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.

Rotary Peace Game

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

- **143 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 Moonshot Concert Series (2026–2030)

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**

The future is asking us to rise.

It Has Begun

From 2020 to 2025:

- **More than 3,500 Peace Game players took over 80,000 Peace Actions**
- **They live in 608 cities across 67 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