



generationsforpeace

10
YEARS

From
Passion
to Impact!



“

**I believe the biggest
battlefield is between
people's ears...
Change is possible
even if it's happening
slowly.”**

We believe a more peaceful world is possible. We want to make it happen, now and for future generations.

We believe in active tolerance and that embracing diversity is a strength. We're concerned about a growing culture of division, prejudice and hate. We see people struggling to relate to each another and failing to respond to conflict and disputes without resorting to violence.

We believe in the enormous potential of young people to lead change. We're passionate about empowering them to transform conflict and reduce violence in their own communities.

We believe in measuring everything we do so we can learn, adapt, increase impact and ensure sustainability.

Our unique model is demonstrating real results with limited resources. We're just 10 years old, but for the last three years we have been ranked within the Top 35 NGOs in the world.

We're a global community. We're Generations For Peace.

We're inspired by what we do. If you are too, then please join us, partner, donate, or simply share our story.

Please ... **Pass it on!**

Our Journey, from Passion to Impact!

Since 2007, when Generations For Peace (GFP) was founded as a peace-through-sport initiative of the Jordan Olympic Committee, our journey has been **a quest to turn passion into impact**. Our focus has always been on supporting people to implement grassroots peace-building activities in their own communities to address burning issues of hatred, intolerance, exclusion, inequality and violence, which they're passionate about changing. Our quest to ensure their passion and effort secures ever-greater impact has driven the **continuous evolution of our approach and our organisation** over the last 10 years.

From our initial focus on sport as a vehicle for youth engagement and behaviour change, as we grew, we learnt from failures and successes in diverse conflict contexts, and evaluated, adapted and refined our approach to include **five tools: sport, arts, advocacy, dialogue and empowerment**. This flexible toolkit has allowed us to tailor activities to local situations and target groups, and our programmes often now use a combination of these tools.

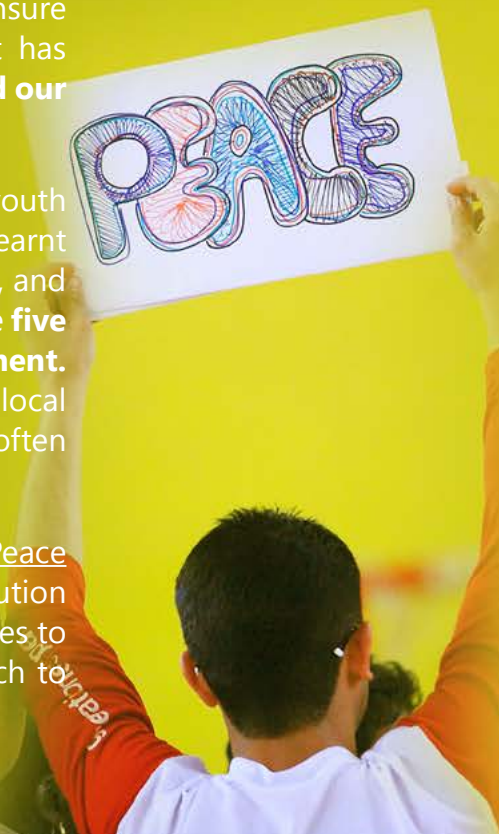
In 2010, the establishment of the Generations For Peace Institute further powered our research, guiding the evolution of our curriculum and training, enabling new approaches to monitoring and evaluation and increasing our outreach to

academics and practitioners alike. Supported by quantitative and qualitative data, the evidence shows reductions in violence and changes in capacities, attitudes, behaviour and relationships across our programmes.

In 2013, the introduction of our unique **programming framework** provided a more robust structure which greatly strengthened programme focus, quality, impact and sustainability. Crucially, the framework guides community participation throughout the cycle of conflict analysis and activity design, implementation, monitoring and evaluation, thereby strengthening local ownership of sense-making, results and decisions. This emphasis on local priorities and engagement through strong existing structures is key to sustainability.

Year after year, as we have demonstrated our **long-term commitment to those whom we trained, and to their communities**, we developed deeper relationships, credibility and trust. By supporting successive cycles of programmes, we have taken an **adaptive approach**, allowing activities to evolve and develop. This has enabled us to gradually access **higher levels of influence** in communities, and to reach those who are **the most vulnerable** and more directly involved in violence. As new relationships and greater access were secured, GFP was able to seize emerging opportunities, **making it possible to deliver innovative and more impactful activities**.

We've grown quickly over the last 10 years, using an effective **cascading model** to pass on GFP values, knowledge and skills to successive cohorts of youth leaders. We've trained



more than **9,652 volunteers**, whose peace-building programmes have reached more than **380,983 children, youth and adults in 50 countries** across the Middle East, Africa, Asia and Europe.

Along this incredible journey, through all the changes and adaptations, **key elements have remained constant**. All our programmes promote **four values**: youth leadership, community empowerment, active tolerance and responsible citizenship. And in all our work we keep a focus on **four drivers of change**: innovation, quality, impact and sustainability. This focus is reflected in our consistent ranking **for the last three years within the Top 35 NGOs in the World** by Geneva-based NGO Advisor, based on their assessment of NGOs' innovation, impact, governance and sustainability.

Such external validation is testament to the incredible achievements of our volunteers, and shows we're on a good path. But amidst the recent upsurge of hate speech, prejudice and violent extremism, we feel the urgency of our mission and growing demand for our support to turn passion to impact. **The quest goes on!**

“

You have been selected as Generations For Peace Delegates because you have shown real potential and that passion – that fire burning inside you – to make a real difference. You're joining us on our road to lead change and transform conflict. You're joining our history, and preparing to make your own.”

HRH Prince Feisal Al Hussein
Co-Founder and Chairman
Generations For Peace

Global community Local action

Where our journey has taken us

Africa

- Algeria
- Burundi
- Côte d'Ivoire
- Egypt
- Gambia
- Ghana
- Kenya
- Lesotho
- Liberia
- Libya
- Madagascar
- Nigeria
- Rwanda
- Senegal
- Sierra Leone
- Somalia
- South Sudan
- Sudan
- Togo
- Tunisia
- Uganda
- Zambia
- Zimbabwe

Asia

- Afghanistan
- Bangladesh
- India
- Indonesia
- Iraq
- Jordan
- Kyrgyzstan
- Lebanon
- Nepal
- Pakistan
- Palestine
- Sri Lanka
- Tajikistan
- Timor-Leste
- Turkmenistan
- Yemen

Europe

- Armenia
- Azerbaijan
- Belarus
- Bosnia and Herzegovina
- Cyprus
- Former Yugoslav Republic of Macedonia
- Georgia
- Republic of Kosovo
- Russian Federation
- Serbia
- Ukraine



Satellite Offices

- Bosnia and Herzegovina: in Sarajevo
- Nigeria: in Kaduna
- Somalia: in Garowe and Mogadishu
- South Sudan: in Juba
- Sudan: in Khartoum

2007

Pilot Camp
(70 Delegates
from different
**African and
Asian** countries)

**Peace Through
Sport**
pilot initiative of
Jordan Olympic
Committee
launched

2008

Advocacy introduced as
a peace-building vehicle

First
Arabic-speaking
Camp in Amman

**Signed first
sponsorship**
agreement with
Samsung

2009

Official recognition
by **International
Olympic
Committee**

First training **camp**
outside Jordan -
Abu Dhabi

First cooperation with
a **local partner
organisation** signed

2010

First participants from
**European and Central
Asian** countries join
Amman Camp

Partnership with
**Georgetown
University** started

GFP Institute
established

2011

Legal registration as a
separate entity

First training **camp**
**outside the Middle
East** – Sochi

New **GFP HQ** inaugurated by
**HM King Abdullah II of
Jordan** and **the President of
the International Olympic
Committee**

Partnership with
University of Oxford
started

2012

First
**Advanced
Training
and
Awards**

Commenced
**Specialised
Training** for
Pioneer
Facilitators

**Arts and
Empowerment**
introduced as
peace-building
vehicles

**Incorporated in
USA** as GFP Inc.

2013

First **major
foreign
government
donor grant**
– Norwegian
Government

First **Google
MENA region
summit** hosted
at GFP
conference
centre

First **US
Government
donor grant**

First camp
delivered by
GFP trained
**Pioneer
Facilitators**

2014

Partnership
with
**University
of the
Western
Cape** started

**Third GFP Sochi
Camp** held
during Sochi
Paralympic
Winter Games

First **UNICEF
grant**

First **Institute
Forum**

2015

Ranked #32
in the Top 500
NGOs 2015 in the
world by Global
Geneva
**Top-ranked
Jordanian NGO**

First **digital
crowdfunding
campaign** to
support
volunteer
programme

First **grant
from Belgian
Government**

First **Dialogue
For Peace
Training**

2016

First **European
Union donor grant**

Ranked #35 in the Top 500 NGOs
2016 in the world by NGO Advisor
**Top-ranked peace-building NGO
in the world**

2017

Ranked #34
in the Top 500 NGOs 2017 in
the world by NGO Advisor

**Digital learning
platform** launched

Our Values

Our belief in four values has guided our journey from passion to impact:



Youth Leadership: we believe youth have a vital role to play in leading social change and transforming conflict in their communities. Too often, youth are instrumentalised or seen as the problem; we believe in their enormous untapped potential.

Community Empowerment: we believe in working at the grassroots, through strong existing local structures, supporting youth to build on local strengths to help communities transform themselves into tolerant and peaceful societies.



Active Tolerance: we believe peace is a process driven by active understanding, dialogue and positive engagement with others, founded on trust and respect. Passive tolerance is not enough: it must be an active process of engagement and embracing diversity as a strength.

Responsible Citizenship: we believe social change begins with personal responsibility and is sustained when people are actively engaged in creating the shared future of their community. Each person has an opportunity—indeed a responsibility—to contribute their talents and strengths to their community.



Our Drivers of Change

Our determined focus on four drivers of change has powered our effectiveness:



Innovation: we nurture a learning culture: testing, experimenting, listening, evaluating and adapting. We learn from our own experiences and other organisations and fields, to integrate best practices into our work.

Quality: we strive to be the best and we're not happy with average. We set high standards in the quality of our people, our curriculum, our training, our relationships and all our processes.



Impact: we believe impact is not about how many people we train or even how many people participate in our activities. It's about the real changes that happen to people and their communities: changes in capacities, attitudes and relationships; reductions in violence; stronger social cohesion; and resilience in communities under pressure.

Sustainability: we ensure impacts that stick by delivering long series of activities. We always support local structures and local priorities, and make a commitment to long-term programmes that can adapt over time as we gain credibility and build trust and new relationships.



Our Unique Model

Our unique model has a number of key elements that differentiate us. These ingredients make up our "secret sauce" recipe for greater impact and sustainability:

The way we empower youth. We focus on developing youth leadership, because we believe youth represent enormous untapped potential within communities. Too often, youth are treated as a "problem" to be fixed, or are engaged superficially. Genuine empowerment must go beyond training workshops. In fact, we believe training alone doesn't lead to real impact in communities. GFP's high quality training of rigorously-selected cohorts of youth leaders is the beginning of a journey together, with ongoing mentoring and support through the design, implementation and evaluation of their own programmes. Youth leadership and responsible citizenship are not best developed in workshops, but by supporting experiential "learning

by doing". GFP's approach gives youth experiences of being trusted to demonstrate their leadership and responsible citizenship. This transforms personal capacities and relationships, fostering positive values and positive group fusion, strengthening social capital and resilience, and reducing violence and vulnerability. Our long-term commitment, trust and respect make our relationship with each youth leader a very different experience than those they've had before.

Our ever-evolving curriculum, cascading model and certification.

Our curriculum provides GFP volunteers with practical knowledge and skills to apply peace-building theory to situations of conflict in their communities; to work with children, youth and adults; to train other volunteers; and to gather local support through advocacy and partnerships. The curriculum is rooted in adult learning principles of experiential and cooperative learning, and follows a theory-experience-application process flow which builds competencies of GFP volunteers for direct application in their communities.



Volunteers are first trained as “Delegates” and once they’ve successfully completed their first full programme cycle they earn certification as a GFP “Pioneer”. As part of the process of Pioneer certification, Delegates are also required to train others, cascading their knowledge and skills in peace building and conflict transformation to individuals within the community, or a “second generation”. This process is known as GFP’s “Cascading Model,” through which individual volunteers pass on their skills to others, contributing to an ever-expanding volunteer resource pool for programme implementation. The model ensures the organic growth of a sustainable volunteer movement for positive change. In some countries, **cascading has reached the “sixth generation” of GFP volunteers.**



The curriculum used throughout this process is continuously revised, based on programme experience, feedback, evaluations and broader research. A digital learning platform supports continuous learning across our global community of volunteers.

Incentivising volunteerism. We believe in volunteerism as a powerful mode of youth engagement. Identifying the right volunteers to kick-start grassroots change is important. We work with youth leaders who are generally 25 to 35 years old, working in their own communities, with a track record of successful social change projects. They must demonstrate a passion for addressing local issues of conflict and violence, and a readiness and capacity to learn and to work within a cohort of fellow volunteers of complementary strengths. We've worked hard to understand what motivates our volunteers and helps them remain active and fully involved in GFP programmes. Through our research, we learned that the two most important incentives are recognition and appreciation for the measurable impacts of their efforts, and opportunities for continuous learning and development. From media visibility, awards and certification, to professional development, internships and employment, we've developed various opportunities, offering these at different stages of a volunteer's journey.

We build upon strong existing structures. We harness existing community strengths and work through strong existing structures in communities (such as schools, youth centres, community centres, local sports clubs, faith-based or other community organisations) rather than building parallel structures that raise competition for resources. The volunteer

youth leaders we train, mentor and support belong to these structures, which provide an institutional home for capacity development impacts. We avoid establishing lots of GFP offices when local partners can provide basic administrative capacity far more sustainably, and we only register GFP as a local NGO in the local legal jurisdiction when that becomes necessary (e.g., to be eligible for governmental funding).

A unique toolkit of five vehicles for peace. Through innovation and experimentation, we've developed five vehicles for peace. They can be used in combination in accordance with the target group needs and context, providing flexibility for our volunteers to match their strengths with their priority issue. Typically, over a period of six months, the target group will participate in a regular routine of ongoing activities using the selected vehicle(s) for peace totalling a minimum of 44 contact hours.



Sport For Peace uses specifically designed sport-based games and drills which integrate peer-group peace-building education, to achieve peace-building outcomes rather than develop sporting skills. The activities harness

the energy of sport play, and the power of team dynamics and cooperation to achieve a goal, with the aim of changing participants' attitudes, behaviour and relationships. No prior sporting experience is required. Our volunteers facilitate a "safe space" to ensure the participation and learning of all, and the achievement of the desired peace-building outcomes. The activities are carefully adapted to the local context and culture, local priorities and the chosen target group participating, and they can be improvised based on facilities and equipment available. Sport For Peace is particularly effective in building trust and acceptance, developing respect, ensuring inclusion and encouraging greater cooperation.

Arts For Peace brings individuals together through participation in arts-based activities such as drama, painting, dance, animation and music. Different activities are effective with different target groups: painting and



music can be very effective with children and those suffering from trauma; interactive role-play drama is especially effective with youth and adults. Artistic works created by children about situations of violence they have witnessed can become an extremely powerful focus for dialogue with their parents and teachers. Arts For Peace activities help surface issues of conflict and violence in the community, secure acknowledgement that they are happening, identify possible actions and then generate collective commitment to actually take those agreed actions. Arts For Peace is effective both for psycho-social healing after violence and trauma, and for building trust, developing respect and ensuring inclusion.

Advocacy For Peace uses different advocacy tools, such as print or broadcast media, social media, rallies, marches, demonstrations and special community events to build support amongst different groups for change in a community. Advocacy helps create awareness of issues of conflict and violence in communities and can shift

perceptions, change attitudes and behaviour, and perhaps even influence decisions to change local structures creating unfairness, exclusion, marginalisation or discrimination. Advocacy is also used to help raise awareness about GFP and proposed programmes, to attract stakeholders, partners and potential volunteers. GFP's Advocacy For Peace usually takes place at the grassroots level. However, by partnering with organisations experienced in national advocacy campaigns, GFP can pass positive narratives from the community level upwards to influence national policy, whilst also spreading awareness of national policies at the grassroots.

Dialogue For Peace involves facilitating effective intra- and inter-group dialogue sessions with older youth and adults, to deepen understanding and support changes in personal capacities and relationships. Following the premises, principles and practices of "transformative dialogue", conversations are carefully facilitated to



provide a safe space for honest exchange, whilst remaining neutral, non-directive and non-prescriptive. The goal is not necessarily to reach a settlement or reconciliation, but to support a transformation in conflict interactions between the parties. These exchanges help participants share perspectives and develop a better understanding of themselves and each other. As a vehicle for peace building, Dialogue For Peace encourages individual responsibility, ensures inclusion, and builds acceptance and trust. It's the most recent addition to our toolkit, because the intent is to engage leaders and influencers in the community, and often it can take several years of programming in a community, using the other vehicles, before credibility and trust enable access to the real influencers.



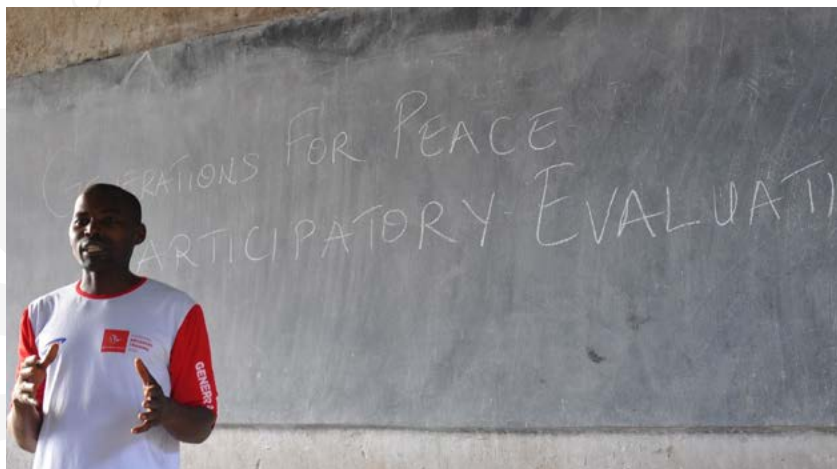
Empowerment For Peace activities build life skills and capacities of youth and adults who are trapped in conflict due to lack of power, influence or economic status. Combining vocational skills or income-generating training with conflict transformation education helps

participants break out of the cycle of conflict, and reinforces their personal responsibility and cooperation. Situations include gender inequality, domestic violence, gang crime or violence as a means of earning money or protection. Empowerment For Peace programmes are delivered in partnership with local organisations who provide the appropriate technical capacity-building inputs and secure viable economic opportunities for those involved in these programmes.

A robust but flexible programming framework.

We've developed a unique programming framework which guides all our programmes. It distils best practices in international development, peace building and conflict transformation for programme design and implementation, including participatory processes for conflict analysis; construction of a robust theory of change; identification of a focused target group, key stakeholders, risks and





assumptions, and their mitigation; effective programme logic and activity design; and collective learning, reflection and evaluation. Boiling these elements down to the essentials, the framework is practical enough to be used by volunteers in the communities; it's also robust and flexible enough for diverse contexts. Since introducing the framework in early 2013, it has greatly improved the focus, quality, impact and sustainability of our programmes.

Measuring impacts. Our evaluations show reductions in different forms of violence; changes in perceptions and stereotypes; greater understanding, respect and trust between different tribes, ethnic groups, religions and genders; greater inclusion of minorities; greater empowerment of girls and women; and greater youth engagement and responsibility. Our evaluation methodology combines quantitative and qualitative data collection with collective learning and reflection. Our evaluation methodology combine quantitative and

qualitative data collection with collective feedback, learning and reflection. Using inclusive technology solutions, such as data collection over mobile devices, we've bypassed the need for laborious transcription and translation of paper-based surveys, allowing data collection in local languages from larger sample populations for greater statistical validity and reducing general resistance to data collection.

Research drives our innovation, quality, impact and sustainability. The GFP Institute provides a central platform to convene academic, policy and practitioner stakeholders to foster collaboration in applied interdisciplinary research. We invest in research conducted by our GFP Institute researchers or in partnership with academic institutions such as the University of Oxford. We disseminate knowledge and learning to academic communities to encourage further research and integration of various conflict transformation





approaches into their educational programmes, and to practitioners to support application of best practices for more effective peace building. Our research agenda advances comparative studies across multiple programmes, additional in-depth impact evaluations, and other research projects on a variety of topics including inhumanisation research in South Sudan; longitudinal assessment of mental health indicators in post-conflict Sri Lanka; gendered communication in Jordan; mapping of peace-building and countering violent extremism initiatives in the Middle East and North Africa, and others.

Our research also serves as a guide to assist in crafting and maintaining high-quality, tailor-made programmes; a tool to gain support whether from donors, local stakeholders or academics; a knowledge-base to inform our curriculum and training materials; and as a vehicle to encourage continuous capacity strengthening and greater innovation across the GFP network.

Non-linear, adaptive approaches to seize emergent opportunities for greater impact.

We understand communities as complex adaptive systems and conflicts as complex "wicked problems" for which simple solutions and linear thinking aren't effective. Conflict situations are often long-standing and multilayered, with different inter-dependent issues, embedded in cultural narratives which are difficult to tackle, and laden with ambiguity and contested history. Because we demonstrate a long-term commitment to those we train and to their communities, we're able to take a non-linear, adaptive approach with action-learning feedback loops built-in. This allows programmes to evolve and develop, seizing emergent opportunities as new relationships and enhanced credibility are secured. At the start line, ambitious plans need to be tightly focused on what's achievable and which target group is accessible. But as programmes evolve from one cycle to the next, new things become possible that weren't feasible at the start line. Over time, we progress along two axes: up the "influence" axis to climb higher up the "food chain" to access those of higher levels of influence in the community, and along the "vulnerability" axis to reach those who are the most vulnerable and directly involved in violence.





OUR REACH



10

international camps



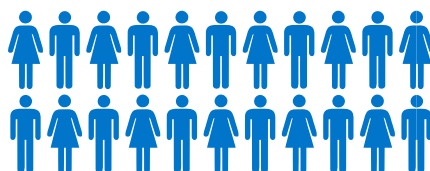
6

advanced trainings



900

first generation volunteers



9,652

volunteers trained



380,983

children, youth, and adults reached



50

countries



6

satellite offices established



RESEARCH



3

academic partnerships



30

research reports produced

38

participatory evaluation reports produced



sport



arts



advocacy



dialogue



empowerment



GFP TOOLS



2016 IN FIGURES



33

local trainings on peace building



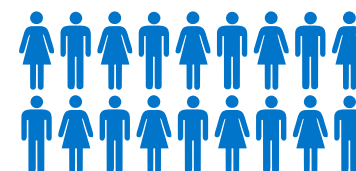
110

local peace initiatives supported



86%

of participants completed all sessions



3,245

programmes participants across

37

peace-building activities



74

average contact hours per participant



3,954

hours of mentoring conducted



990

hours of peace training



365M+

reached through media to increase visibility



52

indicators utilised to provide evidence of impact



30

partnerships signed

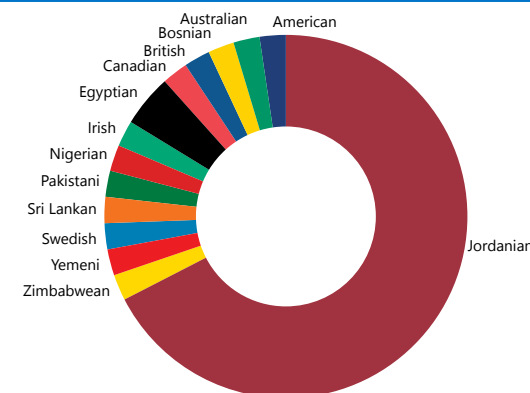


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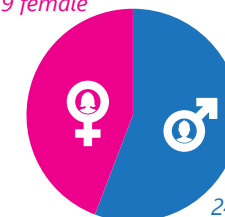
programmes honoured with awards



GFP STAFF IN 2016



19 female



24 male



Dinesha Suppiah
Sri Lanka



“If I had to sum up my GFP experience in a few words I would say: passion, team work, leadership, and commitment!”

Dinesha's journey with Generations For Peace began in 2009. After completing training in Jordan, Dinesha invested her time and efforts in the Northern Province of Sri Lanka, a region heavily affected by the country's violent and bitter civil war. With her fellow volunteers, Dinesha worked with youth who were deeply traumatised by the long and deadly bloodshed in their country. Understanding what was needed at this crucial time, they implemented a Sport For Peace programme providing a safe space for youth to engage across the conflict divide, breaking down stereotypes and encouraging positive and peaceful change in local communities.

"I have witnessed the horror of war. I experienced it and know the pain people suffered in my country. Since my childhood I have always asked myself one question: 'What added-value can I offer to these communities to sustain peace and stability?'"

As a result of the Generations For Peace programmes, interaction among youth from different ethnic groups improved, which also had a positive impact on their parents and community leaders.

Dinesha joined the Generations For Peace headquarters in Jordan in 2013. "I am part of an international family that works on peace-building initiatives; we are different people but we are on a journey towards a common goal."

In 2016, Dinesha returned home to lead a large new programme in partnership with the National Peace Council of Sri Lanka, with support from USAID. The programme connects grassroots peace-building activities in eight districts with inter-religious dialogue and national level advocacy, supporting the coalition government's transitional justice and truth, and reconciliation processes.

"Working with an internationally recognised organisation and gaining global experience is not an opportunity that everyone is afforded. I understand that being a peace builder means I have an important responsibility to lead change in vulnerable communities most in need."



Mercia Takavarasha
Zimbabwe

Mercia's journey with Generations For Peace began in 2008. Motivated by a desire to play an active role in tackling societal issues in Zimbabwe, she knew she had to demonstrate a personal commitment to peace building in order to connect with her community. Mercia is a firm supporter of harnessing the potential of all actors in society, including youth.

"I believe change happens at the grassroots level, one person at a time. The community is dependent on local action, which can inspire a ripple effect and spark large-scale change."

Mercia describes her journey with Generations For Peace as an educational one, through which she has realised that people are willing to work with you if you show respect and embrace diversity. "I used to think that there was very little that one can do in the face of big global challenges, but getting involved has made me feel like an important

“Generations For Peace has enhanced my sense of purpose, ignited my drive and provided enormous guidance to continue along the path of building peace!”

part of the international community. I became aware of my own biases, limitations and prejudices, and, as such, have gained a rounded understanding of how peace building works."

In 2014, Mercia was awarded the Samsung Generations For Peace Award for Impact. Amongst her many achievements, Mercia was recognised for her work conducting Sport For Peace programmes in boys' and girls' high schools which addressed bullying, delinquency and other forms of youth violence. Mercia has mentored dozens of volunteers in Zimbabwe, who have in turn continued to cascade Generations For Peace values, knowledge and skills to more and more youth.

Mercia's journey continues to this present day. She currently holds the position of Senior Programmes Officer at the Generations For Peace headquarters. Mercia is also a Pioneer Facilitator, which gives her an opportunity to train and mentor her fellow volunteers during international and local training organised by GFP.



Paul Wel
South Sudan

Paul's desire to see peace prevail in his country is rooted in his childhood. With his family, he suffered from the consequences of a decades-long war, facing death many times. Despite many difficult challenges, his drive for peace has never faded.

Paul was 18 years old when he was imprisoned for refusing to join the Sudanese military service. He sought a different path – he wanted to be a peace builder. Over the years, Paul has worked as a humanitarian activist with refugees and internally displaced people (IDPs) across the territory of what is now South Sudan and Sudan.

In 2007, Paul was introduced to peace building through Generations For Peace training. He was 50 at the time. "In many respects, I sensed that as a leader of youth this could be my golden chance to become a peace maker to prevent the killing of innocent children, who simply want a better future for themselves, and humanity at large."

“I made a vow with myself that for the remainder of my life, I will build peace in whatever way I can, no matter what it takes.”

Together with other volunteers, Paul implemented a series of programmes targeting children from both north and south – theirs was the first programme that united children from the two parts of what was then Sudan. As a true peace builder, Paul is now continuing his work in South Sudan, helping to promote better co-existence amongst ethnicities, tribes and communities separated by conflict but united in the youngest country in the world.

One of the greatest lessons Paul has learned is that building peace is not easy. "You have to be a strong believer in peace building to be able to work for peace in societies plagued by conflict. I made a vow with myself that for the remainder of my life, I will build peace in whatever way I can, no matter what it takes."

For his outstanding achievements, Paul was awarded the Samsung Generations For Peace Award for Impact in 2012. He heads the Generations For Peace satellite office located in Juba, South Sudan.



Eric John
Nigeria

Eric joined Generations For Peace in 2012 with a passion for humanitarian work and volunteerism. He viewed his participation in Generations For Peace as a unique opportunity to contribute to building a more peaceful society in Nigeria, a country that has suffered greatly from political, ethnic and religious divides and violent extremism. "Coming from a society where violence exists and has deprived us from developing as a nation, I believe it is important to do something. I find fulfillment in promoting peaceful coexistence. It always gives me a reason to do more."

Throughout his volunteer experience, Eric has developed valuable expertise in programme planning and implementation, as well as leadership and facilitation skills. But on a personal note, Eric says: "I gradually began to take on what I had learned and it has ultimately helped me to be more effective when working with people from different backgrounds. My ability to respect other people's views has

greatly improved, which in turn has helped me to live at peace with myself and others."

In Kaduna State, conflict issues include gender inequality and inter-religious violence. Eric looks forward to expanding the current programmes in Kaduna, which focus on the inclusion of women in community and peace-building processes as well as engaging youth in advocacy for peace, to other areas in Nigeria that are experiencing conflict. At present, Eric is the Office Administrator for the Generations For Peace satellite office in Kaduna, Nigeria.

Reflecting on his journey with Generations For Peace, he says: "I feel honoured and fulfilled to be part of this global community of peace builders, and to know that I am doing something positive. No matter how small it seems, one effort can go a long way in changing your neighbour's life. Just do the thing that you know how to do – the thing you feel you have inside. Is it that you can talk to someone or support them? Do something, just do something. It goes a long way towards changing the world!"



Zhanyl Baigabylova
Kyrgyzstan

In a country where inter-ethnic tension is high, Zhanyl and her fellow volunteers facilitate the active participation of youth in society, with the aim of ensuring that they understand the key role they can play in community strengthening efforts.

Zhanyl has developed strong leadership and communication skills through her volunteer work over the years. This has enabled her to contribute to the social development of her community - in particular, empowering youth to become agents of peaceful change. "During my time as a volunteer, I have worked with a lot of people, and these people have taught me interesting and useful things that I was unable to do before," she says.

Zhanyl learned about conflict transformation and peace building at Generations For Peace training, held in Karakol in 2012. Since that time, she has remained dedicated to building greater trust and increasing



“I volunteer because it is my passion. I have always wanted to share my knowledge with younger generations...”

cooperation between students from different ethnic backgrounds, through Sport For Peace programmes. The focus has been on improved communication and reducing bullying.

Zhanyl views her role as an opportunity to help those in need. "I volunteer because it is my passion. I've always wanted to share my knowledge with younger generations, and I'm proud to see positive changes in myself, the participating students and my community."

Commenting on her journey and personal growth so far, Zhanyl says: "I started to devote myself more to community activities since joining Generations For Peace. By participating in this international organisation, I've also found colleagues who have the same ideas and desires as I do." In the future, Zhanyl looks forward to learning more about arts, empowerment, dialogue and advocacy as tools to reduce conflict and promote peace among youth.

Zhanyl is inspired by the changes she sees in society, and witnessing these positive transformations continues to drive her forward as a highly motivated and dedicated peace builder.



Sanja Angelovska
F.Y.R. of Macedonia

Sanja's story with Generations For Peace started in 2010 at an international training camp in Sochi, Russia. Her volunteer work has focused primarily on bridging the gaps between children at schools whose students are separated along ethnic lines.

Sanja trusts that Generations For Peace's proactive approach will bring communities closer to peace in her country. "An organisation that believes in the power and will of youth to change things, is always a motivator to pave your own path and be a change maker."

Throughout her journey, Sanja has met people from many different cultures and backgrounds, which has increased her empathy towards others: "Perhaps this is what I am most grateful for. It opened me up to a whole new perspective in terms of the way I perceive people and things."



“It matters to speak up about things that are not good in your community, and beyond...”

In 2013, Sanja won the award for Quality at the Samsung Generations For Peace Awards. This honour recognised the meticulous quality of her programme, which addressed divided schools in multi-ethnic Skopje, where classes are segregated by ethnicity. "It matters to speak up about things that are not good in your community, and beyond. At least you will have tried, regardless of how small what you do may look to someone else."

Sanja values her role as Pioneer Facilitator, a title which indicates the level of facilitator training she has completed in addition to her volunteer role. "It gives you the confidence that you have the skills to communicate with volunteers around the world, to share your experience and learn from theirs. It is a two-way relationship. It also evokes a sense of belonging to a global community, or as we refer to it, the Generations For Peace family."

Sanja and her fellow volunteers have helped to shatter stereotypes and break down barriers, providing opportunities to develop new relationships built on tolerance and trust. The team is leading a pilot Dialogue For Peace Programme, building on their previous efforts to transform inter-ethnic conflict in their communities.



Maryam Al Malkawi
Jordan

Maryam's journey with Generations For Peace began in 2014, when she trained to become a volunteer for the Social Cohesion in Host Communities Programme in Jordan. As one of the first volunteers to join this programme, Maryam has been there every step of the way. The organisation's goal to bring Jordanian and Syrian children and youth together to take part in innovative Sport and Arts For Peace activities appealed to Maryam, and she saw this as an opportunity to help shatter stereotypes and strengthen social cohesion among the participants and wider community.

Looking back on the past few years, Maryam says: "I'm really proud to take part in Generations For Peace and cherish my role of volunteer - I've learned a lot. Volunteering has a significant impact on volunteers, whether psychologically or through building their capacity. What I am most proud of is that my colleagues and I have been able to influence

“Volunteering has a significant impact on volunteers, whether psychologically or through building their capacity.”

the participants and broader society to encourage positive behavioural change among many people.”

Programme evaluations conducted by both GFP and external experts have revealed positive impact including strengthened relationships, social capital and resilience, and reductions in violence and vulnerability. Due to its remarkable success over the last two years, the programme has been scaled-up from 16 to 40 communities, and will benefit more than 71,000 people.

Maryam has acquired new knowledge and skills in the field of peace building and conflict transformation as a result of her volunteer experience with Generations For Peace, especially in terms of monitoring and evaluating programme activities. Today, she's confident in her ability to empower, guide and mentor others. Maryam has even started to use her skills and knowledge to reach out to her relatives and neighbourhood too.

There's still so much Maryam hopes to do, and as she looks to the future, her drive to take action to encourage closer integration in Jordanian host communities is higher than ever.



The Olympic Movement

Generations For Peace began as a peace-through-sport initiative of the Jordan Olympic Committee, to connect grassroots sport with grassroots peace building, bringing together the dynamic energy of sport to engage youth while using it as a powerful vehicle for education and sustainable behaviour change.

The Olympic Movement is therefore part of our "DNA", and GFP is the only peace-through-sport organisation officially recognised by the International Olympic Committee.

Around the world, GFP programmes using sport for peace project the peace-building heritage of Jordan and its people, and promote the values of sport and the Olympic Movement. Whilst we have expanded our model to include arts, advocacy, dialogue and empowerment

activities, sport-based activities still remain the most popular, and are often the first entry point for our volunteers to engage children and youth in their communities.

Over the last 10 years, GFP has partnered with National Olympic Committees, their continental associations, and other Olympic Movement and wider sport movement partners on programmes using sport for peace:

- Association of National Olympic Committees of Africa
- FIFA U17 Women's Football World Cup Jordan 2016 Organising Committee
- National Olympic Committees of Bosnia and Herzegovina, Indonesia, Jordan, Kyrgyzstan, Nepal, Republic of Kosovo, Rwanda, Serbia, Somalia, South Sudan, Sudan, Turkmenistan and Zimbabwe
- OlympAfrica
- Olympic Council of Asia
- One World Play Project
- Sochi 2014 Organising Committee for the Olympic and Paralympic Winter Games

Contributing to the Global Goals and United Nations' initiatives

On his first day in office, on 1 January 2017, United Nations Secretary-General António Guterres pledged: "Let us resolve to put peace first".

In the context of the UN system and global goals, Generations For Peace programmes around the world contribute directly towards:

Goal #4 Quality Education: In many countries, GFP works in schools, both to reduce violence within schools (improving attendance and educational performance) and because schools are strong, existing, sustainable structures in communities for engaging teachers, children and youth. GFP's peace-building curriculum also supports informal education in youth centres, sports and civil society organisations. GFP's approach directly supports Global Citizenship Education (GCED) to nurture respect for all, build a sense of belonging to a common humanity, and help learners become responsible and active global citizens. GFP has collaborated with UNESCO on youth peace-building components of GCED. GFP's peace-building education model promotes youth leadership, community empowerment, active tolerance and responsible citizenship in order to strengthen social capital and resilience, reducing vulnerability to violence and extremism.

Goal #5 Gender Equality: GFP seeks to address all forms of gender-based discrimination and violence, to promote gender equity. In accordance with UN Security Council Resolution 1325, our conflict analysis examines different gendered experiences of direct, structural and cultural violence, to determine the most effective responses. GFP programmes to empower girls and women also engage boys and men. Research on gendered communication and issues of masculinity in conflict and violence help inform our activities.

Goal #10 Reduced Inequalities: GFP supports community-level conflict analysis which examines structural, cultural, personal and relational dimensions of violence. Vertical and horizontal inequalities can manifest themselves in cultural narratives and structural norms, creating discrimination and unfairness, and even legitimising and normalising direct violence. GFP programmes use different tools to surface issues of inequality in communities, and to engage children, youth and adults to foster greater understanding, acceptance, respect and trust.

Goal #16 Peace, Justice and Strong Institutions: GFP is dedicated to promoting peaceful and inclusive societies for sustainable development. We engage through strong existing structures in communities, use participatory methods for conflict analysis design, monitoring and evaluation, and demonstrate our long-term commitment through successive programme cycles, ensuring local ownership and institutionalisation within the community.



UN Security Council Resolution 2250 on Youth, Peace and Security:

Jordan was the champion of UNSCR 2250 (after HRH Crown Prince Al Hussein bin Abdullah II hosted the 2015 [Global Forum](#) and [Amman Declaration](#)), recognising the positive role youth play in building sustainable peace, and the need for governments and other stakeholders to support the participation of young people in conflict transformation, peace building and countering violence. GFP programmes around the world are translating the words of the resolution into concrete examples of grassroots youth-led peace-building actions at the community level.



Regional Refugee & Resilience Plan (3RP):

GFP programmes contribute directly to the education and social cohesion priorities of the 3RP response to the Syrian Refugee Crisis. With UNICEF in Jordan, and with the EU in Lebanon, GFP is working with Syrian refugees and local youth in host communities to strengthen

social cohesion and resilience, and to reduce violence, vulnerability and extreme coping mechanisms such as isolation, school drop-outs, child labour, early marriage and sex work.

UN Secretary-General's Plan of Action to Prevent Violent Extremism (PVE) 2016:

This plan highlights the importance of youth participation and education to build young people's resilience to violent extremist messaging and radicalisation, foster a positive sense of identity and belonging, and contribute to mutual respect and understanding, tolerance, cultural literacy and diversity. GFP's understanding of the complexity of violent extremism, its contextual nature, and competing push and pull factors, is informed by our own programmatic experience as well as research. Using a variety of tools, we promote positive values and provide youth experiences of positive group fusion with a peer group in their own community, since these are key determinants of relative resilience or vulnerability to violent extremism.





Every milestone and every success on our journey, we celebrate with them:

HH Sheikh Hamdan bin Zayed Al Nahyan,
Deputy Prime Minister and Minister of State for Foreign Affairs of the
United Arab Emirates

- Association of National Olympic Committees of Africa
- International Olympic Committee
- Jordan Olympic Committee
- Ministry of Youth, Jordan
- Olympic Council of Asia

- Belgian Ministry of Foreign Affairs, Foreign Trade and Development Cooperation
- European Union
- International Basketball Foundation
- Inti Raymi Fund
- Niwano Peace Foundation
- Nommontu Foundation
- Norwegian Ministry of Foreign Affairs
- Russian Federal Government
- Sochi 2014 Organising Committee for the Olympic and Paralympic Winter Games
- Sochi City Administration
- United Nations Children Fund (UNICEF)
- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- United States Agency for International Development (USAID)
- United States Department of State
- United States Institute of Peace (USIP)

- Advocate for Youth, Uganda
- ASUNI, Azerbaijan
- Balkans Let's Get Up, F.Y.R. of Macedonia
- Bright Generation Community Foundation, Ghana
- Bürger Europas e.V., Germany
- Comité National Olympique et Sportif du Rwanda, Rwanda
- Community Development Organisation, Sri Lanka
- Development for People & Nature Association, Lebanon
- Empowering Women for Excellence Initiative, Nigeria
- FIFA U17 Women's Football World Cup Jordan 2016 Organising Committee

- Jordanian Hashemite Fund for Human Development (JOHUD), Jordan
- Komite Olimpiade Indonesia, Indonesia
- Kosovo Olympic Committee, Republic of Kosovo
- Libya Youth Centre, Libya
- LOGICA, Palestine
- Midlands University, Zimbabwe
- Ministry of Education, Jordan
- National Olympic Committee of the Kyrgyz Republic, Kyrgyzstan
- National Olympic Committee of Turkmenistan, Turkmenistan
- Nepal Olympic Committee, Nepal
- NGO Forward, Kyrgyzstan
- National Peace Council, Sri Lanka
- National Sports Coalition, Pakistan
- Novi Ritm, Kyrgyzstan
- OlympAfrica, Senegal
- Olympic Committee of Bosnia and Herzegovina, Bosnia and Herzegovina
- Olympic Committee of Serbia, Serbia
- OneVoice, Palestine
- One World Play Project, USA
- OSCAR, India
- Peace Initiative Network, Nigeria
- Princess Basma Youth Resource Centre, Jordan
- Public Association Club of Young Politicians, Kyrgyzstan
- Public Organisation Initiative, Russian Federation
- Qalqilia Women's Association, Palestine
- Red Cross Centre for Education and Rehabilitation Struga, F.Y.R. of Macedonia
- Rights of Young Foundation, Uganda
- Rotaract, Lebanon
- Rotary, Georgia
- Round Table, Georgia
- Rwanda Volleyball Federation, Rwanda
- SAKYA, Algeria
- Shakthi Organisation, Sri Lanka
- SPADO, Pakistan
- Social Services Association, Yemen
- Somali Olympic Committee, Somalia

- South Sudan National Olympic Committee, South Sudan
- Sudan Olympic Committee, Sudan
- Terra Floria, F.Y.R. of Macedonia
- Tunisian Organisation for Peace, Tunisia
- Tunisian Youth Development Academy, Tunisia
- Yayasan Puspor Jaya Association, Indonesia
- Young Leaders Development Foundation, Yemen
- Youngstars Development Initiative, Ghana
- Youth in Action Association, Afghanistan
- Zimbabwe Olympic Committee, Zimbabwe

Commercial Partners

- Coca Cola Bottling Company of Jordan
- DHL Express Jordan
- Manaseer Group, Jordan
- Movenpick Resort & Spa Dead Sea, Jordan
- Mr Chips, Jordan
- Orange, Jordan
- Regency Palace Hotel Amman, Jordan
- Samsung Electronics Levant Co.

Research Partners

- Georgetown University
- Institute for the Study of Conflict Transformation
- University of Oxford
- University of Pennsylvania
- University of the Western Cape



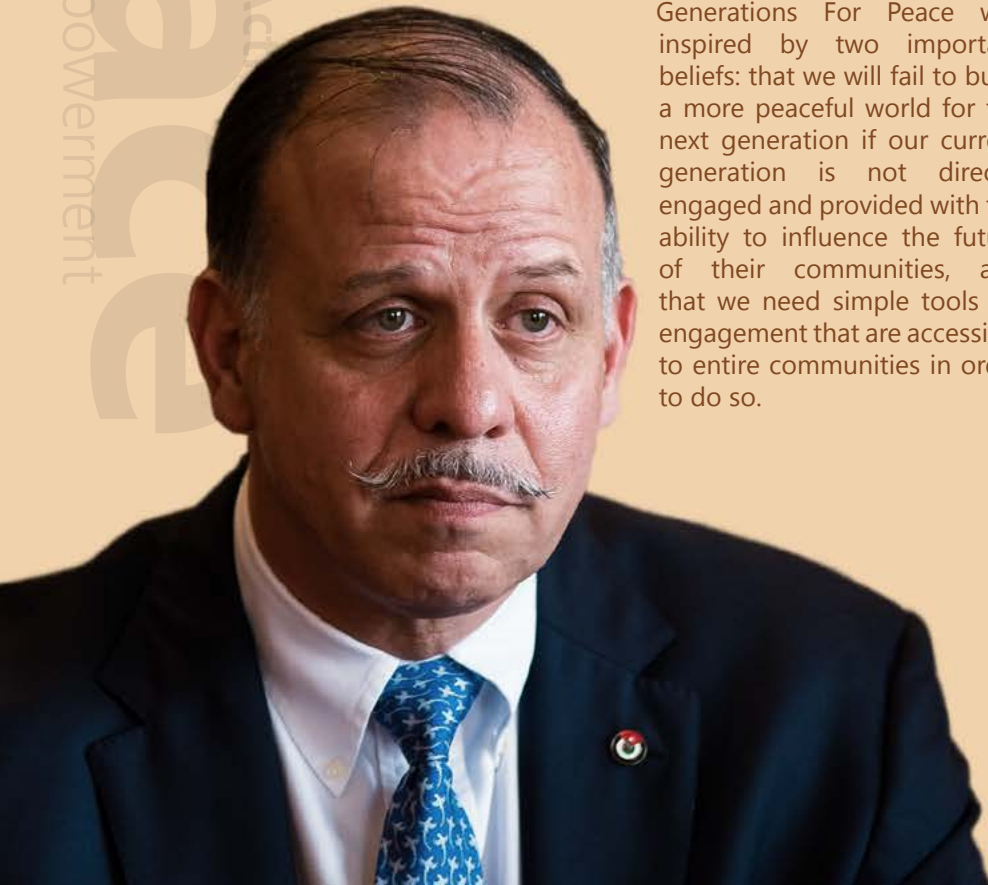
Message from

HRH Prince Feisal Al Hussein of Jordan

Co-Founder and Chairman

"My late father, HM King Hussein, was a passionate advocate for peace. My brother, HM King Abdullah II, continues to carry that peace-building legacy, ensuring Jordan plays its part in passing on a more peaceful world to the next generations. Through His Majesty's guidance, direction and support, I am continuously aiming to be a positive influence in spreading the message of peace across the world.

Generations For Peace was inspired by two important beliefs: that we will fail to build a more peaceful world for the next generation if our current generation is not directly engaged and provided with the ability to influence the future of their communities, and that we need simple tools for engagement that are accessible to entire communities in order to do so.



Generations For Peace was founded in 2007 as a peace-through-sport initiative of the Jordan Olympic Committee. Our vision was to harness the dynamic energy of grassroots sport as an effective entry point to engage youth, and as a powerful vehicle for education and sustainable behaviour change.

With immense support, Generations For Peace has grown fast in response to growing demand, and we have adapted and expanded our peace-building model to encompass a variety of approaches, using sport, arts, advocacy, dialogue and economic empowerment activities, to transform conflict and reduce violence.

The last 10 years have been an extraordinary journey from passion to impact: building an effective organisation focused on providing youth leaders in communities with the tools, mentoring and support they need to turn their own passion into positive impact within their own communities.

It has also been a tremendous learning journey, testing and evaluating and refining our model to have ever-greater impact. Our consistent ranking within the Top 35 NGOs in the World for the last three years is a testament to how far we have come.

The credit belongs to our incredible Generations For Peace Pioneers around the world. I am inspired each day by their extraordinary commitment and achievements in the face of tough challenges in very difficult environments.

Since 2007, we have seen bewildering changes around the world, specifically in the rise of violent extremism. More than ever, values of active tolerance, acceptance, inclusiveness and respect for diversity are under threat. Movements to undermine these values are a real and present danger to sustainable peace. In an increasingly complex, inter-connected, globalised world, we must promote these values and strengthen the capacities, trust and resilience needed to transform conflict and build sustainable peace.

Each day, each week, in their communities, our Pioneers demonstrate the values of Generations For Peace and pass them on, from generation to generation. Their commitment and achievements are an example for us all to follow. Our journey to support them continues with the goal to build a better and more peaceful world for generations to come."



generations for peace