Keeping Within
Planetary
Boundaries**

**Housing,
Physical
Protection**

**Inclusion
Social**

**Food & Water
Security**

**Personal
Peace**

**Land and soil
fertility**

A safe house for humanity

Calvin Coolidge:

”No enterprise can
exist for itself alone.”



THE PEACE BANK

A **database** of organizations working in some way or another to promote Peace...

The Peace Bank facility
helps fulfill our mission of encouraging and supporting
more activities to promote peace in the world .

Peace Bank Functions

Networking

Search facility allows you to find Peace Promoters offering a wide range of activities around the world.

Finance

Projects

Peace Bank Functions

Networking

Finance

The large number of Peace Promoters registered in the bank makes it easier to find and distribute funding.

Projects

Peace Bank Functions

Networking

Finance

Projects

We encourage Peace Bank members to cooperate on local and international projects together.

Register via our website

Publius Flavius Vegetius Renatus

Si vis pacem, para bellum

"If you want peace, prepare for war"

Si vis pacem, para pacem.

"If you want peace, prepare for Peace"

Barthélemy Prosper Enfantin, early French socialist

PEACE EDUCATION

PEACE IS BROUGHT TO YOU BY EDUCATION



PEACE EDUCATION



- Running successfully in over 70 countries.
- Originally run in prisons - return offenders dropped drastically attracting researchers
- Program spreading to other areas: retirement homes, schools, hospital staff, fire brigades and police
- Taken to universities in Europe and even into the primary schools curriculum in some countries.



Celebrate Life Events

Bringing People Together

HOME

ABOUT CLE

EVENTS

VIDEOS

CONTACT

13/19

MUSIC ~ DANCE ~ SPOKEN WORD ~ FILM ~ PEACE ~ COMMUNITY

PEACE INSPIRATION

Peace Stories

Where individuals,
organizations, corporations,
governments have made a
difference

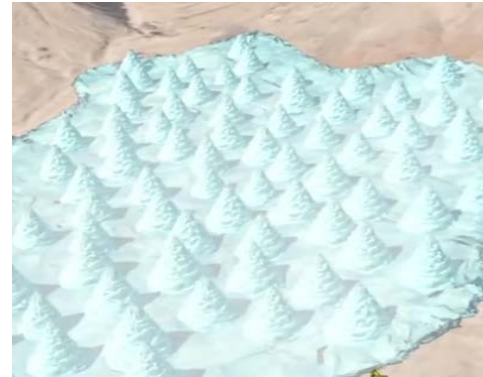


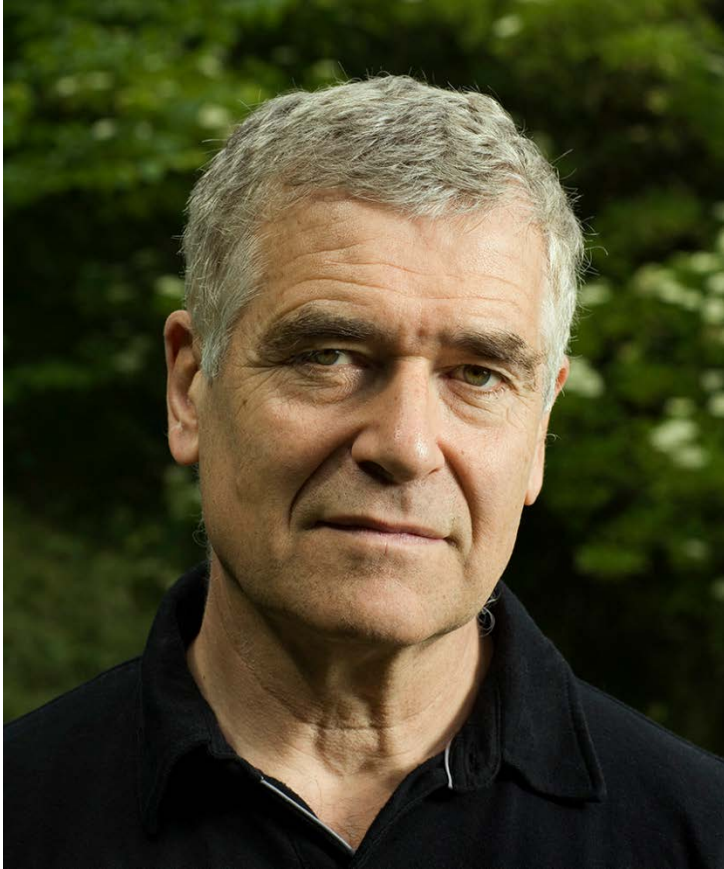
- Foodshare runs in Nottingham and Cambridge.
- Engages school children & university students in climate-friendly food growing.
- Donates a large proportion of what they grow to people in dire need of good nutrition.

Peace Story



Climate change in Ladakh means less water from glaciers. Sonam Wangchuk developed a way to get water to freeze into mini-glaciers to ensure water for farmers year-round





We will soon be 10 billion people on Earth – at the same time as we are running out of forests, crop land, and fisheries. We need more and more resource input for the same crop or timber yield.

At the same time, pollution is increasing systematically and we have induced climate change. All that together creates a resource funnel.

KARL-HENRIK ROBERT

The funnel: decreasing options

Counter-sustainable

Sustainable

Regenerative

Decreasing resources

Increasing resources

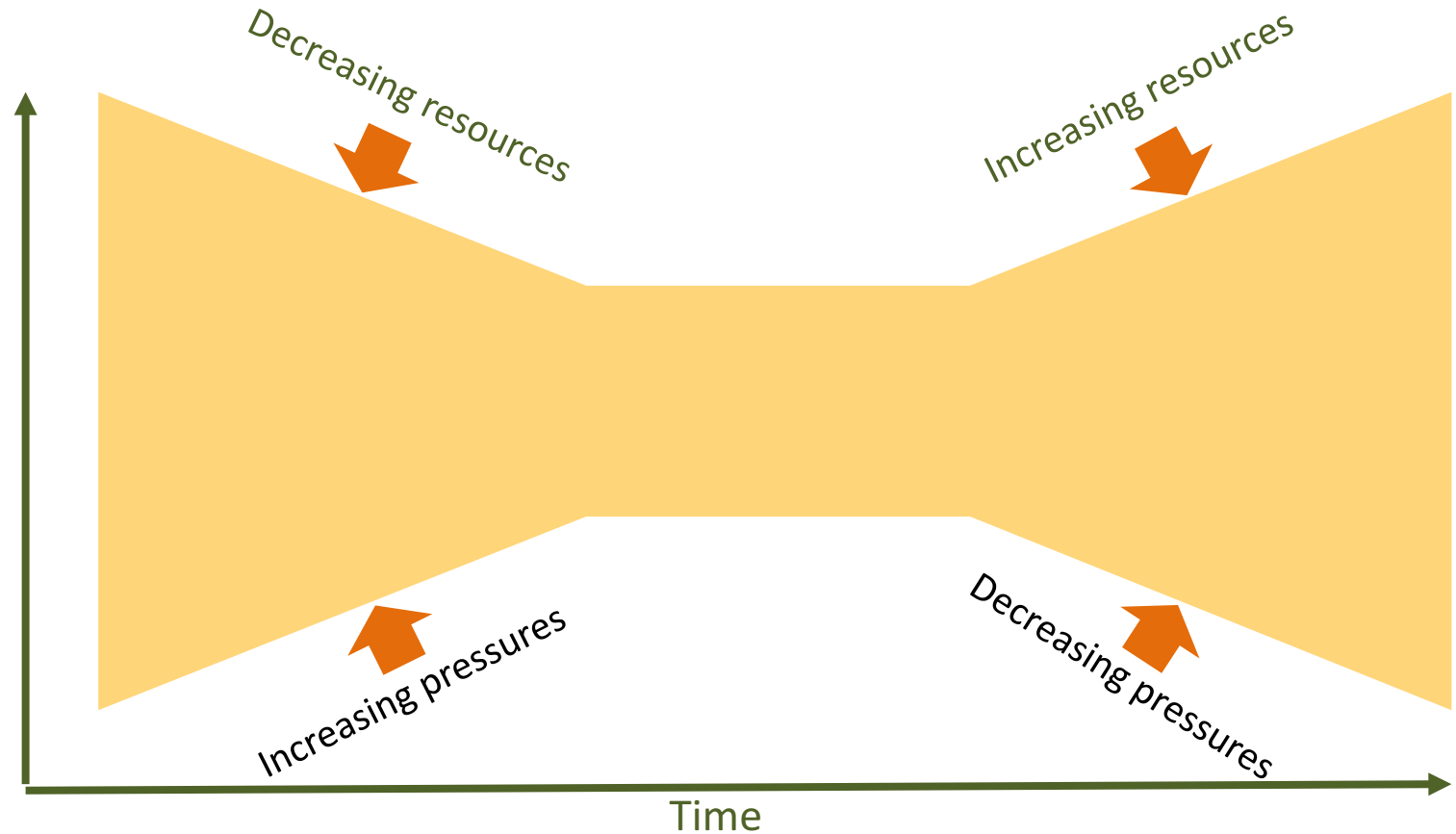
Increasing pressures

Decreasing pressures

Options

Time

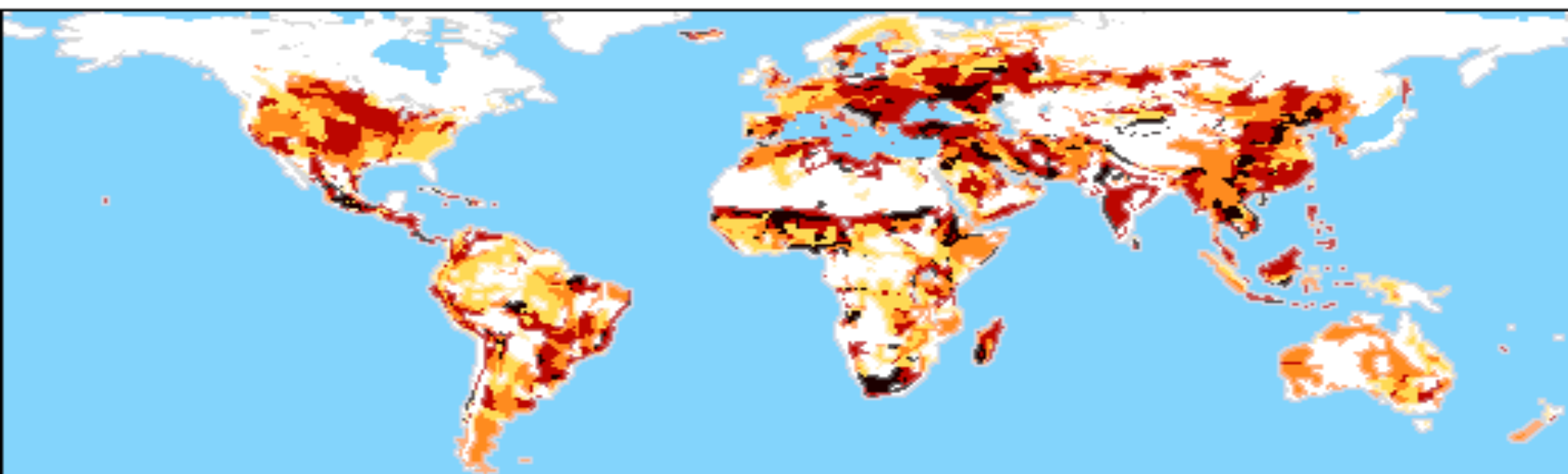
The funnel: decreasing options



Karl Marx:

***Capitalist production, therefore,
develops technology, and the
combining together of various
processes into a social whole, only by
sapping the original sources of all
wealth - the soil and the labourer.***

Soil Degradation Severity

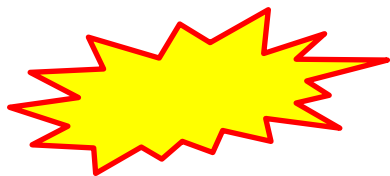


Low Medium High Very High Non-degraded

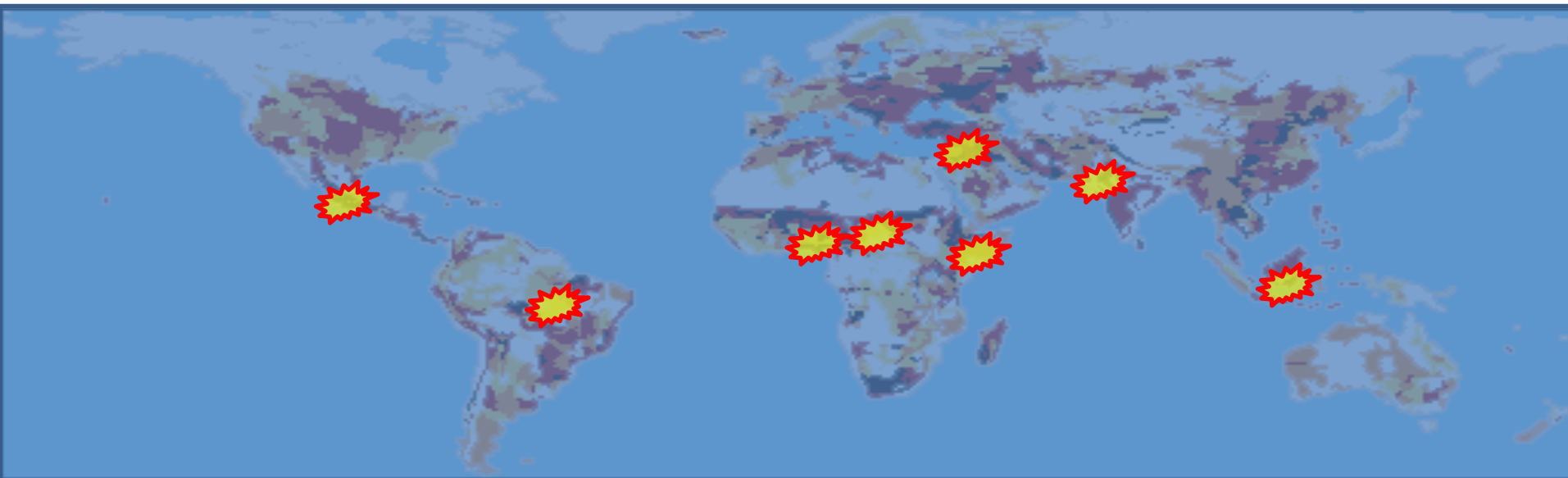
PROJECTION: Geographic
SOURCES: UNEP/ISRIC



EAD/GRID-Geneva



Conflict/Security risk



Low Medium High Very High Non-degraded

PROJECTION: Geographic

SOURCES: UNEP/ISRIC



EAD/GRID-Geneva



The Loess Plateau, China, before & after restoration

Reversing LAND DEGRADATION

From Extractive...

Land fertility
and
hydrology

Livelihoods

Food, Water,
Fibre, Fuel
security

Peace

Prosperity

...to Regenerative

From Speculative...



THE FINANCIAL
CORROLLARY

...to Evergreen

From Speculative...

new way of seeing
what Peace means

1

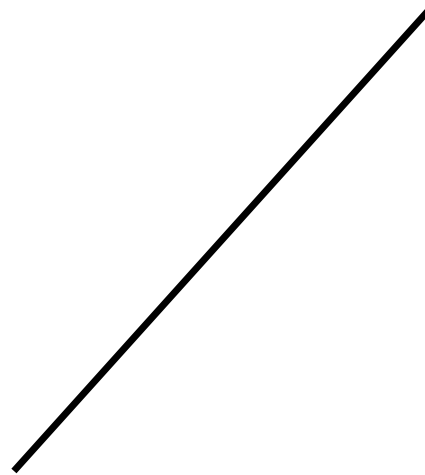
5

steps to getting
started on a new
journey towards
Peace

...to evergreen

From Speculative...

paradigm shift

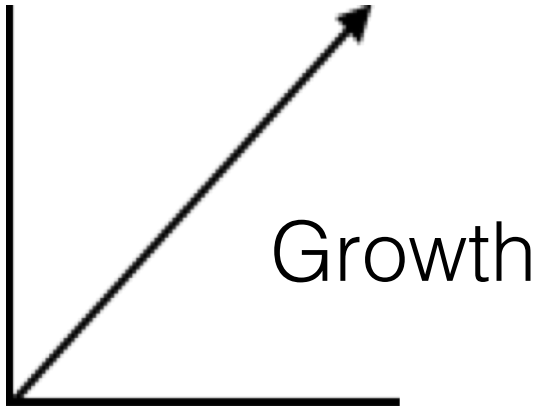


technical shift

...to evergreen

From Speculative...

evolving choice that
will become popular



existing choice that is currently popular

...to evergreen

5 steps to get ready for a new journey towards Peace as an adaptively evolving and expanding network

1. commerce is authentically aligned with Peace
2. sometimes investment intervenes to break that alignment
3. this is not just about “bad actors acting badly” - investment is a social structure for recognizing and rewarding the values it was designed to recognize and reward
4. if we want to pursue prosperity through Peace, we need a new social structure for investment that is designed to recognize and reward Peace - that is not the social structure we have right now
5. this new social structure we need is stewardship

“Advertising is based on one thing, happiness. And you know what happiness is? Happiness is the smell of a new car. It’s freedom from fear. It’s a billboard on the side of the road that screams reassurance that whatever you are doing is okay. You are okay.”

- Don Draper, **MAD**MEN

Season One, Episode One

Smoke Gets in Your Eyes.



Commerce = “You are OK” = “I am OK” = Peace

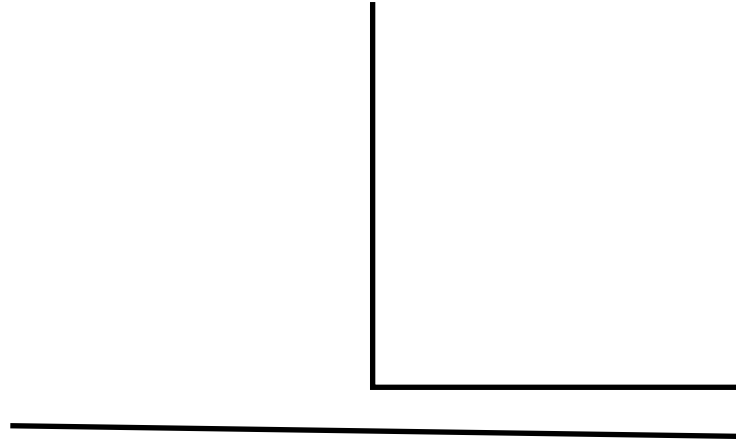
UNLESS

inauthentic investment intervenes to make
commerce about
taking from others/extractive
and not
making with others/regenerative

the values
we value
as a society

a connection

the way we
design enterprise
through
investment
decision-making



speculation in the markets for setting
the market-clearing price

*I, as seller, take (extract) profits (losses)
from you, as the buyer*

the values
we value
as a society

the way we
design enterprise
through
investment
decision-making

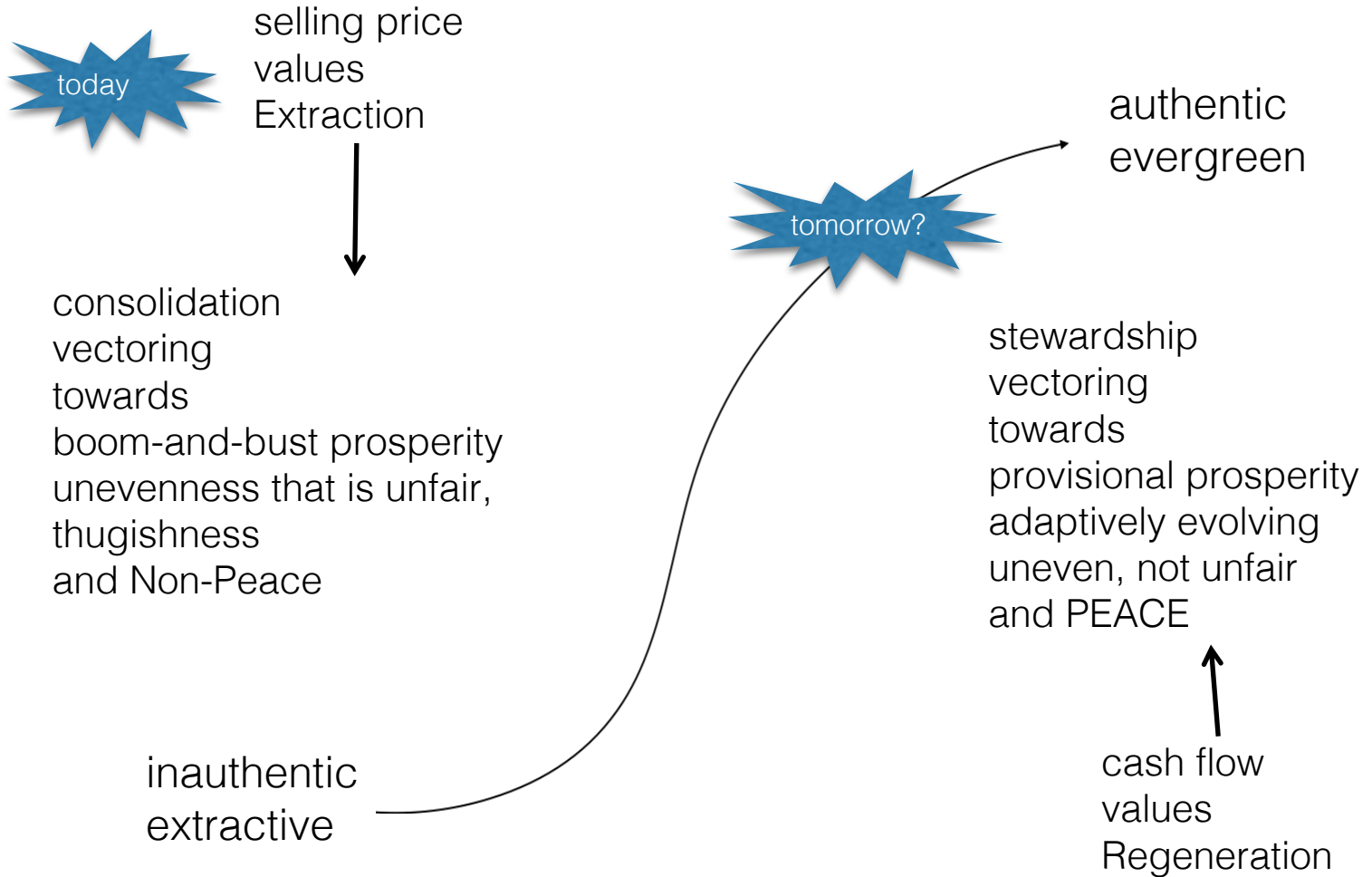
enterprise
designed for
Growth
rewards
Extraction

evergreen agreement on negotiated
sharing in cash flow *regeneration*
uneven, not unfair

the values
we value
as a society

the way we
design enterprise
through
investment
decision-making

enterprise
designed for
Peace
rewards
Regeneration



adaptively evolving new connections
between values + enterprise + investment
requires adaptively evolving new social
structures
for investing in peace
new frameworks
new processes
new places
new people

what are the right

new frameworks

new processes

new places

new people

?

please consider
and let's discuss

Talking With Stewardship Investors About Moving Money Through Commerce + Enterprise + Investment Towards Peace



Who will be the conscience of society's shared savings?

drill down for more

*ever***GREEN**core.org



Invest in **Peace**

Investors' Conference

13-15 July
Caux Conference
Centre
Switzerland



<http://conference2017.tssef.se/>

Please join us for the **NEXT WEBINAR**

From Extractive to Regenerative

Strategies for financing peace

June 21st 7:30pm(CET)

Find out more:

Investinpeace.tssef.se



conference2017.tssef.se





Before you go:

There is one thing everyone can do_

Dare to open up to the possibility that

Investing in Peace is possible

THANK YOU FOR YOUR ATTENTION



