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The Republic of Indonesia



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Bali, Indonesia



FINAL REPORT

powerofpeace

building peace through communication and information





Global Forum

**‘Power of Peace. Building Peace
through Communication and Information’**

Bali, Indonesia
21-23 January 2007

Organized by UNESCO
in association with the Government of Indonesia



Participants of the Global Forum "Power of Peace.
Building Peace through Communication and Information"

Bali, Indonesia
21-23 January 2007

Preamble

***... since wars begin in the minds of men,
it is in the minds of men that the defences of peace must be constructed.***

These words framed in the Constitution of UNESCO 60 years ago are no less striking today. We experience war and terrorism with alarming regularity and scale, but we also now have at our disposal new and dramatic means to influence the minds of men and women in whom the 'defences of peace must be constructed'.

The mass media of television and radio, and the new digital information and communication technologies (ICTs) have massive influence. They set social agendas and they legitimize what they carry and convey.

There is a need to rethink how best these tools can support cultural self-expression and mutual understanding.

With this in mind, UNESCO in association with the Government of Indonesia hosted an International Forum 'Power of Peace' in Bali, 21-23 January 2007. Recognized thinkers and practitioners from the public and private sectors met to develop strategies to best harness the power of the media and ICTs in a practical and effective way for the purpose of building awareness, dialogue, harmony and peace.

In doing so, the Forum was guided by the sustaining wisdom of UNESCO's Constitution, which states:

***... ignorance of each other's ways and lives has been a common cause,
throughout the history of mankind,
of that suspicion and mistrust between the peoples of the world
through which their differences have all too often broken into war ...***

What follows is a narrative report of the Forum, beginning with a description of the structure, followed by highlights of the proceedings, a summary of recommendations from panels and working groups, and the final resolution for action.

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Structure



Over 200 delegates from more than 30 countries representing stakeholders from government, academia, research institutions, media, broadcasting, and ICT and NGO sectors were invited to convene in Bali, Indonesia.

In advance of the event, participants were provided with a background paper describing the challenge of the Forum to find practical means of using media and ICTs to achieve peace – and outlining a possible model for responding to that challenge – the Power of Peace Network.

The Forum Agenda was designed to start by addressing broad principles of dialogue and peace leading on to an increasingly focused discussion of collaboration and practical follow-up:

- Part One: Opening addresses dealing with issues relating to peace
- Part Two: Panel discussions and presentations focusing on the matters of cultural dialogue, religion and the role the tools of information and communication
- Part Three: Working groups to discuss the prospect of a collaborative Power of Peace network

Effort was made to maximize the participation and interaction of all those attending the Forum. For example, televised panel discussions featured brief introductory statements rather than lengthy speeches, followed by lively debates facilitated by interviewers to ensure broad audience participation.

Media presentations were scheduled throughout the Forum to add energy and colour to proceedings, and to expose important innovations in the use of media and ICTs. Everyone in attendance was asked to participate in working groups with ample room to express all viewpoints.

The culmination of the Forum was the adoption of a resolution, 'The Spirit of Bali', including recommendations for further action.

1. Plenary addresses and keynote

The first day of the Forum began with four speeches.

Sofyan Djalil
Minister for Communication and Information (Indonesia)

Abdul Waheed Khan
Assistant Director-General for Communication and Information (UNESCO)

Karan Singh
Co-Chair, World Commission on Global Consciousness and Spirituality
and Member of Parliament (India)

Jusuf Kalla
Vice-President (Indonesia)

Satish Kumar Modi, President of the Dayawati Modi Foundation and President of the International Institute of Fine Arts (IIFA), (India) then introduced the art exhibition, Indiart for the Power of Peace, twenty-six original paintings commissioned for the Forum by the Dayawati Modi Foundation.

Sofyan Djalil, Minister for Communication and Information, Indonesia, welcomed all participants, and reminded the assembly of Edward Bulwer-Lytton's words of more than 100 years ago: 'The pen is mightier than the sword'. The Minister then offered as a starting point for discussion a reminder of recommendations of several previous conferences including:

the need to establish a channel for intercultural dialogue on a non-commercial basis, to be funded by private and public sources. In this case we need multi-partner support to local content development for television, radio, and on-line and wireless platforms.

Abdul Waheed Khan, Assistant Director-General for Communication and Information of UNESCO, set the tone for the Forum by noting that, although we live in a troubled world, war and terrorism should not be the focus of the Forum. Instead, its focus should be on finding practical avenues to influence positively a root cause of conflict, the lack of mutual understanding. Mr Khan referred to UNESCO's Constitution, adopted in 1945 after the two most disastrous wars in history which took the lives of some 60 million people. It commits its States Parties:

... to develop and to increase the means of communication between their peoples and to employ these means for the purposes of mutual understanding and a truer and more perfect knowledge of each other's lives.



This sentiment received resounding support in October 2005 when UNESCO's General Conference adopted the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, and again in April 2006 when the Executive Board took a decision concerning Respect for Freedom of Expression, and Respect for Sacred Beliefs and Values and Religious and Cultural Symbols. These texts were important drivers behind UNESCO's decision to organize the Forum in Bali in association with the Government of Indonesia.

Mr Khan stated that he expected all would agree that the vision of the UNESCO Constitution may be larger than has been realized and that those in positions of influence or ability might seek larger, more cohesive and more evident strategies to utilize the tools of information and communication for mutual understanding. He expressed his hope that the Forum would build on declarations of other conferences and go beyond recommendations to establish a concrete and practical collaborative network. He quoted the Director-General of UNESCO by saying:

Dialogue, founded on mutual respect and understanding ... constitutes the best way to overcome ignorance and promote peace, tolerance and the dialogue among civilizations, cultures, peoples and religions.

Karan Singh, Co-chair, World Commission on Global Consciousness and Spirituality, Chair of the Indian Council for Cultural Relations and Member of Parliament (India), provided the keynote address on The Power of Peace: Knowing Your Neighbours as Friends. He commenced by identifying the need to focus on qualitative changes in attitude and approaches to help convert neighbours into friends on an enduring basis.

Within his address, Mr Singh articulated examples of friendly and neighbourly relationships that are promising signs of mutual understanding and peaceful coexistence:

This beautiful island of Bali itself ... conserves the Hindu heritage that traveled from India many centuries ago and has been nurtured by the predominantly Muslim nation of Indonesia.

He reviewed recent initiatives whereby neighbours have successfully been converted into friends. These include countries of the European Union, the Association of Southeast Asian Nations (ASEAN), the South Asia Association for Regional Cooperation (SAARC), the North America Free Trade Agreement (NAFTA), and GCC that convene large national and regional interests into trading partnerships and platforms for cultural exchange. Clearly, people do not want war; they want the opportunity to live in peace and stability so as to reap the potential harvest in the twenty-first century.



Mr Singh suggested that the words of Buddha from more than twenty-five centuries ago might be used to frame an action agenda for the future: 'Never by hatred does hatred cease/Only by love does hatred cease/That is the eternal law'.

He then outlined four areas for action:

- Increasing people-to-people contact and cultural interaction;
- Redoubling efforts towards inter-religious harmony;
- Bridging the information gap through enhanced education; and
- Encouraging tourism.

Mr Singh concluded his remarks with a Vedic prayer for peace and a plea that the people of the world build on commonalities rather than highlight the differences among them.

Mr Jusuf Kalla, Vice-President of Indonesia, delivered the inaugural address and officially opened the Forum. He described how the media tend to focus on disaster rather than on more fundamental issues such as the brokering of peace. Of particular note was an example from Indonesia where Tsunami coverage essentially overshadowed any reporting of a successful domestic negotiation process that averted civil strife and the threat of reprisal.

He stated that equally important is recognition of the need for all people to feel free to express themselves, confirming their identities, regardless of their religion, or ethnic or socio-economic background.

He cautioned that, although violent acts in the name of religions are often depicted in the media, all religious beliefs include a desire for human understanding and peace. Religion is not at fault, rather those who distort religion to their own and violent ends are at fault.

Vice-President Kalla concluded by saying that holding the Power of Peace Forum in Bali signals Indonesia's commitment to plurality, self-expression and mutual respect.

2. Panel and discussions



On the first and second days, plenary panel discussions addressed the following four converging matters.

1. New thinking on the peace process: research and practice on cultural dialogue, conflict resolution and sustainable development
2. The meaning and significance of cultural dialogue for peace in a time of terrorism and war
3. Religion, media and peace
4. The mass media and information communication technologies: part of the problem or the solution?

The following is a summary of the four panel sessions.

Panel 1: New Thinking on the Peace Process: Research and Practice on Cultural Dialogue, Conflict Resolution and Sustainable Development

Panel members

Kunda Dixit
Editor and Publisher, the Nepali Times newspaper in Kathmandu (Nepal)

Julian Lines
Chair, Auroville International (USA)

Indrajit Banerjee
Secretary General, Asian Media Information and Communication Centre,
AMIC (Singapore)

Hilmy Ahmed
CEO, Young Asia Television (Sri Lanka)

Saed J. Abu-Hijleh
Director, Public Relations Department,
An-Najah National University (Palestinian Autonomous Territories)

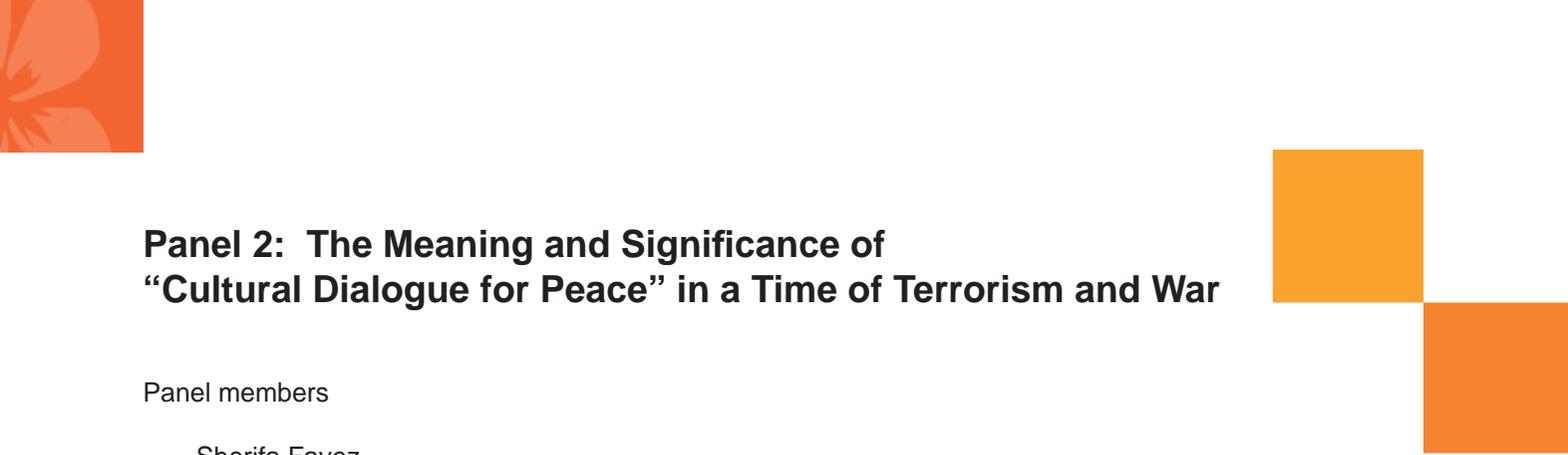
Nancy Hunt
President, We Are Family Foundation (USA)

Moderator/Interviewer:
Aman M. Wirakartakusumah
Ambassador, Permanent Delegate of the Republic of Indonesia to UNESCO
(Indonesia)



Key points raised by the panelists

- ‘Good news’ about successful peace initiatives is rarely reported in the media; when it is reported, headlines often present ‘peace’ as a form of conflict, e.g. ‘peace is breaking out’; ‘peace talks on the verge of collapse’.
- Civil society and media must take a lead in communicating stories on peace.
- No long-term sustained peace can be achieved without social justice, adequate health care, economic development and political empowerment.
- The pervasiveness of the Internet provides everyone who is connected with a voice.
- Good governance is the single most important factor in achieving sustainable development.
- In the late 1990s Sri Lanka used ‘peace casting’ – broadcast media promoting peace – to promote dialogue among families to counter government-imposed media restrictions.
- In countries subject to foreign occupation, ICTs become a matter of survival; they transcend borders when physical travel is often constrained.
- The power of songs is very strong in creating peace, e.g. ‘We are family’.
- The challenge is to integrate “peace” into families – this is where peace must start.
- Education (i.e. schools) can also help; there is a need to change the perception of news being everything negative; videoconferencing provides great opportunities for international dialogue between students.
- The extent of violence in children’s television is a growing concern; a frequent response from media that they are simply “responding to demand” is not acceptable.
- Media have a great power to engender compassion with major global disasters such as the Indian Ocean Tsunami.
- To ‘blame the media’ for focusing on war and ‘bad news’ is too easy; media have to make hard decisions to satisfy owners and consumers, and to show the world as it is.
- There are concerns about ‘psychological pollution’ from the barrage of death and destruction portrayed by news and film media – ‘Now we see our nightmares with our eyes open’.
- There is a need to promote the world as ‘one family’.



Panel 2: The Meaning and Significance of “Cultural Dialogue for Peace” in a Time of Terrorism and War

Panel members

Sherifa Fayeze
Director, Egyptian Society of Intercultural Exchange, AFS (Egypt)

Zareen Karani Araoz
President, Managing Across Cultures (India/USA)

Sabam Siagian
Senior Journalist, President of the Jakarta Post Daily (Indonesia)

Raymond Louw
Editor and Publisher, South African Report (South Africa)

Moderator/Interviewer:
Daniel, Taylor
President, Future Generations (USA)



Key points raised by the panelists

- A key challenge is to engage people in ‘peace building’.
- There are 350 ‘peace agreements’ of which some two-thirds have not succeeded, but what is more interesting is to understand the characteristics of the one-third that succeeded.
- Cultural dialogue is simply about people/people relationships.
- 11,000 AFS students are contributing to peace, but many more need to engage.
- In South Africa, at the time of the Truth and Reconciliation Commission, the media played an important role by allowing people (including the perpetrators) to tell their stories publicly (on talkback radio). This is now recognized as a key factor in averting civil war. People felt justice had been achieved simply by being able to tell their stories.
- Media cannot achieve intercultural dialogue on its own, but can contribute to a climate of optimism; it is also important to maintain a sense of humour.
- Media are often “blamed” for only reporting negative news, in particular with television’s need to compress news into 30-second clips. In defence of this position, it was suggested that media cannot report peace until they have reported war.
- There are examples of innovative projects to promote dialogue and achieve practical outcomes, e.g. the party established in Afghanistan for people who were ‘crazy enough to believe in a better world’ – membership required a donation of 200 sun-dried bricks to help with reconstruction.
- Global media are often less interested in reporting about the effects of war on local people; their audiences are more interested in the impacts on their own people. For example, CNN reports from Afghanistan tell more stories about Americans in Afghanistan than about local communities.
- ‘Learn to live together’ should be in the school curriculum in all countries.
- How children are raised will determine whether they are ‘at peace’; adults must take this responsibility seriously.
- Religious differences are often blamed for conflict, yet all major religions have peace as a core belief; it is important for religious leaders to take a more visible leadership role in promoting inter-faith dialogue and peace.
- It can be too easy for media to hide behind the principle of ‘freedom of the press’ while ignoring the effects on particular groups, especially children.
- The people who own and manage media must take responsibility; journalists do not choose what stories to report.
- However, media managers do have problems in this respect because of the pressure of commercial realities and the need to produce media that sells. The basic issue is consumerism.
- A new peace channel would not be able to compete with consumer-driven media; the best opportunity would be to penetrate peace stories into existing media.

Panel 3: Religion, media and peace

Panel members

Edward Woo
Chair, Centre of Centre for Research on Linguistic Studies,
Asia International Open University (China)

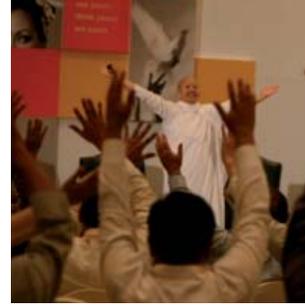
Azyumardi Azra
Rector of Islamic University Syarif Hidayatullah (Indonesia)

Faisal Al-Obaid
Secretary General, National Centre for Dialogue (Saudi Arabia)

Seyed Mohammad Tavakol
Secretary-General, Iranian National Commission for UNESCO
(Islamic Republic of Iran)

Lena Slachmuis
Director, Centre Lokole, Search for Common Ground
(Democratic Republic of the Congo)

Moderator/Interviewer
Torben Krogh, Chair,
International Programme for the Development of Communication (IPDC),
UNESCO (Denmark)



Key points raised by the panelists

- The four noble truths of Buddhism provide practical wisdom in addressing conflict: truly identify suffering; understand why we have to face suffering; take steps to address the suffering; and determine the correct way to do so.
- Media can help to change people's attitudes towards greed but governments have an even more challenging role in reducing poverty and avoiding political conflict.
- We have at our fingertips technologies that allow media to seek the views of all people to a much greater extent than before.
- An organization should be set up to evaluate educational materials promoting peace – criteria could include, morality, cause and effect, wisdom and science.
- Teachers must be well qualified to teach and practise 'peace'.
- Religion rarely plays a role in conflict – the causes are economic and political. Religion is often the scapegoat.
- There are examples of undue influence by teachers ('my teacher told me') who are driven by religious doctrine (at times in conflict with parents) instead of tolerance and understanding.
- People have many identities – the challenge is to search for common ground.
- People who claim to be the leaders might not be the real leaders, resulting in the danger of nations being influenced by 'false' leaders. Media can help to expose these claims by giving voice to the people.
- Media is only a mirror on society; the world's troubles are not the fault of media – the issue is with society; media's job is to just tell the truth.
- Media make choices about what they cover and what they exclude. Media could do more to promote peace.
- Major religions of the world are like the five fingers of a hand – quite separate, yet at the same time joined.
- The rating trap (television rating points) noted – what interests people and what is in the interest of people are often in conflict.
- Governments must take responsibility for addressing conflicts – it is they who set policies, not media.

Panel 4: The Mass Media and Information and Communication Technologies: Part of the Problem or the Solution?

Panel members

Daniel Stauffacher
Chair, ICT4Peace Foundation (Switzerland)

David Astley
Secretary-General, Asia-Pacific Broadcasting Union, ABU (Australia)

N. Bhaskaro Rao
Chair, Centre for Media Studies, CMC (India)

Iskandar Alisjahbana
Expert on Information and Communication Technologies (Indonesia)

Ross Howard
Media and Democracy Group (Canada)

Torben Brandt
International Media Support (Denmark)

Djafar H. Assegaff
Senior Journalist, Corporate Adviser media Group (Indonesia)

Gloria Castro
President, Board of Media of Peace (Colombia)

Manish Kasliwal
Chair, Young Jains of India (India)

Moderator/Interviewer
Javad Mottaghi, Director,
Asia-Pacific Institute for Broadcasting Development (AIBD)
(Malaysia)



Key points raised by the panelists

- The report produced by ICT Task Force on 'ICT for Peace' provides good examples of how ICTs have been put to use to counter war and innovated for the purposes of peace.
- The World Summit on the Information Society (WSIS) recognized ICT as a tool for conflict resolution and recommended the establishment of an ICT for Peace Foundation.
- The work of the Global Alliance of ICT for Development was also recognized.
- WSIS enabled these ideas to be promoted on a diplomatic and political level.
- The WSIS goal is to create by 2015 an inclusive information society, but there is some skepticism that there is sufficient political will to achieve this goal.
- Media do contribute directly to creating international conflict situations; some terrorist groups rely on the media to communicate their demands.
- Recent examples of the Mohammed cartoons and the execution of Saddam Hussein created much controversy about whether the media have overstepped their role and not sufficiently balanced 'freedom of press' issues with 'media responsibility'. On the positive side, the backlash to the publication of the cartoons by Danish media has stimulated inter-religious dialogue and better understanding.
- Journalism schools should include discussion of Television rating points (TRPs).
- To secure peace, the world needs to focus more on reducing the widening gap between the rich and the poor.
- The free and open software movement is an example of an alternative approach to the capitalist model of global finance, patent and intellectual property that is contributing to widening the gap.
- Information has the unique property that, when it is shared, it is still retained by the originator.
- Lawrence Lessig's approach to 'remixing culture' was commenced for building legally very difficult issues related to ICTs.
- Proposal that UNESCO could become the champion for 'free culture'.
- Technology is not the issue; the issue is media content and social context.
- The film industry is hugely influential in educating our children.
- Support for the concept of a platform to share peace-building stories.
- ICTs can be used in simple ways, e.g., telephone talkback to newspaper editorials.

3. Presenting the Power of Peace Network concept

Following the panel interviews and discussions, the Forum focused on the concept of a Power of Peace Network (PPN) with three presentations:

Abdul Waheed Khan, Assistant Director-General for Communication and Information (UNESCO) spoke on the search for practical solutions that stimulated UNESCO to put the Power of Peace Network concept forward for discussion.

Peter Armstrong, Director of OneWorld International, provided an overview of on-line opportunities and important considerations emerging from new technologies for a collaborative initiative such as PPN.

David Nostbakken, a founder of Vision Television, WETV International Inc. presented an overview of the concept document.

The following is a summary of their comments.

Abdul Waheed Khan asserted his belief that, if people act together, they can create a powerful force for peace in the world. Mass media and ICTs should help in this regard. Those privileged with knowledge and know-how have great responsibility to promote peace.

The PPN concept paper provided Forum participants with a discussion to assist in thinking through practical approaches towards achieving peace. It is meant to move beyond dialogue to 'multilogue', reflecting their diverse cultural and linguistic realities. It is intended to reflect the convergence of the media and ICTs as tools to give everyone, including the world's youth, access to information and knowledge.

The concept as presented to the Forum is meant to be open ended and dynamic for shaping and re-shaping by participants. However, certain principles should be kept in mind. In order to bring peace into the mainstream, PPN should:

- Be participatory and inclusive;
- Include a multi-stakeholder approach;
- Uphold fundamental principles of freedom of expression;
- Provide a platform for a free flow of ideas;
- Be holistic in approach; and
- Include capacity-building particularly of youth.



Peter Armstrong offered an overview of new ICT opportunities for NGOs and those they serve, with examples from One World and the many individuals and organizations linked to it. The Internet will drive changes in all regions of the world. Mr Armstrong reviewed a number of shifts from old ways of doing things to new:

- From TV set to any screen
- From broadcast to broadband
- From channels to on-demand
- From advertising to pay-per-view
- From broadcaster content to user-generated content
- From 'couch-potato' static to interactive
- From just video to rich media mix
- From national to global
- From my platform to everywhere
- From one language to multilingual
- From one-stop-shop to go-to-audience

He also provided a number of recommendations for the development of a PPN, including:

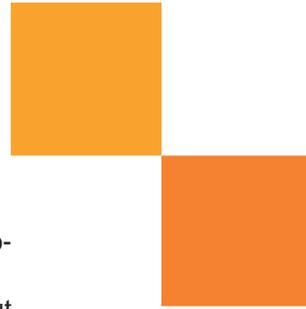
- Use new TV paradigms
- Define the peace niche
- Use incentives to stimulate production
- Syndicate
- Open-source production and editing

David Nostbakken offered an overview of the concept paper distributed to all Forum delegates, reminding them that, although the Internet is a powerful force in some parts of the globe, 85 per cent of the world's population does not yet have access to it.

Common sense dictates that any and all media must be utilized to ensure global access and delivery, including print, radio and television, as well as the Internet. The evident opportunities of the Internet should shape thinking on all platforms that will increasingly converge. This is the thinking behind PPN as a multi-media, multi-platform initiative.

Other factors to be considered include:

- The importance of self-expression for the security of self-identity.
- Use of what is already in existence in collaboration with NGOs, broadcast providers, satellite services, producers, etc.



- A collaborative scaling-up of what is already in existence to ensure evident presence locally, regionally and worldwide.
- A business base to ensure sustainability and growth that includes donor participation, but is not wholly dependent on it. The PPN concept paper and much discussion in the Forum identified the problems of broadcast systems being too tied to commercial or government ownership and control. PPN needs a revenue base and ownership structure that frees it from these constraints.
- A partnership business model informed by the successful Vision TV model in Canada and the global WETV experiment as a starting place to consider PPN's business approach. This approach includes private sector corporations (socially responsible businesses, particularly drawn from the ICT sector), public sector donor organizations, religious groups and sponsors as paying clients to the Power of Peace Network they would help create.
- A corporate and governing structure to include an autonomous board of directors made up of eminent trusted international figures to oversee the fiduciary well-being of the service. PPN would need a code of ethics and programme practice to set parameters and to ensure the avoidance of conflict or libel. A separate Advisory Council to the Board made up of PPN's founding public and private corporations and agencies would monitor and advise the operation in accordance with the code.

Mr Nostbakken concluded his presentation with three abbreviated questions arising from the PPN concept to be deliberated by the afternoon's working groups:

1. What are the obstacles and solutions requiring stakeholder involvement in a PPN collaboration?
2. How do we make sure nobody gets left out?
3. What are the important initial steps leading to a phased development of a network?

4. Working Group discussions and recommendations

While there was tremendous enthusiasm for a go-forward plan, it was equally recognized that the Bali meeting is a part of a continuum of development.

The main operating principle of each group was that no challenges should be raised without proposing at least one solution.

The following is a summary of reports from the three working groups that for a half-day discussed the prospect of PPN with respect to three questions posed by Mr Nostbakken:

1. Recognizing that collaboration would seem to be the emerging ethos of the twenty-first century, what are the obstacles to collaboration faced by stakeholders who should be engaged in a 'Power of Peace Network' collaboration? (For example, broadcasters, NGOs, public/private partners and the 'Web 2.0' community.) Please identify a solution for each.
2. 15 per cent (and climbing) of the world is using the Internet. In some regions, radio remains most significant; world-wide, television is still the most dominant medium. Contemplating a "Power of Peace Network," how do we ensure the visibility of local content, self-expression and a global presence? How do we make sure nobody gets left out?
3. Research and development would be needed to further develop a 'Power of Peace Network'. PPN would rely upon stakeholder partnership and a wide range of collaboration. It would need financial backing to get started, based on a realistic business case. What are the important initial steps leading to a phased development of PPN?

4.1. Key issues

Key issues that were discussed relate to technical feasibility and application, social/political issues, management and control.

4.1.1. Defining PPN

- What exactly is the Power of Peace Network?
- What is the scope of its activities?
- What is achievable?

Participants made the following recommendations for functions to be included in Network:

- Provide a watchdog function, with follow-up action to bring to international attention media activities that inflame conflict situations;
- Provide training for journalists and for all people in content creation that promotes peace;



- Expose school children to cultural diversity and understanding of differences;
- Ensure that stories about war or conflicts are not excluded, but with efforts made to talk about the causes of conflict, not just the events of war;
- Provide a voice of opposition to speak out against oppressive regimes and systems; and
- Clearly articulate a definition of peace that can be measured and monitored.

4.1.2. Identifying the target audience

Participants acknowledged the great influence the media can have on people, especially the young, and recognized the need for PPN to clearly define its target audience. They recommended that:

- at the broadest level, all people in all countries are the target audience;
- a special focus should be on children and youth through education systems.

4.1.3. Who are ‘we’?

Participants sought clarification concerning who is taking ownership of the PPN concept. They recommended that:

- Everyone participating in the Forum take ownership of advancing the concept within their spheres of influence;
- UNESCO take specific responsibility for exploring ‘ways forward for the creation of an innovative mechanism to promote peace through media and ICTs’.

4.1.4. Clarifying the stakeholders

Participants identified the main stakeholders of the PPN initiative. They made the following recommendations:

- Develop a strategy that will attract a broad range of stakeholders, recognizing that all potential stakeholders would not have one common interest;
- Ensure the PPN is open to all broadcasters, NGOs and other interested parties;
- Identify the major media players, including both traditional and new media, and seek to engage them directly in the initiative;
- Give UNESCO the role of an initiator and a facilitator for PPN;
- Develop strategies for sensitizing audiences to shift demand towards content with a greater focus on promoting peace;



- Engage PPN with groups that have established channels for reaching audiences with specific areas of interest such as the environment, education, etc; and
- Engage PPN with media conglomerates and influential leadership to promote the inclusion of the principles of peace in existing media.

4.1.5. Establishing guiding principles and values

While participants struggled to develop a concise description of the scope of PPN, there were many suggestions about its characteristics, guiding principles and values. They recommended that PPN should:

- Distribute in all six official United Nations languages as well as Hindi, Italian and Portuguese;
- Take account of countries with limited access to ICTs;
- Be an advocate of social responsibility;
- Recognize the inextricable links between peace, governance and transparency/accountability (including the realities of ‘transitional justice’);
- Establish its own code of ethics;
- Encourage ‘multilogue’;
- Promote research and development, recognizing that there are many ways of expressing views and many morals to express;
- Use independent (bypass) platforms and channels to reach communities in countries where media is controlled to repress information;
- Advocate equal access;
- Give space and support to disadvantaged groups;
- Form strategic alliances with partners;
- Include academics, business and cross-cultural groups;
- Engage stakeholders directly in management and governance;
- Promote cultural and linguistic diversity;
- Respect freedom of speech, and also have freedom of choice;
- Respect gender issues;
- Reflect the reality that spirituality is one of the main ‘ingredients’ of peace;
- Focus on educational aspects of media, accepting that people can be educated to be good – ‘peace is educated’;
- Avoid acting as censors to voices;
- Promote mutual respect within a shared space;
- Mobilize resources that exist rather than starting from scratch; and
- Accept that the principles of openness, transparency, honesty and ‘truth’ are essential for the success of PPN.



4.1.6. Promoting local content creation

A driving force for PPN is the opportunity it provides for increasing understanding between people, communities, countries and religions – but the critical ingredient is for all people to be able to tell their own stories. Participants recommended:

- Addressing the larger question of what will be appropriate content for the platform; and
- Establishing a content evaluation team to assess common values that benefit peace and provide the criteria for classifying content.

4.1.7. Using relevant technologies

Participants recognized that it is the new ICTs, especially the Internet and in particular the more recent Web 2.0 social software tools, that provide new opportunities for promoting peace through media. However, given the limited access to television and ICTs in many countries, the Forum concluded that PPN should take advantage of whatever communication technologies are available to most people in any particular country. In many countries radio will continue to be the most powerful and accessible mass media technology for some time. They recommended that:

- PPN should provide content for all media platforms, including print media, with special consideration to usage patterns and penetration;
- The initiative should be developed with consideration to long-term technology projections and media trends (e.g. with regard to accelerated satellite availability and rapid uptake of Internet access in emerging regions); and
- UNESCO should solicit support for free Internet access for those who cannot afford access, by leveraging funding support from major global foundations.

4.2. Suggested framework for action

Participants moved quickly from thinking about the need for a PPN and the principles under which it should operate to start brainstorming about the implications for implementation. They recommended the following:

- A study group or task force to review the structure, ownership and mechanisms for coordinating the development of the PPN;
- Counsel the study group to be financially realistic and ensure that specific recommendations are presented to all parties involved;
- Complete a comprehensive plan before presentation to stakeholders;
- Media and development professionals in the conception of PPN;

- Provide mechanisms for content to be ranked by users, taking care not to exclude the smaller players;
- Stimulate cultural ‘multilogue’ by having users ‘play’ with content, eg. similar to ‘Second Life’;
- Establish a PPN award;
- Secure the support of ambassadors and celebrities in promoting PPN;
- Commence PPN with a globally accessible database of media content on peace, sustainable development, culture and art;
- Consider the value of a membership-based network compared to an entirely open network;
- Develop specific guidelines / manual for media to engage constructively;
- Establish an inventory of organizations promoting peace and pluralism – and on that basis build a network;
- Develop a strategy which seeks to establish regional networking as a platform for scaling;
- Find a way of “measuring” peace with relevant indicators to evaluate the effectiveness of PPN and allow it to adapt as it grows, noting that the corporate social responsibility frameworks using peer-reviewed evaluation could provide a useful model.

4.3. Structuring the business model

Sustainability is a core goal of any framework or network established. PPN is not to be just an interesting project; it must have a view to the long term from the very beginning. This suggests the need for a business plan with clearly identified and sustainable sources of funding. Participants recommended the following:

- Seek ways to motivate broadcasters and other media to engage – because of the commercial imperative for most players, there must be clear benefits identified for all participating stakeholders;
- Find clever ways to make “good news” viable to commercial media;
- Promote the opportunity for PPN to contribute to a media organization’s public image and not restrict the discussion to funding;
- Promote quality of content as a key factor in engaging global, regional, national and local media;
- Consider creating specialized components of a larger initiative, noting that the scope might be too broad for a single entity;
- Pay careful attention to financial viability, taking care to avoid the ‘consumeristic’ model of advertising if possible; sponsorship could be preferable if this is of a long-term and sustainable nature;
- Ensure that the business model should not be exclusive as the result of religious stereotypes;



- Develop a measurable framework (based on applied indicators) to evaluate the qualitative and quantitative impacts of the initiative, requiring the development of specific indicators;
- Consider an appropriate degree of control versus openness in terms of content promoted and distributed by PPN.

4.4. Consensus

Concluding the meeting with the declaration 'The Spirit of Bali', participants made a commitment to contribute to building mechanisms through which media and ICTs can help enhance mutual understanding, stimulate a 'multilogue' among peoples and cultures, and build peace. The declaration includes the following characteristics of a global media initiative as proposed by the participants:

- Providing a network with worldwide channels to advance pluralism that are non-exploitive, culturally respectful and supportive of a variety of efforts that further the cause of world peace;
- Establishing a media resource network aimed at promoting peace and development, ensuring cultural and religious respect;
- Using media and ICTs constructively to shape a world where we can live with people who are different;
- Promoting the use of media to achieve mutual understanding;
- Promoting press responsibility with press freedom; and
- Achieving a platform that becomes a self-sustaining initiative, based on a model in which people throughout the world have the opportunity to tell their own stories and the freedom to share these stories with people in other countries and cultures using the technologies most accessible to them.

5. Forum closing and declaration

Having considered the speeches, presentations, discussions and working group recommendations, Abdul Waheed Khan, Assistant Director-General for Communication and Information (UNESCO) and Arief Rachman, Executive Chairman of the Indonesian National Commission for UNESCO, convened participants for the official closing of the Forum. They thanked all those who made the gathering possible, including speakers and dignitaries, the Indonesian committee and working group hosting the event in Bali, those in the UNESCO planning group, and especially all the participants in panels, presentations and discussion groups.

Finally, Mr Khan read a proposed declaration arising from the rich and varied interchanges. The declaration, titled 'The Spirit of Bali', received unanimous endorsement by participants.

The Spirit of Bali

We the participants of the Global Forum Power of Peace – Building Peace through Communication and Information, Bali 21 to 23 January 2007, declare our commitment to contribute to build mechanisms through which media and information technology can contribute to enhance mutual understanding, to further dialogue among peoples and cultures, and to build peace.

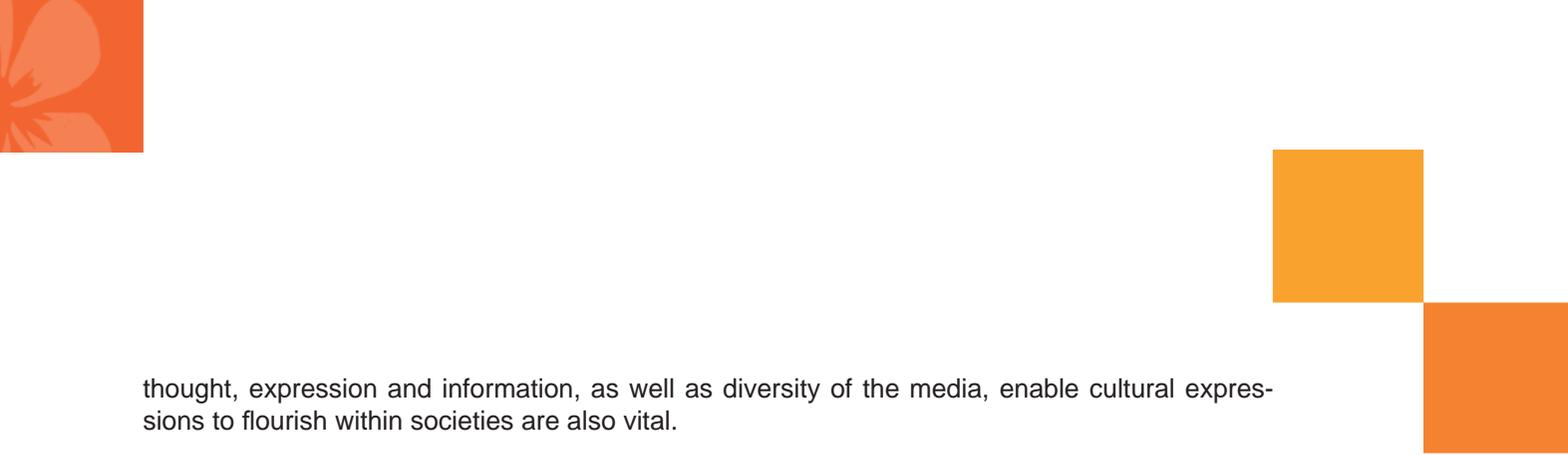
Today's world holds many challenges to peace. In several quarters of the globe in the past decade, there have been wars, civil strife, and increasing domestic ethnic and religious tensions. More than ever we are aware that conflict, whether internal or between nations, is linked directly to poverty, despair and disenfranchisement, and that peace cannot be built without addressing these issues.

Ignorance, prejudices and stereotypes are obstacles to mutual understanding and peaceful dialogue. We recall the decision of UNESCO's Executive Board in April 2006, concerning respect for freedom of expression, and respect for sacred beliefs and values and religious and cultural symbols. Dialogue, founded on mutual respect and understanding... constitutes the best way to overcome ignorance and promote peace, tolerance, and the dialogue among civilizations, cultures, peoples and religions.

Mutual understanding can only be achieved through a continuous exchange of information and knowledge – through the free flow of ideas by word and image, as UNESCO's Constitution puts it. Indeed, this free flow of information is the basis of mutual understanding, which in turn is a sine qua non for eradicating misconceptions about the "other" – one of the root causes of conflict and wars.

If the defences of peace are to be constructed in the minds of men and women, we do well to recognize that our minds and hearts are increasingly influenced by mass media, and new and emerging information tools. And so, in an age of information and communication technologies, we have new opportunity to find the practical ways of using these tools of expression for sharing our diverse lives with an eye to building peace. We have known for a long time the importance of human dialogue and the exploitation of communications tools for these purposes, and now we find ourselves in the fortunate position of being able to carry on that dialogue on a global basis more efficiently than ever before. We have the means, motive and opportunity to be everywhere at once.

The Power of Peace Network will contribute to enhanced cultural self-expression and interaction, inter-faith dialogue, and to bridging the information gap between people in line with the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expression. The Respect for the diversity of cultures, tolerance, dialogue, and cooperation in a climate of mutual trust and understanding are among the best guarantees of international peace and security; Freedom of



thought, expression and information, as well as diversity of the media, enable cultural expressions to flourish within societies are also vital.

We, the participants of the Global Forum Power of Peace – Building Peace through Communication and Information, Bali 21 to 23 January 2007 have in the past three days discussed these pertinent issues in an environment that has been open, constructive and respectful – in what we will call the Spirit of Bali – and we call upon UNESCO to explore the ways forward for the creation of an innovative mechanism to promote peace through media and ICTs.

Such a mechanism has to be inclusive, participatory and collaborative. It should involve the youth of the world, leave no one out, ensure freedom of expression and help us know better who we are in the world. It should involve the Internet as well as film, radio and television, and should utilize all possible delivery systems, including over-the-air broadcasting, online, wireless and satellite.



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