



THE PERMANENT MISSION OF
THE HASHEMITE KINGDOM
OF JORDAN
GENEVA



Geneva Peace Week 2017

“Our Journey at Generations For Peace: From Passion to Impact!”

Lessons from the field: engaging youth in conflict transformation at the grass roots in communities around the world

Hosted by
The Permanent Mission of the Hashemite Kingdom of Jordan to the United Nations in Geneva
&
Generations For Peace

Date: Thursday 9th November 12:30-13:45.

Location: Room IX, Palais des Nations, Geneva

Background

On his first day in office, on 1st January 2017, United Nations Secretary General António Guterres pledged to make 2017 a year for peace: “Let us resolve to put peace first”. In his message on International Youth Day, 12th August 2017, he reaffirmed that “Empowered young men and women can play a critical role in preventing conflicts and ensuring sustainable peace”.

This is precisely the focus of [Generations For Peace](#) across the MENA Region and around the world. Founded in 2007 by [HRH Prince Feisal Al Hussein of Jordan](#), Generations For Peace is a leading global non-profit peace-building organisation with its [headquarters in Amman, Jordan](#). We are dedicated to **sustainable conflict transformation** at the grass roots in communities, by promoting **youth leadership, community empowerment, active tolerance, and responsible citizenship**. We are a [volunteer movement](#), empowering, mentoring and supporting volunteer youth leaders to be change-makers to create a better future in their own communities.

Since 2007, we have trained and mentored more than **9,644** volunteer leaders of youth in **50** countries in the [Middle East, Africa, Asia, and Europe](#). With our support, their ongoing programmes address local issues of conflict and violence, and have touched the lives of more than **385,223** children, youth and adults.

Generations For Peace is currently ranked [“#34 in the Top 500 NGOs in the World”](#) by *NGO Advisor* (making Generations For Peace the #2 ranked peace-building NGO in the world, and the top-ranked Jordanian NGO). Their ranking is based on an assessment of innovation, impact, and sustainability. In simple terms, over the last ten years we have achieved rapid global growth; we have learned an enormous amount and gone through “proof of concept”, developing our approach in different contexts, and **demonstrating the success, impact and sustainability of our model**.

In the context of the UN system, Generations For Peace programmes contribute directly towards:

- **Agenda 2030** and the Sustainable Development Goals (SDGs), especially #4 (education), #5 (gender equality), #10 (reduced inequalities), #16 (peace) and #17 (partnerships)
- supporting **Global Citizenship Education (GCED)**
- implementing the 2015 Amman Declaration on Youth, Peace and Security and delivering concrete youth-led actions in communities to implement **UNSCR 2250**
- implementing **UNSCR 1325** through following best practice in gendered conflict analysis, programs to empower girls and women by engaging both boys and men as well as girls and women, and investing in research relating to gendered communication, and issues of masculinity in conflict and violence
- implementing the UN Secretary General's Plan of Action to **Prevent Violent Extremism (PVE)**

Aim

The aim of this Forum is to share the journey of Generations For Peace, from a small pilot project of the Jordan Olympic Committee to a top-ranked global peace-building NGO. It has been a learning journey, and this Forum is an opportunity to synthesise and share the distilled lessons learnt along the way, offering GFP's experience as a case study contribution to the field.

The Forum is aimed at all stakeholders interested in positive peace building and conflict transformation: civil society organisations, local and international NGOs, foundations, governments and UN agencies, universities and research institutions, practitioners, researchers, policy-makers, and philanthropists.

The Forum will highlight:

- the evolution and learning journey of Generations For Peace over the last ten years
- different tools for upstream conflict prevention at the grass roots in communities
- examples from our work across the MENA Region and beyond
- lessons learnt and best practices
- youth vulnerability and resilience to violent extremism, and the importance of positive narratives
- the cost effectiveness of funding for peace building and conflict prevention

Programme

- **Opening Remarks**
- **Generations For Peace: Lessons from the field in conflict prevention across the MENA Region and beyond**
 What has been the “secret sauce” for success? What have been the key steps in the evolution and organisational capacity development of Generations For Peace? How are the four values of youth leadership, community empowerment, active tolerance and responsible citizenship translated into practice? How do the five tools of sport, arts, advocacy, dialogue and empowerment complement each other? How have tools been used in different conflict contexts across the MENA Region and beyond? What is the link and contribution to Agenda 2030 and the Sustainable Development Goals, UNSCR 2250, UNSCR 1325, Global Citizenship Education? How is the focus maintained on innovation, quality, impact and sustainability? What are the lesson learnt that can be helpful for others in the field?
- **Prevention of Violent Extremism, the importance of Positive Narratives**
 Our understanding of the complex web of push and pull factors which may increase youth vulnerability to radicalisation and recruitment to violent extremist organisations has increased a great deal over the last two years. No single factor – such as unemployment – appears to be a consistent primary cause. Factors such as dignity, inequality, social justice, positive belonging to an identity group, etc. all appear relevant. Amidst the complexity, how can programmes strengthen youth resilience and reduce vulnerability? What are the common risks and pitfalls to be aware of and avoided? What is the difference between countering and preventing violent extremism? Why are positive narratives so important? How can positive narratives be most effective?
- **The cost effectiveness of funding for peace building and conflict prevention**
 The evidence base for cost-effectiveness of upstream conflict prevention: Institute for Economics & Peace data over 20 years indicates every \$1 spent on upstream conflict prevention saves \$16 on the downstream cost of violent conflict. If the evidence is clear, how can we encourage donors to allocate resources accordingly?