



**THINK OF A CONFLICT.
ANY ONE WILL DO.**

**SUDAN, SRI LANKA, NEPAL...
IT DOESN'T MATTER WHERE.
THERE WILL ALWAYS BE LOCAL PEOPLE,
WORKING FOR PEACE.**

OFTEN THEY RISK THEIR LIVES. ALWAYS THEY MAKE SACRIFICES.

THEIR EFFECTIVENESS COMES FROM WHAT THEY KNOW: WHAT THE CONFLICT'S ABOUT, WHO'S INVOLVED, *AND HOW IT COULD BE ENDED.*

They know who to talk to and the trust and respect they've built up gives them authority to persuade people to take risks and change.

They are driven by passion and commitment. They're certainly not in it for money or status.

We think they deserve financial support and recognition because we believe local peacebuilding should be at the heart of all strategies to end or prevent conflict.

Peace Direct's purpose is to make that happen.

We act like 'venture capitalists for peace' by investing in people like Henri Bura Ladyi (pictured right) who runs Centre Résolution Conflits (CRC) in the Democratic Republic of Congo.

Peace Direct:

- Finds the most effective local people
- Funds them to realise their vision, not ours. We trust their judgement
- Promotes their effectiveness to people in power

Will you show solidarity with them by supporting Peace Direct?

*HENRI BURA LADYI,
D.R. CONGO.*

Henri was accused of being a spy because he worked in a telecoms bureau in Eastern DRC. Armed men seized and tortured him, hung an AK47 round his neck and told him, 'This is your weapon and you are now a soldier.' Henri refused and escaped on foot, trekking 200 miles through the jungle with his wife and baby. In Beni, he met up with the Centre Résolution Conflits, a church based reconciliation group and began working with them. Now, Henri is the Director of CRC and under his leadership it's become a powerful influence for peace, mediating in conflicts, persuading armed militias to return to civilian life, rescuing and resettling child soldiers. Now Henri is creating Task Forces which bring together militia leaders, Congolese army command, and local people to deal with conflict before it escalates, and which promote the disarmament and reintegration of armed groups.

PEACE DIRECT IN A NUTSHELL?

Read the back page.

““There can be few, if any, initiatives of more importance to the developing world than working for peace. Peace Direct already makes an important contribution to achieving peace at grassroots level.” Lord Joffe, former Chair, Oxfam.



Pictured: Henri with former milita.

WE DON'T JUST FUND THEIR WORK. WE PUT IT CENTRE STAGE.

We want to change the way governments and international agencies see local peacebuilding, so that it's put at the centre of strategies to deal with conflict.

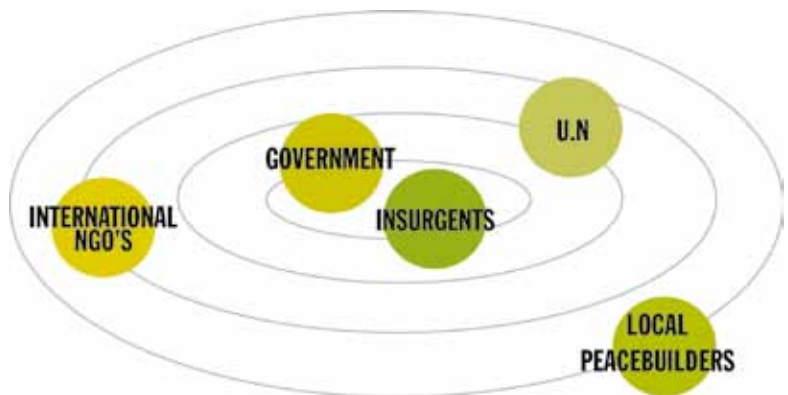
This means building from the bottom up, adding other support, from the UN for example, instead of viewing the UN as central and local peacebuilding as marginal.

In the end, only local people can build a lasting peace. They've the biggest stake in any peace process because it's about where they live, want to work and raise their families

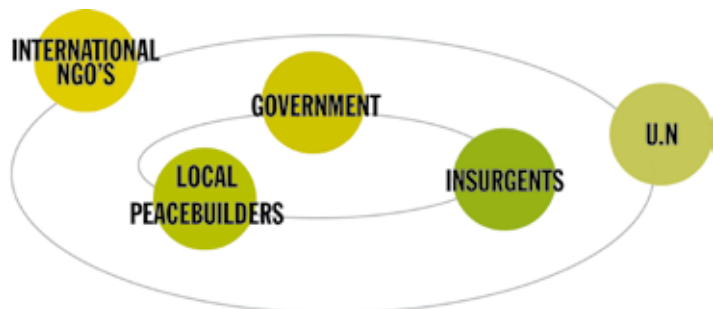
It means asking what local people can *do* - not just what they *need*.

CHANGING THE BALANCE OF POWER.

From UN as central and local peacebuilding as marginal.



To local capacity for peacebuilding at the centre.



“Seek to work with your local partners as collaborators, on an equal footing, and with humility.” Joan Link, former diplomat and Peace Direct Vice-Chair.



GREAT IN PRINCIPLE. BUT WHAT DO THESE PEOPLE REALLY DO?

Just as conflict doesn't happen by the book neither do the ways to prevent or end it. But here are a few examples:



- *Strengthening people's capacity to resist violence*

The Colectivo Mujeres Pacificas is in a part of Colombia where violence is the major cause of death. The women of Cali have created a school that trains women to resist and challenge the all-pervasive culture of violence through street demonstrations, and by standing for public office.



- *Negotiation and mediation*

Eastern DR Congo has suffered the worst conflict since World War II, with some four million dead. The Centre Résolutions Conflits has worked throughout the conflict, despite the brutal murders of the deputy director and his family and the destruction of CRC offices. Henri Bura Ladyi who runs CRC was called on by a community which was effectively taken hostage by armed militia using the village as a 'human shield.' Henri's understanding of their beliefs – for example that spirits were making them invincible – enabled him to negotiate a way for them to leave in safety, giving the 5,000 villagers back their freedom.



- *Creating momentum for peace*

Blue Nile State in Sudan is one of three states most at risk of conflict as the 2011 referendum on independence for South Sudan approaches. In April 2008, the Collaborative held meetings across the State to create a collective movement to strengthen the peace. The committees formed at the end have continued to meet, using their own funds. Peace Direct is raising funds so they can step up their work to anticipate and prevent violence around the 2010 elections.



- *Changing attitudes*

In Sri Lanka, the Young Visionaries project recruits young adults from all three communities - Sinhallas, Tamils and Muslims. They train together and develop projects within their own peer groups that make the case for tolerance after years of distrust fostered by political factions. Against an original target of 30, there are already 42 Young Visionaries and in many cases this is their first personal encounter with a different community.

“... there are no two similar conflicts in the world, therefore any work that just borrows an approach stands a high risk of failure.” Alla Skvortova, Head of Moldova Country Office, DfID.



- *Checking outbreaks of violence before they escalate.*

In Mandera, Northern Kenya, a long running conflict over resources suddenly flared up into violence in early 2005. Within a couple of months, 60 people had been killed in ‘tit for tat’ incidents, and thousands had fled their homes. Local people called on Dekha Abdi, an experienced peacebuilder from a neighbouring district who’d lived through, and helped resolve, similar conflicts. Dekha called on Peace Direct to fund her visit. Once she persuaded people to sit down and analyse what was happening, the killing stopped. For example, a taxi driver was found shot. Rather than relatives taking revenge, they investigated, and found that his own gun had gone off while he was cleaning it.

This led Peace Direct to set up its first Rapid Response Fund in 2006 with Dekha, giving money to a Rapid Response Fund committee that they can use as they choose, to deal with outbreaks of conflict. In late 2007 this funding enabled Dekha to mobilise a committee to deal with post-election riots, using radio, mobile phones and other resources. Their pro-peace actions led to a marked change in the tone of influential newspaper editorials. This Fund has now closed, as a National Rapid Response Fund has been established by the Kenya Government.



- *Bringing people together to build trust*

The Collaborative for Peace in Sudan, a movement of peace organisations from North Central and South Sudan initiated by Peace Direct, saw the growing conflict arising from oil exploration. The Collaborative brought together representatives from the oil industry and the local community, working together, in order to prevent a repeat of the Niger Delta conflict. The Sudan Oil and Human Security Initiative (SOHSI) grew out of the meetings and is sponsored by both parties. It has been invited to meetings of the powerful National Petroleum Commission which sets policy on oil in Sudan.

REMARKABLE PEOPLE. HOW DO WE FIND THEM?

Sometimes people come recommended – for example by the ACTION network, whose members trained with UK NGO Responding to Conflict.

But we also start from scratch, asking knowledgeable people who are travelling to the area to make enquiries about who's doing good work.

Our Insight on Conflict website www.insightonconflict.org, increasingly provides the means to assess who is working in particular conflicts.

Once we've identified potential organisations, we find out more.

We ask about their analysis of the conflict and how they're dealing with the underlying causes.

We expect a track record of effective peacebuilding, and a clear idea of what they'd do with more resource.

They need to be able to tell stories about their work, so we can tell the world - and, of course, be completely committed to non-violence.



**ASHIMA KAUL,
KASHMIR**

In mid 2006 we looked for peacebuilders in Kashmir, as we knew people in the UK were interested in that conflict. We spoke to other peacebuilding NGOs, and one introduced us to Taheer, who was returning to Kashmir. We financed his visit, with a donation from a banker interested in Kashmir, and in April 2007 Taheer returned with news of three organisations. Of these, we chose to support Athwaas because it was working with both Indian and Pakistani groups and linking local women. We visited Athwaas in June 2007 to discuss the ways we would work together. The agreement was signed two months later.

The screenshot shows the homepage of the Insight on Conflict website. At the top left is the logo 'INSIGHT ON CONFLICT'. Below it is a list of 'CONFLICT AREAS' including Kosovo, Northern Ireland, Sri Lanka, Burundi, Lebanon, Nepal, East DRCongo, and Kashmir. There are also sections for 'THEMES' like Young People, Women, Ethnic & Religious, Diversity, Culture & Media, Community Action, Development, and Human Rights. The main content area features several articles and initiatives, such as 'FIND INSIGHTS. FIND PARTNERS. FIND NEW WAYS OF WORKING.' with a photo of a group of people, 'The victims of conflicts are often hidden. So are the heroes.' with a photo of a person, 'ABOUT INSIGHT ON CONFLICT 2007' with a photo of a person, 'CONFLICT RESOURCES' with a photo of a person, 'BURUNDI' with a photo of a group of people, 'NEPAL: HIMALAYAN COMMUNITY DEVELOPMENT FORUM' with a photo of a group of people, and 'OUR LOCAL CORRESPONDENTS' with a photo of a person. At the top right, there is a navigation menu with 'HOME / ABOUT US / CONTACT US' and a search bar.

“No political ideology is worth a broken heart or relationship... Personal experience of death tells me how important humanity and love is.” Ashima Kaul, Kashmiri peacebuilder.



WE'VE FOUND THEM. NOW HOW DO WE FUND THEM?

We aim for long term relationships – that's why we can take the time to find the right partners.

We start with small core funding grants – say £8,000 pa - so the organisations we're supporting have to be ones where this really makes a difference.

Once we're happy with the programme they put forward, we give them the freedom to adapt to changed circumstances – while making sure the work we fund stays within the field of peace and conflict resolution.

This is challenging – lots of development work contributes to peace, and people naturally want to respond to their communities' requests, but it's not what we fund.

By letting partners shape their own programmes, we multiply the value of these small grants many times.

Once we've got to know the partner, seen we can maintain regular contact by phone and email, and got a sense of the impact of their work over the first year, we work with them to raise larger amounts.

We always focus on what they think is needed, but also with an eye to how this relates to the causes of conflict. Sometimes this means a more formal approach to how impact is monitored, helping them to think through what would be their indicators of success.

But, as advocates of their work and their effectiveness, we are dependent on them also telling us the stories of what they do, in their own words - and that doesn't mean ticking the boxes.

Ultimately we hope they will be able to get most of their funding directly but on the way, our better off supporters often provide the vital stepping stones, in grants of £5,000 to £10,000.



**GEORGE NGOHA,
SUDAN.**

'Before we met Peace Direct, we didn't know anything about the Tamil Tigers. But now we are in the family, we are really interested in what Dishani is doing in Sri Lanka, and her conflict.'

*George Ngoha, member,
Steering Committee,
Collaborative for Peace in
Sudan.*

“£100 from Peace Direct that I can use for what is really needed, is worth £100,000 to deliver a programme that a donor has devised.” Min Shahi, Chairman, KIRDARC, Nepal.



NICE IDEA. WHAT ABOUT THE POLITICIANS?

Peace needs to be made at both the political and the local level. Peace agreements are made nationally, almost always with outside intervention and pressure. But then the peace agreement needs to be turned into peace on the ground. This means, for example,

- Telling people about peace agreements that have been signed
- Helping the peaceful return of internally displaced people and the reintegration of former combatants
- Civic education so that people participate in democratic processes and learn how to hold those in power to account
- Checking outbreaks of violence before they reignite widespread fighting

If this doesn't happen, the reservoir of resentment, hurt and grief risks reigniting conflict – as happens in almost 50% of conflicts, within ten years (Paul Collier, *The Bottom Billion*.)

Time and again, we see all the focus on the political processes in capital cities and little attention to local action in communities.

'One theme that emerged strongly at the seminar was that seemingly 'smaller' issues, such as local-level conflict over access to land, could easily be manipulated at the macro level. Local issues were just as likely to provide triggers for a return to conflict as major political disagreements. Managing such local-level conflicts was as important as the agreements further up the chain and deserved more attention.' Chatham House Report on Sudan.

Thoughtful people in the UN, donor governments, policy units and other agencies recognise lasting peace can only be built by local people across the whole society.

But the allocation of funding tells a very different story. The Trust Fund set up by donors after the Sudan Comprehensive Peace Agreement in 2005 was allocated in 2007 as follows:

SUDANESE TRUST FUND.	
Total fund	\$1.8 billion
Governance and Rule of Law	\$32 million
<i>Of which:</i>	
Largest contract for an international NGO	\$11 million
Largest contract for a Sudanese NGO	\$0.056 million

While some funding does eventually make its way to local projects, this tells them clearly that they are there to follow, not to lead.

So alongside finding and funding local peacebuilders, we promote their work to people with power and resources. We do this by:

- *Making it easy for decision makers to find out about local peacebuilding*

Our Insight on Conflict (IoC) web-based resource is a snapshot of peacebuilding initiatives in selected conflict areas. IoC is developing an online community of people involved in peacebuilding who can speak first hand about what's happening and what they're doing.

“Local issues were just as likely to provide triggers for a return to conflict as major political disagreements.” Chatham House Report on Sudan.

- *Creating alliances of organisations which together can deliver larger projects*

The Collaborative for Peace in Sudan, working between North and South, has used its links in both halves of the country to bring together people from the oil industry with leaders of communities affected by oil exploration.

- *Getting the public on board*

Working across the media – in print, online and broadcast – we work with journalists with background information, briefing and contacts. We help our supporters with active campaigning tools to lobby their MP, speak about Peace Direct and organise local events. Asha Hagi, Somali MP and peace activist, was interviewed for BBC Newsnight in 2007. She credited the interview with having helped to bring the UN back into Somalia. Thousands more people, many from the Somali diaspora, saw the interview on YouTube. Funds were raised to provide emergency relief for almost 500 families, and Asha received many messages of support.



RAPID RESPONSE FUND, NEPAL.

September 1, 2007. 15 armed Police Force officers arrived to observe the election campaign organised by the political party UML. UML had gathered around 400 of their party workers to attend the campaign for constituent assembly election. When Young Communist League (YCL) came to know that police officers were carrying weapons, contrary to the peace accord, they interrupted the UML programme and fought to seize weapons. Karnali Integrated Rural Development and Research Centre's (KIRDARC) local peace group members were called upon to intervene, and convinced the police officers to return to their HQ, YCL cadres to leave the area, and UML to defer their rally. The Local District Officer later said “Irrespective of the political resolution in Kathmandu, Karnali region almost returned to war today”.

THERE ARE SO MANY THINGS TO FUND. WHY SHOULD PEACE BE A PRIORITY?

Funders interested in development, human rights or the environment need to think hard about countries in conflict. If they receive no investment, because of the risks involved, they just fall further behind.

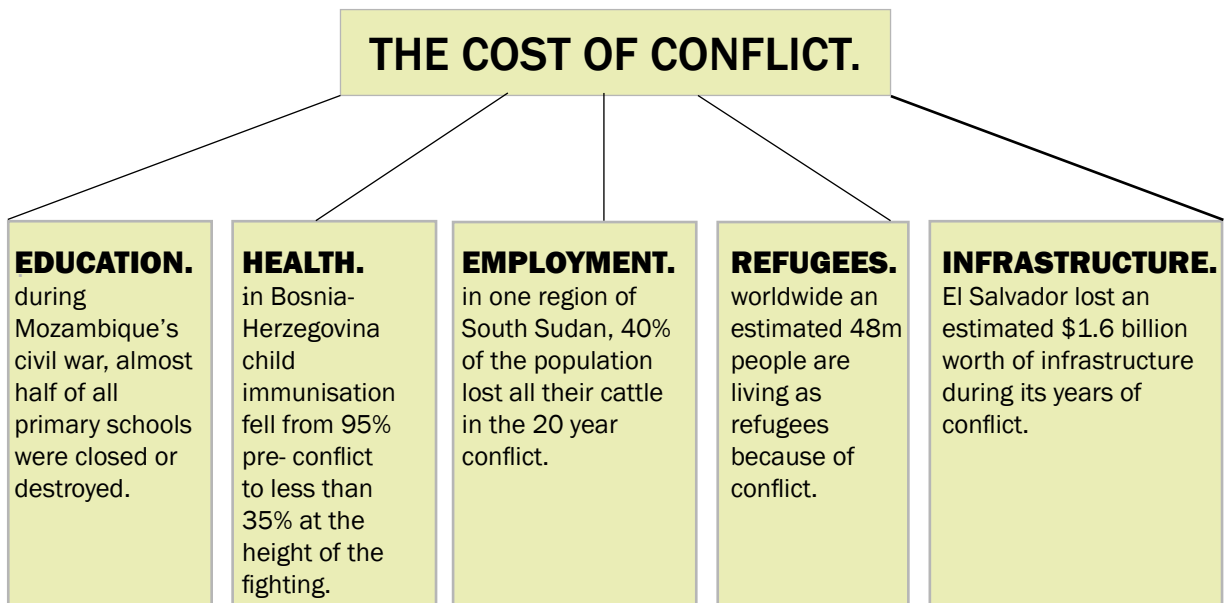
The costs of war have been calculated in the Global Peace Index – detailed research suggests that a one point improvement in a country's Global Peace Index score adds 1.49% points to the country's annual economic growth.

Investing in local peacebuilding is fundamental to improving prospects in countries in conflict.

Lots of funders help the victims of war – including the growing number of people who are refugees because of conflict. We think it's time to start funding those who are trying to stop the conflict. Which, in financial terms, makes much more sense as peace is the best way to ensure prosperity.

People are already starting to grasp this. A survey by NCVO in 2007 showed that international conflict was the biggest worry for adults in the UK, when thinking about the future of the country and the world – bigger than debt, human rights, or the environment. Yet there's no major charity offering an opportunity to turn that concern into action.

That's the gap that Peace Direct aims to fill.



“The most obvious way in which rich countries could help (development) is by keeping the peace in regions ravaged by war.” Financial Times leader.



SO - PEACE DIRECT.

WHAT MAKES US DIFFERENT?

Peace Direct is practical.

We find and fund committed pragmatic and effective organisations and individuals working at the frontline of conflict or potential conflict. And we work hard to measure the difference they make.

Peace Direct is local.

We think local and act local, believing that the best way to prevent and end conflict is through the knowledge and activities of those living and working in conflict areas.

Peace Direct is vocal.

We support, promote and publicise the work of local peacebuilders, believing it is critical their message is heard and their knowledge shared. We connect peacebuilders with journalists, politicians, policy makers, the public, and anyone else who can help their cause.

Then there are things we don't do...

We don't build dependence. We want the organisations we fund to grow to the point where they can be directly funded by

other donors. We put in the hard work when they are small and unknown, and take a back seat when they need us less.

We don't do 'capacity building.' We learn far more from the organisations we fund, than they learn from us. We learn about their strategies for dealing with conflict – and we bring that learning back to the UK by linking our international partners with young people on the Truce 2020 project. Our partners learn how to keep tabs on funding, how to reflect on what they do, and report their impact in a way that funders can grasp.

We don't see a hard boundary between Peace Direct, the organisation, and the rest of the world of our staff, volunteers, people who fund us, and the peace activists we support. We're all working for the same thing.

This philosophy means we attract a huge amount of pro bono help – photography, branding, film production, web design and hosting, trademarking, legal services, translation and interpretation, research, PR and marketing,

and events organisation. So the money we raise goes further.

Peace Direct makes connections between supporters and peacebuilders here and overseas. Many supporters are linked directly to an overseas project, and know exactly where their money goes. Some regularly email the person whose work they fund.

A Swiss investor has supported our programme in Sudan from the start. His funding, of £10,000 per year, has not only funded a vital peace movement there but has let us take risks on events such as the oil and community seminar, where Government funding was confirmed only three days before the event began.

Other people support Peace Direct as an organisation – investing across the board to help us achieve our long term goals.

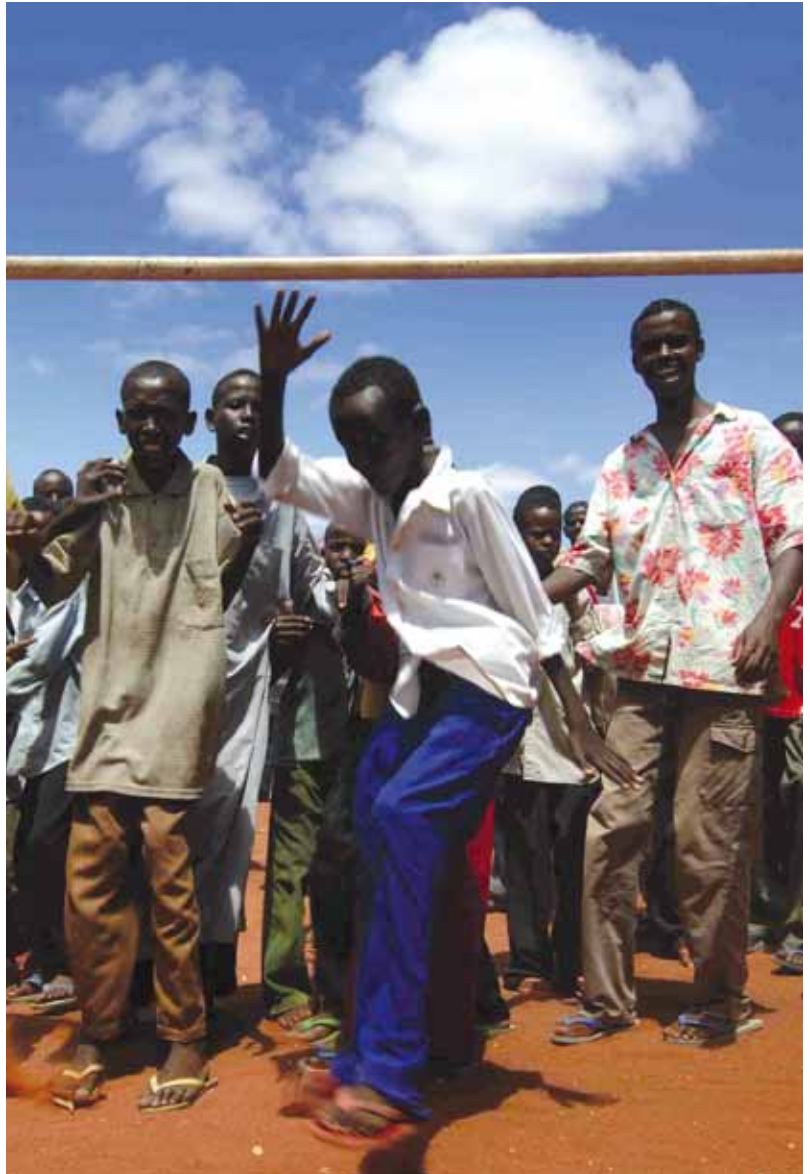
We are small enough to have very personal relationships with our donors. We offer a high level of engagement to those who want it, for example opportunities to meet local

“... conflict resolution and peacebuilding seems to me to be a - if not the - critical area for support as we head into the uncertainty of the 21st Century.” Peter Yeo, Peace Direct supporter.

peacebuilders when they're in the UK or, if preferred, a simple but professional reporting service. We are committed to transparency and share all our documents, such as strategic plans, with donors.

“I have been hugely impressed by the imagination and energy that this young charity has displayed in its early days. I like its positive action-oriented approach which supports the good rather than protests the bad. I admire its resolve to be independent of governments and the way it is prepared to learn from the experiences of other charities. In my view Peace Direct provides a valuable model for other charities who are seeking to make a difference in the world with limited resources.”
Charles Handy

**LET'S START THE
CONVERSATION AND
SEE WHERE IT GOES...**



CONFLICT. RESOLUTION.

WHEREVER THERE
IS CONFLICT, THERE
ARE LOCAL PEOPLE
BUILDING PEACE.

Peace Direct **finds** them, **funds** them and **promotes** their work to anyone who can help their cause.

Peace needs to be built both at the political level, and from the grass roots upwards. Unless human pain and suffering are addressed, and people can learn how to live together peacefully, there is a high risk that conflict will keep recurring, regardless of the political settlement.

Local peacebuilders can be uniquely effective.

They have the knowledge of the conflict, and the culture.

They have the trust and respect of local people, because of the courage and self sacrifice they have shown.

They carry the banner of hope for a better future.

Moreover, their work is exceptionally cost-effective. £10,000 per year funds a whole mediation team in one of the world's worst conflict areas, Eastern DR Congo.

Peace Direct connects people and resources in the developed world with these local peacebuilders. We seek out the most effective people and build long term relationships.

Our ultimate goal is for their work to be placed at the centre of all strategies for dealing with conflict.

We are on an exciting journey towards the creation of a new kind of peace organisation that can appeal to all sections of the public.

Will you join us?

CONTACT US.

Carolyn Hayman OBE,
Chief Executive.
E: carolyn@peacedirect.org

T: +44 (0) 207 549 0285.

A: Peace Direct,
Development House,
56-64 Leonard Street,
London, EC2A 4LT.

W: www.peacedirect.org

Peace Direct is a registered
charity number: 1123241

“The judges were impressed with the way Peace Direct was able to raise money locally and said it was “punching above its weight”.” Charity Awards 2009.





IN EVERY CONFLICT THERE ARE
LOCAL PEOPLE BUILDING PEACE.
- We find, fund and promote them.