

Contribution to the End of Decade Report on the International Decade for a Culture of Peace and Non- Violence for the Children of the World (2001-2010)

Egypt

Disclaimer: In resolution 64/80, the General Assembly requested UNESCO to prepare a summary report on the activities carried out over the past ten years of the International Decade for a Culture of Peace and Non-Violence for the Children of the World (2001-2010) by UNESCO, other United Nations entities, Member States and civil society, including non-governmental organizations, to promote and implement the Programme of Action on a Culture of Peace. This report will be presented to the United Nations General Assembly at its 65th session in 2010. This contribution towards this report was received from the Egypt National Commission for UNESCO. The contents of this document are those of the author(s) and the opinions expressed therein are not necessarily those of UNESCO and do not commit the Organization.



*Délégation Permanente
de la République Arabe d'Égypte
auprès de l'Unesco*
2010/124/PPP/V/3

Paris , 17 May 2010

Madam ,

I wish to refer to the letter CL/3921 dated 25 March 2010 regarding the « Request for contributions to the summary report on the activities carried out to implement the Programme of Action on a Culture of Peace during the International Decade for a Culture of Peace and Non-Violence for the Children on the World (2001-2010)»

In this connection, I have the honour to send you herewith the document from “ The Suzanne Mubarak Women’s International Peace Movement (SMWIPM)“ which highlights the great importance attached by Egypt to the promotion of a culture of peace , through the activities undertaken by the SMWIPM in order to strengthen peace building efforts worldwide.

Please, accept, Madam, the assurances of my highest consideration.

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1. Candidate's background and achievements extending over several years (1/2-1 page)

First of its kind to emanate from the Middle East, the Suzanne Mubarak Women's International Peace Movement (SMWIPM) was launched in 2003 to build peace in its broadest and most holistic sense: Peace as a catalyst for development; Peace as a defender of human rights; Peace that can be translated into human security.

The Movement builds on a solid record of programs and initiatives implemented by H.E. Mrs. Mubarak to expand citizen's capabilities and choices, reduce insecurities and strengthen community participation and ownership. The over-arching objective of the association is to translate the process of peace building into tangible actions that can be felt and experienced in people's lives. Through need-driven programs we re-enforce existing developmental efforts and promote the principles of peace and non-violence as effective paths to achieving human security.

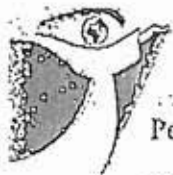
Since its inception, the Movement has implemented programs that cover a wide range of interdependent themes including peace education, gender-mainstreaming, health awareness and the protection of the environment. It has also focused on using art to promote dialogue, tolerance and respect for cultural diversity. It has worked with the media to raise awareness about topics that threaten human security and violate human rights, including human trafficking and child abuse, as well as highlight best practices that strengthen peace building efforts worldwide.

Women, Peace and Security

The Movement work's hard to ignite the powerful role of women – which comprise half of the world's population - in turning this vision into reality. Towards this end, it emphasizes the importance of creating opportunities for women to participate in and influence political processes and decisions affecting human security. It seeks to empower women and young girls as agents of positive change within their communities, engaging them socially and politically.

Moreover, by advocating for the implementation of international instruments such as United Nations Security Council Resolution 1325 on women, peace and security, the SMWIPM promotes the effective participation of local women at all levels of peace negotiations in conflict resolution and prevention, stemming violence in all its forms, and partnering to combat the trafficking of human beings.

In conjunction with these efforts, the SMWIPM has developed in Egypt a Lecture Series, entitled Peace Matters, which engages inspirational speakers and experts from all over the world to share their success stories and experiences in working for peace and human security.



Peace Education and Research

The Movement has developed Awareness Raising Workshops for Peace, in an effort to build the capacity of educators, trainers, members of the media and other professionals to embrace a holistic understanding of peace and disseminate it throughout their communities. Lessons learned and experience gained from these meetings contributed to the development in 2005 of the Movement's Arabic Manual for Trainers on the Culture of Peace, in partnership with UNIFEM, targeting children between 8-12 years and youth between the ages of 13-16 years.

In November 2006, the SMWIPM founded an Institute for Peace Studies (IPS), which performs the dual function of acting as the academic arm of the Movement, conducting research and developing publications amongst other things and serving as a quality educational institution. Presently hosted at the Bibliotheca Alexandrina, the Institute's core activity is to provide expert training in non-violent conflict management, resolution and peace building. Through its holistic and multidisciplinary approach to teaching and research, IPS strives to stimulate people's ability to understand and support peace processes and policy making as well as enhance individuals' capability to foster dialogue and reconciliation. It also works to train core groups within the communities to become principle actors in promoting a culture of peace on the local and regional levels.

The Power of Youth for Peace

The Movement uses every opportunity bring young people together, giving them a chance to connect, engage in dialogue and align their visions for change. In 2007, it organized an International Youth Forum in Sharm El Sheikh, entitled "The Power of Youth for Peace (Youth Speak, We Listen!)". This youth inspired, planned and organized event gave over 800 young peace makers from 100 different countries the opportunity to share experiences and ideas on ways to eliminate violence and shape a more peaceful and sustainable world.

One of the main outcomes of the Forum was the launch of the Movement's first International Youth Network, mandated to maintain the momentum of the Forum, keeping participants connected and engaged in implementing together the numerous ideas and initiatives that have been proposed. In addition, it works to support and strengthen their peace work by creating platforms for dialogue and exchange, as well as organizing workshops and training opportunities to maximize their potential to cultivate peace by mainstreaming values such as justice, tolerance, cooperation and equality in the pattern of behaviour, communication and perception of their societies.

Recognizing the developmental potential of Information and Communication Technology and its great appeal to young people, the SMWIPM has also launched a Cyber Peace Initiative to deploy this tool in the service of building peace and the advancement of the Millennium Development Goals. This initiative rests on a "Culture of Shared Responsibility", complementing other ICT driven initiatives - such as ICT for Development, ICT for Health, and ICT for Education. Encompassing six different tracks, its activities range from e-peace contests to e-peace education, peace youth camps and the creation of a youth focus group for internet safety. The Movement embarked on this challenging and interesting journey with committed



youth leaders, the Global Alliance for ICT and Development, the International Telecommunication Union, Microsoft, Cisco Systems, and Intel as well as the Egyptian Ministry of Communications and Information Technology.

2. Activities or results of activities, publications (in package)

3. Activity/project undertaken to contribute to the promotion of a spirit of tolerance and non-violence, for which the candidate is nominated for the UNESCO-Madanjeet Singh Prize for the Promotion of Tolerance and Non-Violence, 2009 (1/2-1 page), and the impact it has produced, in accordance with Article 3 (a) of the Statutes of the Prize.

Article 3 – Conditions/Qualifications of candidates

3.1 Candidates shall have made exceptional contributions and demonstrated leadership in the field of the promotion of tolerance. The prizewinners shall be required to have taken one or more particularly remarkable initiatives to promote the development of tolerance and non-violence, namely:

(a)

- by directly carrying out an educational activity;*
- by implementing international, national, regional or local programmes aimed at the promotion of tolerance and non-violence;*
- by mobilizing initiatives and/or means likely to contribute to the implementation of such programmes;*
- by producing teaching materials or other special aids designed for the development of programmes to teach tolerance and non-violence;*
- by undertaking, coordinating or encouraging research in those fields or fields related to specific aspects of tolerance;*
- by conducting special surveys or launching original undertakings that have made for significant development in the promotion of tolerance and non-violence.*

End Human Trafficking Now! Campaign

In 2006 the SMWIPM launched the End Human Trafficking Now! Campaign - the first worldwide initiative that places the business community at the forefront of anti-trafficking efforts. One of the main focuses of the Campaign is advocacy. We work to expose the multi-dimensional features of this illicit trade and maximize the impact of prevention, prosecution and victim protection strategies.

Background

In November 2004, the Suzanne Mubarak Women's International Peace Movement (SMWIPM) held the "Women Defending Peace" conference, which identified human trafficking as one of the issues requiring urgent attention and action. This marked the beginning of the Movement's fight against human trafficking.

Discussions with key players against human trafficking, namely UNODC, ILO and IOM revealed that the missing component of the anti-trafficking efforts is the business



sector. The involvement of the private sector is imperative in addressing the serious and growing problem of human trafficking, especially of women and children. It is within this context that the Suzanne Mubarak Women's International Peace Movement organized a roundtable with representatives of the business community to adopt a set of ethical principles against human trafficking and further, to explore ways and means for their implementation. The roundtable was held in Athens on 23 January 2006.

The roundtable was organised under the auspices of the Greek Ministry of Foreign Affairs. It was co-hosted by one of the leading business companies Motor Oil and co-sponsored by prominent international organisations in the fight against human trafficking – the International Organisation for Migration (IOM), the United Nations Development Fund for Women (UNIFEM), the United Nations Office on Drugs and Crime (UNODC), the World Bank and the Geneva Centre for the Democratic Control of Armed Forces (DCAF). The roundtable brought together CEOs from the private sector, representatives of NGOs, international organisations, governments and individuals to discuss and share their expertise in contributing to putting an end to human trafficking.

The roundtable launched the campaign "End Human Trafficking Now!" whereby business leaders adopted a set of ethical principles – the "Athens Ethical Principles" – declaring zero tolerance to human trafficking. The campaign "End Human Trafficking Now!", while seeking to put an end to human trafficking all together, emphasizes the role of the business community and puts business companies in the front and centre of the anti-trafficking fight. The initiative hopes to integrate the business sector into the solution of ending this illicit trade, because with the global reach and connections enjoyed by most business corporations and enterprises today, the assistance they can provide is vast. Moreover, if a business takes a stance against human trafficking, and utilizes its available resources and alliances, whilst also spreading awareness to its employees, partners and supporters, it creates a multiplier effect which promotes further cooperation and increases anti trafficking efforts overall since the message is distributed widely.

The business community also plays a critical role in protecting, re-training and re-integrating the victims.

Mission

Partner with the business community to eliminate human trafficking worldwide. Assist businesses in implementing internal and external programs to reduce human trafficking and to increase awareness. Make the "End Human Trafficking Now!" campaign synonymous with businesses engagement in the fight against human trafficking worldwide.

Key Achievements

Mobilization of Business Community

Since its inception, the campaign "End Human Trafficking Now!" (EHTN) has continued to actively advocate for involvement of the private sector in the fight



against human trafficking. To date the campaign has garnered the support of over 11,000 businesses who have signed its Athens Ethical Principles.

Advocacy

One of the main focuses of the campaign is advocacy. It disseminates its objectives through participation in various conferences and meetings, the production of numerous awareness-raising materials and by enlarging its network of signatories and supporters. The campaign also co-organised and was actively involved in a variety of important events, distributing most of its documents and awareness-raising tools among a wide number of participants. (Awareness-raising tools sent with this document)

Victims Assistance Database (VAD)

The Victims Assistance Database (VAD) is a worldwide country-by-country database containing contact details of help lines and grass-roots NGOs helping victims of human trafficking in more than 70 countries. This database helps to facilitate seeking help, counsel and information for victims or witnesses, as well as provide information for the businesses involved in the EHTN campaign, NGOs or International Organisations.

Helpline for Victims of Human Trafficking

The Helpline for victims of human trafficking was launched as a joint project of the campaign "End Human Trafficking Now!" and an association "Friends of Humanity" on 2 June 2008 in Geneva. The main objectives of the helpline were to:

- Detect and identify potential victims of human trafficking.
- Provide specialized help and support to victims (shelter; medical, social and psychological assistance, legal counseling etc.).
- Sensitize the general public on the issue of human trafficking.
- Improve the existing network for the assistance of victims. The assistance was provided over the phone via free and confidential number 0 800 20 80 20, in French, English, Spanish, Portuguese, Italian, German and Russian.

The launch was announced in a press conference and accompanied by a massive awareness raising campaign. The helpline is an extraordinary example of public-private partnerships as it was mostly financed by the private sector and supported by Geneva authorities.

Summary of results:

In six months, the helpline received 85 calls. Out of them, 16 were considered as potential cases of human trafficking: data 600% higher than official data of the Swiss Federal Police. The cases confirmed the previously established profile of victims: mostly women in illegal situation, exploited for domestic work or/and sexual services. The helpline assisted victims in assessing their situation and contacting relevant services, including scheduling appointments. In this context, the team of the helpline



collaborated with a large range of institutions: shelters, hospitals, Red Cross (voluntary return service), trade unions, police and others. The victims often showed fear of retaliation against them or against their family. Because of this, many of them didn't contact the recommended service or did not show up to the meeting appointed. This confirms the important limits of the helpline project which will be addressed in its following phase.

Awareness raising campaign

The launch of helpline was accompanied by an extensive awareness raising campaign aiming not only to reach potential victims of human trafficking but also alert the general public and giving it tools in order to identify and assist victims. Various promotional material (posters, flyers, bracelets and stickers) were developed, produced and distributed in many places (streets, public transport, social network, police stations, hostess bars, cabarets, shops; Fan Zone during EuroFoot and during the Geneva Festival 2008). An Internet website www.trafficked.ch was launched to provide practical information for victims, witnesses and public.

Objectives for 2009

- Enhance and extend the role of the private sector in combating human trafficking.
- Prevent trafficking by raising awareness of the threat involved.
- Develop business tools and training to support the private sector in combating human trafficking.
- Establish an award to recognize the best business practice to combat human trafficking.