



**International Institute for  
Peace Through Tourism**



**SKÅL INTERNATIONAL**  
International Association of Travel and Tourism Professionals  
Founded 1934

## **Tool Kit for Establishing an I IPT/Skål Peace Village/Town/City And Peace Park**

### **Introduction**

Skål International and I IPT, each recognizing that tourism can be a vital force in nurturing a peaceful world, have come together as partners for a series of projects the first and foremost of which is an I IPT/ Skål Peace Cities, Towns and Villages project with the aim of promoting peace from the village, town and city on up to the nation state.

Our goal is to have 100 I IPT/ Skål Peace Towns and Villages by 15 February 2015, the date of the **I IPT World Symposium Cultivating Sustainable & Peaceful Communities & Nations through Tourism, Culture & Sport to be held in South Africa.**

Our further goal is 2000 Peace Towns and Villages by 21 September 2018, the end of the WWI Centenary. With 400 Skål Chapters in 85 countries – the challenge is therefore for each chapter to successfully bring on board one or more Peace Towns or Villages each year over the next 5 years, 2014 through 2018.

### **Background**

The I IPT/ Skål Peace Cities, Towns and Villages Program builds on the success of I IPT's Peace Parks Across Canada Project commemorating Canada's 125th birthday as a nation in 1992. In that year, 350 cities and towns from St. John's, Newfoundland across five time zones to Victoria, British Columbia, dedicated a park to peace each park with a "Bosco Sacro" – a Peace Grove of 12 trees as a symbolic link to one another and a symbol of hope for the future.

Building on these foundations the I IPT Global Peace Parks Program was launched from Bethany Beyond the Jordan, site of Christ's baptism on the 11th hour, of the 11th day of the 11th month in 2000 - the first year of the new Millennium - as a legacy of the First Global Summit on Peace through Tourism in Amman, Jordan. (The symbolism of the 11th hour, of the 11th day of the 11th month is that this was the precise hour of the end of World War I, the "war to end all wars.")

Some of the noteworthy IIPT Peace Parks include the IIPT International Peace Park at Bethany Beyond the Jordan, a UNESCO World Heritage Site and other IIPT International Peace Parks at Pearl Harbor, Honolulu, Hawaii; U.N Secretary Dag Hammarskold Memorial Site, Ndola, Zambia; Uganda Martyr's Trail, Uganda; and Victoria Falls, Zambia, also a UNESCO World Heritage Site. IIPT International Peace Parks also exist in several other countries including the United States, Scotland, Thailand, Italy, Greece, Turkey, South Africa, Philippines, Tanzania, and Jamaica.

### **Establishing an IIPT/ Skål Peace Village/Town/City**

Ideally, the planning and implementation process will involve Skål I members, and other local members of the travel community (an opportunity to expand Skål membership), local businesses, service clubs such as Rotary, schools, religious groups, civil society generally, and the general public with the aim of being inclusive. Involving civic leaders and diverse segments of the community enhances community spirit and facilitates gaining broad support for both the idea of an IIPT/ Skål Peace City/Town/Village – as well as the Peace Park.

Each new Peace City/Town/Village will be asked to register with IIPT. IIPT will maintain a data base of all Peace Cities/Towns/Villages that will be shared with Skål International. A registration form has been prepared and is attached. Each registering Peace Town/Village will be asked to contribute a US\$175 registration fee and each Peace City will be asked for a registration fee of US \$300 with their registration form. This will be sent to IIPT and \$55 and \$100 of these amounts respectively will then be periodically submitted to Skål International for each Peace City/Town/Village resulting from the efforts of a Skål Chapter.

Each Peace City/Town/Village will be asked to dedicate a park to peace as part of its announcement as an IIPT/ Skål Peace City/Town/Village as a symbol of its commitment to peace.

In essence the local government/council etc of the village/town/city will be asked to formally pass a motion that their village/town/city wishes to join with other cities, towns and villages around the world in dedicating itself as an IIPT/ Skål Peace City, Town or Village. In doing so, they agree to be :

***Actively committed to promoting values of tolerance, non-violence, gender equality, human rights, youth empowerment, environmental integrity, and sustainable human, social and economic development.***

*They also agree to dedicate an IIPT/Skål "Peace Park" as a living legacy of our town's (village's) commitment to peace and a healthy environment.*

Following are a series of guidelines related to the establishment of an IIPT/ Skål Peace Park.

### **Step 1: Establish a Peace Park Planning Committee**

The Peace Park Planning Committee could be comprised of Skål members and representatives of the various community organizations indicated above.

### **Step 2: Selecting a Park**

It is suggested that an existing town or village park be selected as the IIPT/ Skål Peace Park or that the Peace Park be located within an already existing park – a “peace park” within a park. This minimizes the cost and time involved in dedicating a park. As well, most existing parks have a maintenance crew, are easily recognized by the community, and are accessible to visitors thereby ensuring the upkeep of the park and a high frequency of visitors. Ideally the park has historic and/or symbolic significance that can be related to peace, and is located in a prominent area of the town/village.

The Town or Village administration of course should be consulted and give approval. Ideally, a member of the Town or Village administration will be a member of the Peace Park Planning Committee. Civic organizations such as Rotary and similar organizations, the local Chamber of Commerce, school officials and others would be pleased to assist – and also to participate in the dedication ceremony.

### **Step 3: Planning the Peace Park Dedication**

The Peace Park Planning Committee may wish to hold a series of meetings to plan the Peace Park dedication ceremony. Elements to consider in the Peace Park Dedication Ceremony include:

- Participation of civic leaders as speakers
- Cultural expression in the form of dance – music – poetry or other
- Planting of a “Bosco Sacro” (Peace Grove) as a symbolic link to all the other IIPT/Skål Peace Parks around the world and a symbol of hope for the future. The species and number of Peace Trees in the “Bosco Sacro” to be determined by the Peace Park Planning Committee. The number of trees to be planted might be a number that is particularly symbolic for the town/village. As mentioned above – each Peace Park dedicated in the “Peace Parks Across Canada” project had 12 trees representing the 10 provinces and 2 territories of Canada.
- A plaque, stating the dedication of (name of park) as an IIPT/ Skål Peace Park on (date) with an appropriate brief quote such as “May Peace Prevail on Earth.” See Appendix B for a sample plaque inscription.

Ideally, the first meeting might begin with Planning Committee members reflecting on what peace means to them and to their community. This might then provide a context for designing the Peace Park dedication ceremony and subsequent events held at the Peace Park.

### **Step 4: Date of Dedication**

The date of dedication will ideally be a day that has some significance to the town/village or country – and a date when a good community turnout might be anticipated. It should also be

during the season appropriate for tree planting. We ask that all Parks be either dedicated – or re-dedicated on 21 September, 2015, the UN International Day of Peace, as our aim is to make the dedication (re-dedication) of 500 IIPT/ Skål Peace Towns/Villages – together with their Peace Parks – a global media event.

#### **Step 5: Publicizing the Dedication**

An awareness campaign should be conducted to encourage a good community turnout for the Peace Park dedication. Local newspapers, TV and radio stations should be notified with media releases; interviews granted; and journalists invited to the event. Fliers might be prepared and distributed to local civic organizations. Invitations should be sent to guest speakers, performers, donors, and civic leaders.

#### **Step 6 – The Dedication Ceremony**

The Dedication ceremony should be dignified and inclusive; an expression of town/village vision of peace, and an awareness of our collective responsibility for peace. The ceremony usually lasts about one to one and a half hours and includes: brief speeches by civic leaders; cultural performance(s) – e.g, dance, song, poetry; planting of peace trees and unveiling of a plaque. Following the dedication and unveiling of the plaque, food and refreshments would be a good way to end the event and for those in attendance to meet one another. A token memento might be given to each participant as a keepsake of the dedication. This might for example, be a tree sapling.

#### **Step 7: Planning for the Future**

Perhaps the most important step in establishing an IIPT/ Skål Peace Park is planning for the future. Even before the Dedication Ceremony has taken place, members of the Planning Committee should consider ways to keep the Park involved in the Community and the Community involved in the Park. It is suggested that 5 or 6 Peace Park sponsors be secured. These might be local businesses involved in tourism and hospitality, Service Clubs, local schools, etc. Each sponsor would be requested to commit to two events during the year. The Peace Park Committee might assist with “getting the word out” via flyers, press releases, and invitations to city and community leaders. Events might include fundraisers for specific enhancements to the Park; peace related school events; etc. Pictures and a news story might be sent to the local media following events. Each sponsor would be up for renewal at the end of the year and new sponsors invited to apply. It is suggested that the Planning Committee plan an annual event for September 21st of each year to commemorate the UN International Day of Peace. This might be a festive occasion with music and food open to the community.

The IIPT/ Skål Peace Park will ideally become a community treasure to be enjoyed by all members of the community and maintained as a public sanctuary - a natural space that inspires and nurtures the growth of peace and cultural understanding throughout the community and the world, now and in the years ahead.

#### **Appendix A – Reflections on Peace**

#### **Appendix B – A Sample Plaque**

## Appendix A REFLECTIONS ON PEACE

*These reflections on peace are a summary of reflections from some 17 workshops held across Canada as part of IIPT's "Peace parks Across Canada Project 1992 – commemorating Canada's 125<sup>th</sup> birthday as a nation.*

Peace begins with each of us, as individuals. Getting in touch with the whole person within – mind, body, and spirit. Achieving an understanding of ourselves, seeking and finding our own inner peace and sharing it in relationships with others. Searching within to find right thinking, and right attitudes as a basis for right conduct and action in support of the right cause.

“Peace from inner strength”

“Personal commitment to the achievement of peace in our own lives”

“Raising awareness to the level of responsible actions”

Inner peace can be learned by simply observing the joy of children; their awareness of the simple things; their creativity and limitless sense of discovery of themselves, and the world around them; and their great capacity to enjoy life as reflected in their spontaneous smiles and laughter. We should all seek to find the “discovery factor” of the child within us, and nurture it.

“Respect for self to have respect for others”

“What we do now will affect our children and grandchildren”

From peace within us, reaching out to others in a spirit of understanding, trust, and acceptance to achieve harmony within our families and neighbourhoods, and particularly among our youth. The arts in all forms are invaluable as a universal language in creating bridges of understanding and appreciation. Peace with others extends to our colleagues at work and within our respective professions, trades, and occupations. It is creating partnerships to work together towards common goals.

“Love transcends all things”

“Collective peace through individual peace”

To achieve peace within ourselves and with others, we must also be at peace with nature. In this respect, we can learn from the Iroquois Great Law of Peace, which states in part: “God created man - to take care of everything else that God created.” We must re-connect with our roots, our communities, and natural environment and where possible bring nature back into our urban settings.

“Harmony with each other and the land”

“Peace is holistic, physical and ecological”

“Peace is a recognition of the inter-connectedness of all things.”

“Peace is the way we live, how we use the land and integrate the natural world into our cities”

The vision of peace includes harmony among jurisdictions – local/ provincial/ federal and a unified community working together in a continued leadership role in collaboration with other nations, towards international understanding, world peace, and a healthy environment. It is a recognition and celebration of the natural beauty and abundance we have and the opportunities before us. It is recognizing the importance of all parts of the global society – even small places in the global struggle for peace – Sharing and appreciating the diverse cultural heritage within the human family – The Global Village.

Global Peace requires that we deal with the obstacles to peace – with famine, drought, and illiteracy; that we bridge the gap with the less fortunate. It requires peaceful means to resolve conflict and appropriate structures and strategies to build a better world for all.

“Have to provide food, water and shelter for all before we can achieve peace”  
“We ARE our brother’s keeper”

Global peace requires a transition from military economies to peace economies; meeting human needs – particularly in developing countries and restoring health to the environment and our life support systems – land, air and water.

“Turning swords into ploughshares”

Peace is the recognition of our spiritual as well as our material capacities - a spirituality that embraces the whole of creation.

**Appendix B  
PROTOTYPE PLAQUE**

An inspirational message reflecting what the Peace Park means to the City/Town/Village:

Example:

“May eternal peace rule throughout the world  
with peace and friendship among all Mankind.”

Lester B. Pearson Peace Park  
RR3, Tweed, Ontario

\_\_\_\_\_ (Name of the Peace Park) was officially dedicated on (Month, Date,  
Year), as an expression of (name of town/village)’s commitment to peace as part of the  
IIPT/ Skål Global Peace Town and Village Project.

Officially Dedicated by:

\_\_\_\_\_, \_\_\_\_\_ (Mayor)  
Members of the Town Council

And friends of \_\_\_\_\_ (Name of Peace Park)

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----- (Supporting organizations)

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## IIP T/SKÅL GLOBAL PEACE TOWN PROJECT

The Town/Village of \_\_\_\_\_ wishes to join with other towns and villages around the world in dedicating itself as an IIP T/Skål Peace Town or Village. In doing so, we agree to be actively committed to promoting values of tolerance, non-violence, gender equality, human rights, youth empowerment, environmental integrity, and sustainable human, social and economic development.

We also agree to dedicate an IIP T/Skål “Peace Park” as a living legacy of our town’s (village’s) commitment to peace and a healthy environment.

\_\_\_\_\_ (Name of the Park) will be dedicated as an IIP T/Skål Peace Park on \_\_\_\_\_ (Day, Month, Year) with a “bosco sacro” (peace grove) of \_\_\_\_\_ (number) trees as a symbol of the life, creativity and hope for the future that thrives in peace, and a symbolic link to other IIP T/Skål Peace Towns and Villages throughout the world.

The Contact Person for our Peace Town/Village will be:

\_\_\_\_\_  
Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
Town/Village                      State/Province      Postal Code      Country

\_\_\_\_\_  
Email address    Telephone

To register your IIP T/Skål Peace Town or Village, please return this completed form to Louis D’Amore, Email: [ljd@iip t.org](mailto:ljd@iip t.org) and send a check for your registration fee of US\$ 175 payable to IIP T, together with a hard copy of this form to

Louis D’Amore  
IIP T  
685 Cottage Club Road - Unit 13  
Stowe, VT 05672  
USA