

True Peace

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The Impact of the Coronavirus on our Region, Europe and the Middle East

By Umberto and Marilyn Angelucci



Vision 2020 was our mandate and prayer for years. Every member was working for this year and eagerly longing to see what form the kingdom would take on its arrival in 2020. True Mother made exceptional efforts to tour the world and meet heads of state and other leaders and deliver her message. She prepared seven nations and one continent as Shin or Cheon Il Guk nations. On True Mother's foundation, we all worked diligently to bring as many prominent leaders as possible to World Summit 2020. From Europe and the Middle East (EUME), we brought over a thousand people to Korea. We felt victorious. True Mother told us that she was very happy and mentioned "All goes well." We were on cloud nine and made great plans for the remainder of the year. We had no idea what was in store for us when we returned home.


The first inkling we had that something was seriously wrong was when True Mother told us in EUME that we should refrain from all large gatherings. We started canceling all our training programs involving large numbers, STF, CARP, workshops, and festivals. Our governments started putting restrictions on us. Stay Home, Stay Safe became our new motto.

At first, we were shocked and wondered how to fulfill our great 2020 goals within these restrictions. Some of us felt happy that maybe now we could have a break to do the things we had put on the back burner for so long. Many mixed feelings arose; we didn't know where to turn. But True Mother had told us that "All goes well," and the new direction now was to increase our jeongseong. We started to look inwardly and take this new direction seriously. We had time to spend with our families, so many of us dealt with issues we had neglected. We found ourselves conversing with our Heavenly Parent to find answers and taking time to work things out. Being with our families every day, we saw problems up close but also had time to face them. Based on our prayers and devotion, things improved, our love deepened, our appreciation increased.

As our time in prayer and devotion developed, so did creative concepts for new programs to help in our development. In EUME, we have held a number of excellent programs online to help develop our skills as leaders, improve our marriages and improve ourselves. The first was a ten-day Pastors' Training that Rev. Kevin Thompson gave and UK Pastor Matthew Huish organized. This assisted many of the existing pastors and inspired a whole new breed of young pastors now in the making. We have established a Pastor's Association centered on Franklin and Cecilia Fortune and will meet regularly to create more support and relationships between the pastors in our region.

The Blessed Family Department developed other programs to help families, especially couples. One is the MMM, Make the Most of Marriage webinars, which are held periodically with topics such as Safe Conversation, Creating a Vision for your Couple, and the Ride of your Life. This gave all of us a chance to examine our relationships and gain some insights to help us improve. In a few days it will be Eid here in the Muslim world, the days that end the month of fasting, Ramadan. Usually this would be a time to celebrate and to gather as families and even tribes. This year will be different. Turkey will have a complete lockdown during Eid for the safety of the people, who seem to accept this and realize it is for a greater good. To give up this holiday willingly and submit to the mandate of the government with a willing heart is a great step of trust and maturity.

Without our True Mother's wise advice and guidance, I don't know if we as a community would have gotten through this time with the right attitude. But because she reminded us that this is in Heavenly Parent's hands, when she said, "All goes well," we trusted something good would come. She encouraged us to increase our jeongseong and we did. So, we were guided to find Heavenly Parent's viewpoint and found the way to change our approach and bring great results. We still need to prepare for the time when the limitations are lifted, to make sure we keep the same level of devotion and don't get overwhelmed with our activities and external responsibilities but keep our focus on Heavenly Parent and on creating heavenly relationships as we expand our Heavenly Parent's Holy Community.

We are so grateful that True Mother has encouraged us to launch the Heavenly Parent's Holy Community. With our launch in EUME, we had ten thousand participants, and on that foundation, next Sunday we will launch the HPHC in the Middle East. With this we can feel the Holy Spirit moving in the Middle East and have great hope that the spirit of God can claim this land back again. 

The Angeluccis are responsible for the Middle East Region within EUME.

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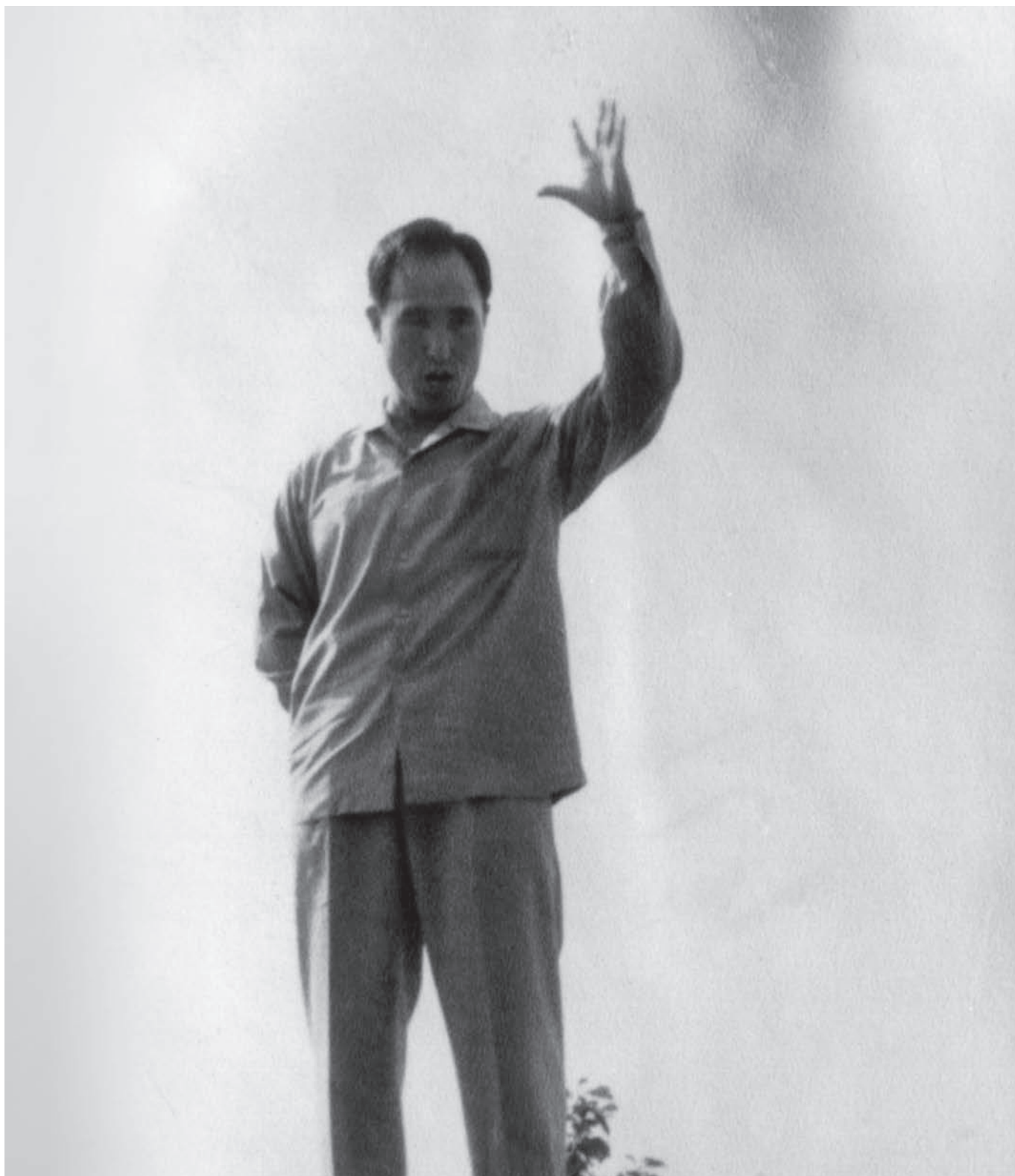
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Entering Heungnam Prison Camp

I will never forget the send-off my followers in Pyongyang gave me, waving to me as I was being led away in shackles to be transferred to Heungnam Prison. I did not shed tears, but they wept as if their son or their husband was being taken from them. How tragic it was! But seeing them sobbing, I thought, "A man who moves forward to seek heaven is not a man of misfortune." In my life, I had already suffered hardships behind bars, yet wherever I went, my followers came to see me, even though they were not my blood relatives. They could have felt disgrace and shame in doing so, but their coming to see me with such devotion connected the heavenly realm of heart to the prison, which was hell on earth. That is something amazing.

Heungnam was a place where the wind from the sea is so fierce that when it blows it sends bits of shell and pebbles through the air. So in the winter the inmates wanted to cover their bodies with as much clothing as they could. The wind was an enemy that pummeled us. Early each morning, about nine hundred inmates left for work, but before that, the prison officers conducted a roll call in which they had us sit on the ground in the cold wind for two hours, from 5:00 to 7:00 AM. How do you think it was for us inmates, wearing only one layer of clothes? It was so miserable. We shuddered and shivered loudly in spite of ourselves. We could not control our shivering.

There were about thirty inmates in my cell. In the summer, water leaked down onto the floor. I always chose the hottest and smelliest spot. In that spot I would think about the cold winter. I thought that if I could be the owner of winter I could be the owner of summer, and if I knew how to become the owner of summer I could be the owner of winter as well. I thought, one who is able to overcome all manner of difficult situations will be able to lead the highest and richest people. Heaven would like to give us such riches. Therefore, I regarded my suffering in Heungnam as a blessing, to go to the opposite end and get results is in keeping with the principle of restoration through indemnity. To be worthy of blessings, we must bring such results.

In Heungnam, in the winter the



On October 14, 2000, the fiftieth anniversary of True Father's release from Heungnam Prison, True Parents held a ceremony for the liberation of the spiritual and physical worlds, including deceased Unificationists, their children on earth and four prominent saints, centered on Heung-jin nim.

temperature dropped to minus twenty-three degrees Celsius. Although I wore only thin, unlined clothes, still I did not think it was cold enough. The way I fought to overcome the cold was to think, "Let it get colder! Let it get colder! Let it get colder!" I had a pair of thick pants and a cotton-lined jacket, but I gave them to others, and I worked wearing only unlined clothes.

The value of a needle

I always tried to find the most difficult work. Others tried to find the easiest work, but I went around looking for the most difficult jobs. I thought that if I could not overcome this, I would die. I had to have that kind of mind-set, otherwise how could I think that I would be able to subjugate the Communist Party or the fallen world?

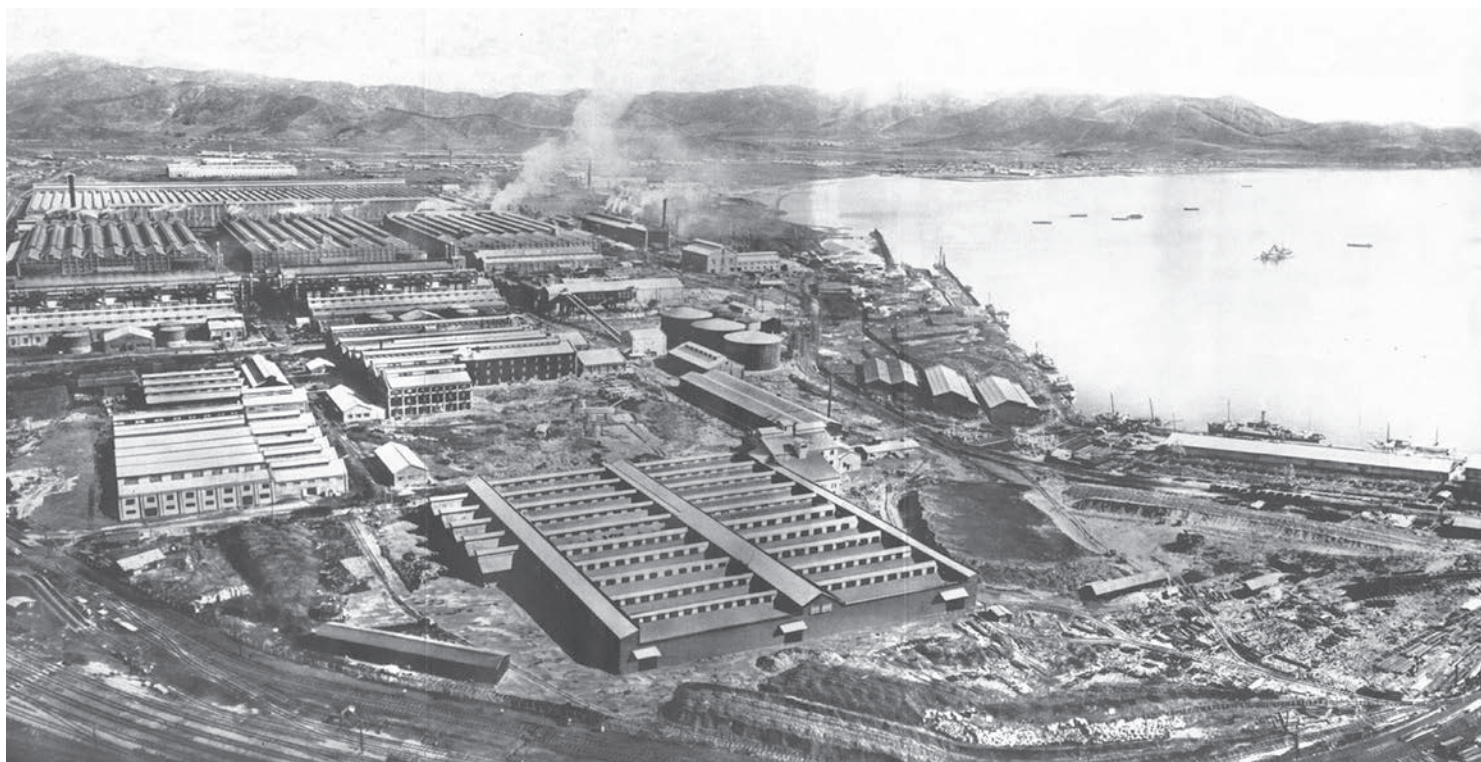
If you look at my teeth, you will see that some are chipped. They chipped in prison when I used my teeth to make a needle. Needles were scarce in prison. Since we could not buy them, we had to make them. In the fertilizer plant, we used hooks to bind up the bags filled with fertilizer. We used those hooks to make needles. We had to gently beat the end of the

hook thousands of times, not strongly but rather gently, until it eventually became flat. We used a piece of broken glass to cut off the barb of the flattened hook. Then we sharpened it. The needle hole should not be round, so we bit it strongly with our teeth to make the hole oval-shaped. Finally we had to cut it, but since we did not have any tools we used our teeth again. While I was doing that, my teeth chipped. Now when I look at my teeth, I recall my life in prison.

Once I made my needle, news about it began to circulate. Every Saturday, inmates came to me to borrow my needle. Then, sitting like a king on his throne, I would lend the needle to them, saying, "You, take this and go! You, take this and go!" Because I helped people like this, they greeted me as I went out for work in the morning. You too should be able to make a needle in such circumstances. I thought that my needle worked better than any other needle in the world, since I had made it with all my devotion.

Life and death in Heungnam

There is no way for you to know what life is like in a communist prison.



The Korea Nitrogen Fertilizer Factory in Heungnam North Korea that was a component of the Heungnam Special Labor Camp, where prisoners including True Father suffered forced labor while on a starvation diet. The prisoners were housed in cells from the era of the Japanese occupation of Korea, two and a half miles away.

After the Soviet revolution, many Russians suffered doing forced labor. According to communist ideology, there should not be any bourgeoisie or reactionaries. The Communist Party of the Soviet Union wanted to kill all who opposed them, but they could not do so outright due to worldwide public opinion. Therefore, they mobilized people into forced heavy labor and waited until they died. The place I was imprisoned in North Korea was a forced labor camp. The communist Workers' Party of North Korea imitated the Soviet Union's practice of subjecting prisoners to forced labor and working them to death.

The strategy of the communist government was to force people to do heavy labor until they died. Almost all prisoners in Heungnam Prison died within three years. They were almost certain to die within that period. Without providing adequate food, they forced them to do heavy labor. Being sent to the camp was like a death sentence. In a normal situation, if people ate three good meals a day, then a group of ten would be able to fill seven hundred bags of fertilizer per day at best. But in the labor camp, we had to fill and carry almost twice that amount. The ration of food we

were given was so small, it amounted to three big spoonfuls. Since we did heavy labor every day, we often staggered on the way to the factory after breakfast. Each morning I dragged my legs to the factory and started to work. It was unimaginably miserable.

There was a huge square in the ammonium sulfate fertilizer factory of Heungnam where I worked. After the white ammonium sulfate fertilizer was made, it was carried on a conveyor belt to the middle of a large open area, where the white fertilizer was dropped to the ground like a waterfall. It piled up to about twenty meters high. The fertilizer dropping from a high place like that wide conveyor belt was a magnificent sight, just like a waterfall. It had to drop down from a high place so it would cool, because if it were too hot, it would not harden properly.

The fertilizer piled up like a pyramid, and our job was to put it into bags. The fresh pile was soft, but once it had been there awhile and the crystals had melted from the heat, it became hard as stone, just like a mountain, and turned deep blue like an iceberg. We stood around that big pile, digging the fertilizer and putting it into bags. In that big square, there

were about eight hundred to nine hundred people working. It was incredibly hard, like breaking a mountain in two.

I worked at heavy labor in the fertilizer factory at that North Korean communist prison for two years and five months. The fertilizer was carried in on a conveyor belt from the ammonium sulfate factory to the middle of a large open area, where the powder dropped from the belt to the ground. Our job was to put the fertilizer into sacks, weigh them on scales, and load them onto a freight train.

The ammonium sulfate manufacturing process produced heat, so the fertilizer that dropped from the conveyor belt was quite hot. As it formed a pile, it cooled and hardened. After a couple of years, it became like rock. It was such difficult labor. Every day we worked for eight hours, and each one of us had a responsibility. Ten people made one group, and each group was responsible for filling and loading 1,300 bags in eight hours. If we did not achieve our quota, our food ration would be cut in half.

The toxic atmosphere

The ammonium sulfate fertilizer factory where I worked was filled with sulfuric acid gas. The sulfuric



Heaps of ammonia at the Korea Nitrogen Fertilizer Factory, which used prisoners as slave labor.

acid ate into our flesh to the extent that if we squeezed our flesh, water would come out. This meant the cells were half dead. In such an environment, you could not endure without a strong mind. In that camp, even if you ate well, after three years your lungs would deteriorate, and you would get lung disease. If you say you wouldn't, it would be a lie. That kind of sulfuric acid gas filled the factory. Therefore, after six months of working there, if you coughed you would see blood in your phlegm. That was typical.


In such conditions, despite the hard labor, you could survive if you offered devotions and maintained your physical health. However, the young inmates generally did not know this, so I guided them continually, based on my own experience.

My task at the fertilizer factory was to put the material into bags, weigh them on a scale, tie them shut, and load them onto freight trains. Our team set up a base where we started digging. We did not make it near the center of the pile, because people were constantly scooping out the material there. Rather, we set our work base about ten to fifteen meters from the edge of the pile and started working. After we loaded the bags

onto the train, the train took them to the harbor, where they were loaded onto waiting Soviet ships. Every day, several tens of thousands of tons were loaded, and the bags needed to be counted correctly. If we did not meet our quota, there would be a big problem. That is because it involved a diplomatic issue between the Soviet Union and North Korea. Therefore, no matter what, we had to meet our daily quota. If for some reason an inmate could not fulfill his portion, he would be demoted to a second rank and sent to a place where the prisoners had to make sacks with straws; they received only half their food ration. If he failed again, he would be demoted to a third rank and sent to braid ropes out of straw, and with this task his ration of food would be reduced to only one-third. When that happened, it was like a death sentence.

Ultimately, the reason the prisoners went out to work, mustering all their energy, was to get one whole ration of food. When they came back in the evening, their greatest hope was to receive the same portion of food as the others. But when they received only one-half or one-third of a portion, their spirits were crushed. Being desperate for food, they had no

choice but to work until they died.

Even when I suffered from malaria in prison, I did not pray for help. Rather, I fasted and thought, "Let's see what will happen." There was no medicine for the malaria, and I was sick for twenty-four days, but I still managed to do my portion of the work. In the morning when we came out of our cells, the guards would gather us into the yard for inspection. They would check our bodies thoroughly for any contraband. This took one to two hours. The work started at 9:00 AM, and we had to walk four kilometers to the work site, which took about an hour to an hour and twenty minutes. Including eating breakfast, it took more than two hours. So in order to get to the job site by 9:00 AM, we had to get up at 4:30 AM. When I was sitting in the yard, sick with malaria, my head was spinning round and round, and I could not stand by myself. I had to grab on to the shoulder of the person beside me to stand up. Even at the work site, I did not work by my own power. 

This is from Cham Bumo Gyeong, Book 7, Chapter 1, Section 3, Pyeongyang and Heungnam, ending with paragraph 19.



True Mother's Holy Wedding Anniversary Message

This is True Mothers speech during the Special Gathering to Celebrate the Sixtieth Anniversary of True Parents' Holy Wedding, which took place on May 8 at the HJ Cheonbo Heaven and Earth Training Center.



It's nice to see you. It's been three months since we last met, hasn't it? May comes during the most beautiful season. It is the season of hope. Isn't that right?

A few days ago, I was walking around Cheon Jeong Gung. I was looking around at the blossoming flowers and could see bees and butterflies dancing and working hard, harvesting nectar. At that time, I thought about Heavenly Parent, the Creator.

Heavenly Parent, the Creator, had a dream. He created this beautiful season and all of creation for the sake of human beings. However, due to the fall of the first human ancestors, Heavenly Parent, the true owner of heaven and earth, could not be in that position. Over six thousand long years, Heavenly Parent had to endure and wait patiently, looking for a human being who understood his will.

Particularly because of the Coronavirus situation, countries all over the world are shutting their borders, and however you look at it, countries are

moving farther away from uniting with one another, due to their own national interests. This shows us that a peaceful world can no longer come about through human effort and power alone. How did this make you feel?

True Parents exerted themselves to the absolute fullest extent possible 1960! The sixteenth day of the third [lunar calendar] month in 1960 was a day Heavenly Parent had long awaited, the time when the providence on earth could begin. On that day, Heavenly Parent should have become one with True Parents. However, looking at history, we see many mistakes occurred that prolonged the history of the providence of restoration through indemnity. In particular, the returning messiah's responsibility should have reached perfection based on Christianity's foundation.

However, since this didn't happen, in 1960 True Parents began a marathon [to save] the world. With unceasing efforts to embrace the world... it was a life-and-death struggle, a struggle

- ① Young-ho Yun, director-general of the FFWPU International Headquarters reported in depth on True Mother's grueling schedule and events and served as the MC.
- ② Mrs. Wonju Jeong-McDevitt, chief of True Mother's Secretariat read hoondokhae
- ③ Ki-seong Lee, regional group chairman of Korea, led cheers of Eog Mansei.
- ④ The invited guests, sat with space between them as the Coronavirus in these times is an ever-present threat.

gle difficult to put into words, a bloody tear-filled struggle. This fifty-four-year-old marathon continued until Foundation Day, January 13, 2013, when the first year of Cheonil-guk was proclaimed.

For three years I implored Heavenly Parent to show mercy, forgiveness and love for True Father. True Father's mission must reach completion on earth. [It should be realized on] earth first; this however did not happen.

After True Father's Seonghwa, I offered devotions, grieving at his grave each morning for three years. After those three years, this is what I told True Father: Please feel free in God's presence [from all earthly



- ① True Mother's grandson, Shin Chul Moon, and his wife, Ji-woo Chang, present flowers to True Mother
- ② Father saw the man on the left when he was an elementary schoolboy working to help support his family. Father told him if he kept working hard he would become "a big man" someday. He is now a member of the Korean National Assembly (a legislator). He offered a gift to True Mother accompanied by Song Gwan-seok, who works in the North Korea-South Korea Reunification Department.
- ③ Jeong-gwan Kim, Won-ju Jeong-McDevitt, Ki-seong Lee and Seok-byeong Kim, our respected elders, offering gifts to True Mother.
- ④ UPA cadets danced and sang for True Mother.

responsibilities]; become an object of praise. I will take responsibility for earth.

So much had to be done on earth

Earth is an important place. Today all of you are living, breathing [the same air] with me. You have no idea how important this moment is. Through this Coronavirus time, you have been practicing social distancing, and you must have evaluated many things. I hope you will ponder whether you currently have the qualification to live

an eternal life as a citizen of Cheon Il Guk in the eternal spirit world. I hope you strive to reflect, to repent and resolve to fulfill your responsibilities. Will you do that?

Knowing the providence, I have been breathless for the past four years, having no time to rest. I'm sure you felt it and witnessed it. Only Heavenly Parent was on my side. When I said I would have to restore at least seven nations, no one believed in me. When I said, "I need to go to Africa; I need to go to Senegal," many people opposed me. However, what were the end results? Were we victorious?

Preparations for an outpouring

On the foundation of this victory, in 2020, I proclaimed the firm establishment of Cheon Il Guk. It is the firm establishment of Cheon Il Guk—not just the settlement, but the firm establishment. A proclamation should not end with just the proclamation. So, during the coronavirus quarantine time, I have offered sincere prayers and devotion for fifty-five days. God cannot wait any longer. During my

life on earth, we have to realize a life in which all of humanity serves and gives all the glory to Heavenly Parent.... This can no longer be delayed.

The place where Heavenly Parent wished to manifest his love is not in heaven but on earth. The invisible Heavenly Parent desired to become one with visible and perfected human beings, through True Parents. Based on that foundation, Heavenly Parent wanted to embrace, love and raise all humankind. We have to make this dream a reality. We cannot make God wait any longer.

The days when humanity has to suffer to gain understanding have been long but [should end]. We don't have much time. Therefore, the task I have to perform is that of showing how the citizens of Cheon Il Guk must serve and attend Heavenly Parent. That is what I need to show, which is why, after True Father's Seonghwa, when I said that I would build Cheon Won Gung [a museum on True Parents' lives and mission], the preparation did not take place immediately.

There were all kinds of obstacles and barriers. However, I have finally made up my mind. In 2023, during the beautiful spring... The third floor of Cheon Won Gung will be called Cheon-il Temple (in Korean *Cheon-il Sung-jeon*). I plan to offer the Cheon Won Gung [a museum on True Parents' lives and mission] with the "Cheon-Il Temple" in it. A temple entirely dedicated to attending Heavenly Parent...

You will certainly remember God's word as True Father expressed it in the past. "From now on, all the world's inhabitants that have knowledge of God's will shall be lining up on boats in front of the port in the sea off the coast of Busan."

That shouldn't remain as mere words; it must be fulfilled in practice.

God must dwell here

Therefore, we must prepare a place we can show off. Don't you think so? Unification on the Korean Peninsula is the wish and dream of the Korean people. ... I have mentioned this in the past: It cannot be achieved through human understanding and human efforts. This country has to become heavenly Korea by attending Heavenly Parent. This nation must become one that belongs to Heaven. This nation must become Heavenly Parent's dwelling place.

However, politicians and other citizens who ignore God's will should not be an obstacle to his providence. Right? So, you should teach them; you should let them know the truth and the history of the providence.

Fortunately, my autobiography has been published. Do you know how people's hearts have changed after reading it? I received your testimonies, but I also received testimonies of ambassadors for peace and those of ordinary citizens. There should not be a single person living on earth that does not know about our Heavenly Parent and True Parents.

That is why I'll work with anyone whether they are in the political, religious, business or ideological realm. I am working so that everyone can come under one flag, so I am announcing Heavenly Parent's Holy Community. In English, it will be Heavenly Parent's Holy Community. So, under the great umbrella, Heavenly Parent, will be all of the various

activities that we have done and all the NGOs. UPF, FFWPU, WFWP... Everything will come under this great umbrella. And we need (a hundred and twenty percent) to testify about Heavenly Parent. Do you understand? [Yes]

Maternal love and wisdom

I said that I would reveal the hidden truth of the providence. Heavenly Parent is not just Heavenly Father. Heavenly Parent is also Heavenly Mother. This [new] name represents a large umbrella centered around the Heavenly Mother who embraces and gives birth to all humanity. You should all get up and dance with joy. When have we ever had a day like this?

From this point on, while I am alive on earth, I am going to reorganize and readjust everything. Heavenly Parent is working with me and so has been waiting every day to receive the glory and joy. I prayed, "Heavenly Parent! Today, this nation and these people have pledged to attend you."

So. I have been giving this type of report. We never know, it may be 10 more years, it may be 20 more years, that I am alive on earth. If a third of the 7.7 billion people know and attend Heavenly Parent, we can realize the substantial kingdom of heaven on earth.

A revelation during the Holy Wedding

If each one of you can do the work to move one hundred people and if that one hundred moves a thousand people, with that capacity and effort, it is possible. Do you understand? I have already laid the foundation that will allow you to move forward. We should be in a position in which we live each day as if it were a thousand years; there will honestly be a lot to do. That is why I plan to strengthen the International Headquarters. All directions will be given through the International Headquarters.

For the sake of working with this nation or with governments... I appoint Yun Young-ho as Director-General of the FFWPU International Headquarters. Up until now, you could not understand many things, and I know that you have had a lot to say. When I said things that many could not believe, he

believed me.

Cheon Il Guk is Heaven's nation in which we are all one. In 1960, when I went through the Holy Wedding with True Father, God gave me a revelation that in the future, all the world's citizens would become of Cheon Il citizens (who are united in oneness with God). Whether they are from a Kim family, a Lee family or a Park family, (basically all) will be citizens of Cheon Il Guk. Therefore, how can one live a proper life as a Cheon Il Guk citizen? Given that their names will be remembered for eternity in Heaven, this is an incredible blessing, and because Cheon Il Guk citizen is a fearsome appellation; you should know that it carries great responsibility.

Faithfully attend True Parents

Therefore, for fifty-four years, the providence that we had led was the preparation to welcome Foundation Day. However, from Foundation Day, we need to make a new start, a new history, a new era!

As human beings, the biggest thing you need to think about, if you are a child, is your parents. Parents! Today we are celebrating True Parents' Holy Wedding! This day will be communicated, passed down, through generations and remembered throughout eternity.

The fulfillment of the providence is like springtime; it must begin in the spring and also come to fulfillment.

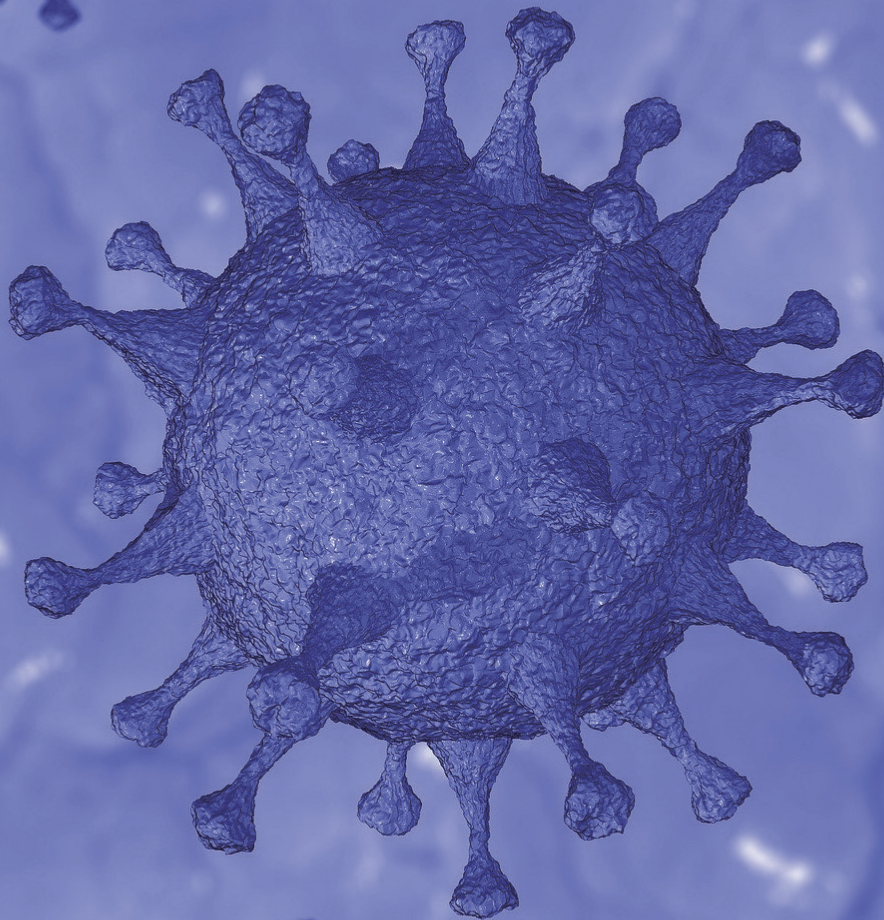
We will celebrate all holidays on sixteenth day of the third month of the Heavenly Calendar each year.

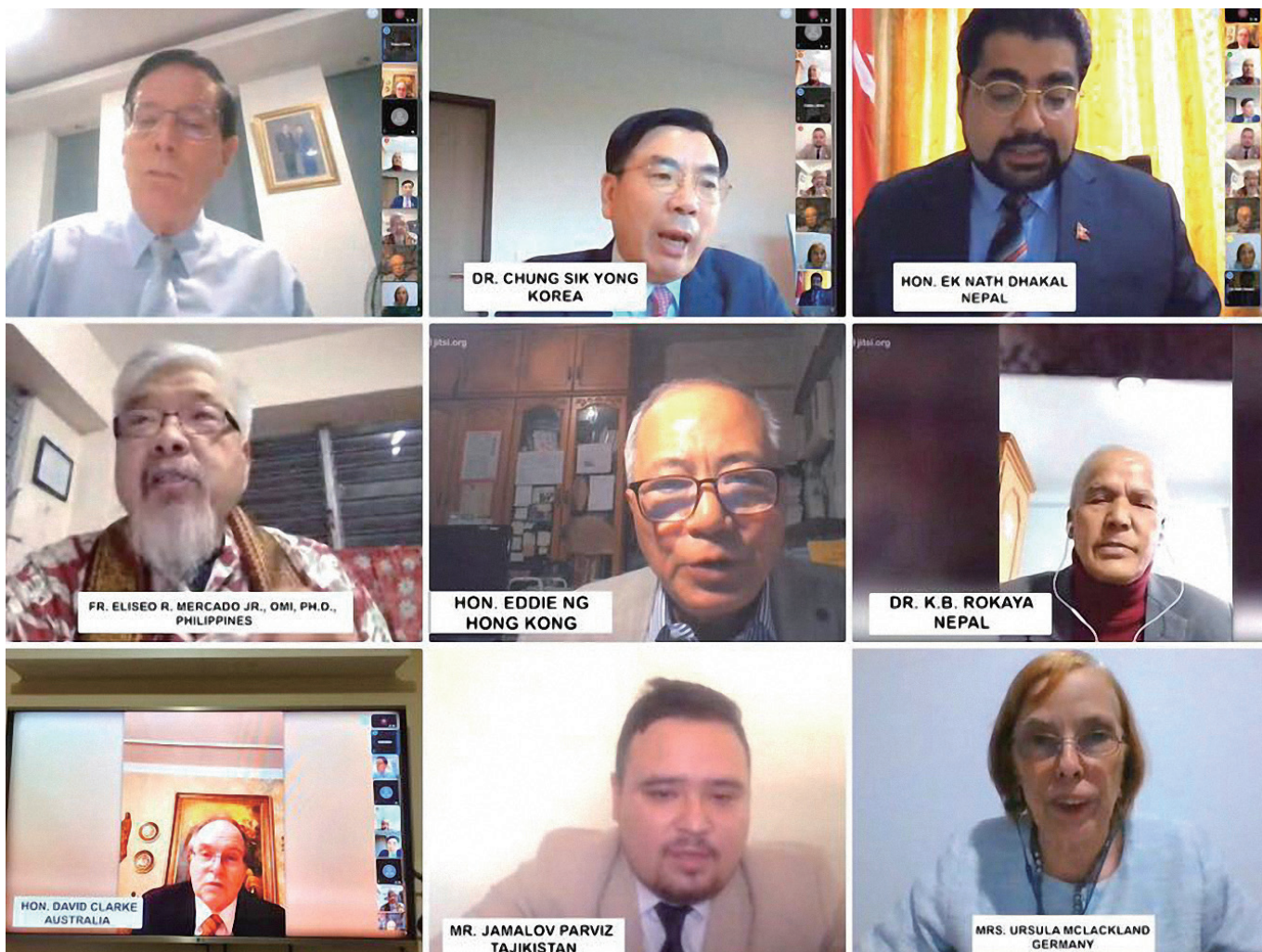
Heavenly Parent's Day (God's Day) and True Parents Day all on sixteenth day of the third month of the Heavenly Calendar each year. Spring is Heavenly Parent's starting point. Everything was set up during winter is to sprout and bloom in the spring. That is why we say sprouting buds bring hope in Spring. And that is why before humanity, and in front of heaven and earth, the greatest day in history will be the sixteenth day of the third month of the Heavenly Calendar each year. Do you understand?

So in the future, the events will take place in this way. Do you understand? Are you happy? Are you grateful? I love you. ☞

REVIVING THE GOD WITHIN IN THE COVID-19 ERA

By Rick McInerhoney





Zoom meetings have allowed leaders in various nations to meet while safely isolated in their own homes.

Since the Coronavirus broke out into the world as a pandemic just weeks ago, people all over the world, me included, have been shaken up, never to be the same again. We face a disease that threatens our own lives and livelihoods, as well as our loved ones—our children, our parents and grandparents, our friends near and far.

Whether the virus originated in the Wuhan, China, either in a wet market or elsewhere, seems without question. What is also without question is that world affairs will never be the same again. But the geopolitics and its ramifications I will leave for others to debate. Clearly we have global economic meltdown which will take many years to stabilize, and we hear daily reports of the horrendous rate of infections and loss of life caused by the virus around the globe, especially amongst the frail and elderly. On top of that, it hasn't yet spread to many vulnerable third world countries that are much less equipped to deal with it. Alas, I fear the worst is yet to come in many areas.

On a national level in Australia, I am heartened that we have handled the pandemic so well so far. I am also hopeful that our political, business, scientific and medical leaders can be more collaborative going forward as we have seen evident in recent weeks. In some ways the virus is a wakeup call, highlighting such glaring national discrepancies as our over-dependence on China, our lack of a

manufacturing base in key areas and our lack of fuel storage for emergencies.

What also seems evident, to the eternal optimist in me, is that amidst the doom and gloom, there is cause for hope. On a physical or environmental level, previously smog covered cities now have clear skies because air travel has largely been grounded, factories have closed or have cut their production, and road transport has reduced. Less demand for coal and other fuel equals lower emissions, giving the planet, and all of us living on it, a breath of fresh air in more ways than one. The positive environmental impacts and implications of Covid-19 are real.

Returning as the salt of the earth

But it is the possibilities on the spiritual level, of family harmony, social cohesion, and enhancing our key relationships with God and one another that gives me increased hope for the future. The havoc that Covid-19 has created is causing many to re-evaluate their lives, their priorities, as they face their own mortality. One day a person or a family has a stable income, the next day they are jobless and facing an uncertain future. Who would have imagined two months ago that we would all be sheltering in our homes, afraid of meeting other people, even our own family members, for fear we will catch an



A couple getting a bit of exercise together during this time of self-isolation.

unseen contagion? Where we used to meet face to face, families are adapting by having Zoom meetings. Because of lockdown restrictions we are doing more together, whether it be gardening or walking or cooking or watching movies together.

For over forty years I have been affiliated with faith-based groups, including the Family Federation for World Peace and the Universal Peace Federation. Our core philosophy is that the family unit is supposed to be the happy place where God seeks to live. But often in the busy-ness of our lives we can easily become distracted and neglect these important relationships. Husbands come home tired from work, and wives who have had a busy day can easily clash and the children bear the brunt of this. A downward spiral often ensues leading to the breakdown of family life, which in turn is the genesis of all of our burgeoning societal problems such as domestic violence, teenage suicide, drug and alcohol addiction, depression, crime and the list could go on. It's fair to say that the world pre-virus was not in great shape.

But Covid-19 has hit the pause button on our lives. We suddenly have more time—time to be together, caring, more sensitive and loving towards those who are supposed to be so dear to us. I heard one wife say on talkback radio this week that she is so happy with her husband since he has been home more. He is doing some things around the house that he does not normally do, because he works from home and has more time. Will this become the new normal? Will we learn some lessons that will linger after the virus passes? Of course there are still issues of a domestic nature going on out there in suburbia, but hopefully the peace and quiet of life in isolation will give many families a chance to reset and refresh.

How pleasant it is when God's people live in unity

UPF and its affiliate organizations is unique in that it celebrates the role of all the world's religions as vehicles

for God's efforts to bring peace and harmony in the world, based on loving families as the cornerstones of a peaceful world. So is the virus era an opportunity for faith in God to re-enter the stage and play a role in modern life in Australia? Well maybe, but it won't be easy, because God has a bad reputation. Faith in God, which is so strong in our Asian region, is waning in our nation. Statistics show that Australia is becoming a predominantly atheistic nation according to the recent census.

"The 2016 census disclosed a startlingly abrupt change in patterns of belief in Australia. Just five years before, in 2011, 61 per cent of Australians identified themselves in the census as Christians. In 2016 this number had dropped dramatically to 52 per cent. In 2006 the figure had been 64 per cent, so in the half decade after 2006 there was a gentle decline. In the half decade after 2011 there was a radical decline. Nearly one in ten fewer Australians identified as Christian than five years earlier. One in ten!"—*God is Good for You* by Greg Sheridan.

Greg Sheridan, acclaimed foreign affairs journalist with the *Australian* newspaper, in his excellent 2018 book, *God is Good for You: A Defense of Christianity in Troubled Times*, points out that, "In Australia all these factors have played out. Now the state is starting to restrict Christianity. These are small steps so far, but they will become bigger steps in time. It is difficult now to teach scripture in a Victorian state school. Queensland education bureaucrats moved to discourage children from mentioning Jesus on the playground. Anti-discrimination bodies are receiving cases where the complaint is that a church institution has taught traditional Christian doctrine."

Mr. Sheridan points out the important role that faith groups play in Australian life. For example, the second biggest deliverer of social aid in Australia is the Catholic Church and other providers such as Anglicare and the Salvation Army are essential in the support structure for our community. "Catholics also educate seven hundred and sixty thousand students in more than one thousand seven hundred schools. Every one of those students represents a subsidy paid to the state by the Catholic education system, because the students at these schools cost the government less than the students at state schools. All this vast force of human solidarity proceeds directly from people's faith in Christianity." (pp. 26–27) There is now also a welcome influx of faith-based schools of other religions in Australia such as Islam, making a positive contribution to our society.

He makes nations great

There is no doubt that devout faith in God is what built the foundations of this great country. The overwhelming majority of Australians were church-going believers throughout the period between and during the First and Second World Wars and up until the 1960s. Much of the governing systems, including universal health care, the welfare safety net and government supported education, which we take for granted today, originated in decisions of leaders who were, in the main, believers in God. My father and his mates who fought in World War II put their lives on the line daily for years, forging a relationship with God. My mother prayed for his safe return; shortly



Wearing a mask whenever one must leave home to do necessary activities has become a way of life during the Coronavirus pandemic.

after the war, he did, and they celebrated their union at church. Our family was built on faith in God as were those of so many other “baby boomers.”

Certainly, religions over the ages have made their fair share of mistakes and caused untold misery, but we must be careful not to throw out the baby with the bath water. Humanity’s essence is good, but we have free will unlike the other creatures on earth. We just need to clean up our act.

Fast forward to the modern world today and its preoccupation with the material and the mundane. God is nowhere to be seen in our media-driven society. It’s all about entertainment and indulgence. Where will I travel to next? What am I going to eat tonight? What car will I buy? What new gadget do I need? Unchecked, the lust for material “things,” without a healthy balance of living for the sake of others, leads, for many at least, to a gradual numbing of the core of our essence, the Godliness within each of us.


“Materialism, the most boring as well as the least accurate way of experiencing the world and recording experience, is the dominant mindset of the Western intelligentsia in our day.”—A. N. Wilson, *The Book of the People*, 2016

Where is there a place for God in this modern world, distracted by the allure of glamour and wealth? Ironically, the holy sites and temples of affluence and materialism, such as New York, Paris, London and Milan, seem to be the prime targets of this dreadful disease. Greg Sheridan underscores this. “Perhaps the most important challenge was sustained affluence. It contains an especially alluring falsehood—the idea that some people don’t need God’s mercy. Every human being, and the universe they create, stands always on the brink of extinction. And every human being is in need of mercy. But widespread afflu-

ence, with all the good things that it brings, helps disguise death and hides it in nursing homes and hospitals, and keeps people distracted, ever more distracted.”

Will we transform?

It seems the worm has turned [those who have silently taken abuse, have begun to fight back] with the advent of the Covid-19 pandemic. People’s lives have been, or likely will soon be, turned upside down. Doubtless there will be many who will endure extreme suffering and grief here and abroad with the loss of loved ones. We need to pray for our healthcare heroes as they care for the sick, our scientists to find a vaccine, our leaders to guide us through the turbulent times ahead, as well as our loved ones.

It is an old joke that one’s prayer life often improves dramatically when, during an air flight, the captain announces that the aircraft is about to crash. When one is suddenly hovering on a precipice, one tends to get a little more serious. I believe the Covid-19 era is such a time. The question for me is, out of this horrible event, will this crisis be the catalyst to usher in a better world in which people become more grateful for the precious life they have? Will they prefer kindness and caring for one another to greed and lust for wealth? Clearly on the difficult road ahead over the next year or two in our world an opportunity exists for positive progress and development. I guess it’s up to each one of us to take some time to reflect, to pray, to connect to the God within, and to decide whether we would like to be the change we want to see in the world. 

The writer was a state and national FFWPU pastor and director for over thirty years and national director of UPF 2003–2008. This article originally appeared on <https://rickmcblog.wordpress.com/>; it appears here with the writer’s permission.

The Future of Africa is Its Young People

The was the keynote address to the World Peace Conference, a component of World Summit 2020, delivered on February 3 by the chairman of International Summit Council for Peace-Africa.

By Goodluck Jonathan

Let me first sincerely commend the effort of Dr. Thomas Walsh, the chair of UPF-International, and Michael Jenkins, our president of UPF-International and the management staff of UPF, for putting this World Summit together. And let me also sincerely appreciate all of you, all leaders, who are here, in Seoul. You will be here for five days to interrogate this unique and precious commodity called peace, that is needed in the world today.

I am pleased to be at this epoch-making World Summit 2020, which we are holding here in Seoul. Beyond focusing on the very important themes of 'Peace, Security and Human Development,' it also marks the Centenary of Universal Peace Federation co-founder, the late Rev Sun Myung Moon. I am grateful to the leadership of UPF, especially Dr. Hak Ja Han Moon, the other co-founder of UPF, for her vision and an unyielding crusade for sustainable peace in this our world.

I commend and appreciate the considerable number of high-level participants—of serving and former presidents, prime ministers, and vice presidents—as well as top government officials and business executives who are here. As a democrat and peace advocate, there is no doubt that the theme of this conference and those of other International Leadership Conferences I have attended, resonate viscerally with my personal ideals and peaceful disposition.

Love, peace, unity and development

Four years after I left office as president of Nigeria, I was invited to the International Leadership Conferences (ILC) held in Johannesburg, South Africa, last June. The high point of this conference was the launching of the African wing of the International Summit Council for Peace (ISCP) for which Mother Moon graciously appointed and inaugurated me as the council chair. Being the first





Goodluck Jonathan, president of Nigeria (2010–2015) is now wholeheartedly investing himself into work as the chair of the Africa chapter of the International Summit Council for Peace (ISCP).

ISCP chapter chair to be inaugurated, I hit the ground running by establishing an ISCP Secretariat from where we have been leveraging the platform provided by UPF to constantly reach out to both serving and former African leaders. We have continued to engage them individually and collectively at conferences on the desired values of love, peace, unity and sustainable development on the continent of Africa.

Through these engagements, we have demonstrated ISCP's preparedness to promote mutual understanding and cooperation between African serving and former leaders, in the interest of peace and developments on the continent. We are encouraged by the kind of confidence reposed on us and our capacity to lead the push for peace across Africa by the good people of the continent.

This is evident in the overwhelming support we get from fellow Africans wherever we attend the ILCs in the world. In some places, we have received a request to intervene in existing conflicts between the incumbent heads of the government and their predecessors. We are willing to take up such assignments because it is the determination of ISCP to discourage such misunderstanding and promote mutuality and cooperation among all leaders.

Our greatest weapon

I am delighted that at this conference, the Universal Peace Federation is bringing world leaders to renew their commitment to peace through the instrumentality of the Federation's key projects, especially ISCP, the global body of which is being formally inaugurated at this time. I am persuaded that through its promotion of interdependence, mutual prosperity and universal values, UPF has presented a different and refreshing approach to peace-building efforts, which renews the hope and the





Nigerians celebrating their Independence Day on October 1. Nigeria, the nation that Goodluck Jonathan was president of, has nearly the same land area as Venezuela but has more than seven times its population.

expectation that lasting peace is indeed possible in our world.

I believe that the weapon for guaranteeing peace the world needs today is not in our intimidating armory and sophisticated nuclear sites but in our hearts. The world looks up to us as leaders to reach in to the innermost recesses of our hearts to leverage our common humanity and embrace one another in true love and sincerity to save our people.

It is obvious that military capability alone has not served the intended purpose of securing our world. In the Middle East and Africa, more than other parts of the world, insecurity, insurgency and terrorism have continued to get worse despite all efforts to combat them and enforce peace by affected nations and their allies. This is partly because we have paid more attention to our military might than we have given to the imperative of building honor, love and affinity in our families and societies. A peaceful family unit entrenched in strong bonds of kinship, ethics, and a well-established tradition of honor will fight insecurity and terrorism better than any weapon.

This is because if we pay more attention to the imperative of producing well-adjusted rational human beings, it will dry up the human supply lines that feed the cells of terrorists. They will no longer be able to recruit misguided and uneducated youths who are willing to either kill or be killed in the dastardliest and most bizarre method, in pursuit of dark and hideous ideologies.

With well-educated and properly aligned young people who are future leaders, the world will then have fewer leaders who will prioritize war over peace. Without global peace, the world will continue to spend more resources, which should have been channeled into development purposes, on either generating or managing crises.

Let us build harmony among us

In closing, I wish to express my unalloyed support for this mechanism being championed by UPF to bring serving and former world leaders together to tackle the issue of peace as a collective. There is no doubt that both serving and former leaders have critical roles to play in this regard.

They should, therefore, engage much more under the ISCP umbrella, in a type of solidarity that will begin to dissolve our prejudices and differences. Current leaders should leverage the experiences and time available to former leaders to orchestrate the kind of understanding that will teach love, unity, understanding, mutuality, and seek to restore human dignity. Let me sincerely congratulate the winners of the fourth Sunhak Peace Prize that will be given within the week of this global body celebrating peace in the world. I thank you for listening. *TP*

The writer was president of the Federal Republic of Nigeria (2010–2015).

The Twenty-First Century World

The writer presented this to the International Association for Peace and Economic Development (IAED) conference on February 5, the main focus of which was “What role does business play—and should it play—in the work to realize a world of peace and sustainable development?”

By Jim Rogers

Some of you know that twelve or thirteen years ago I packed up, sold everything in New York, and moved to Asia because I wanted my children to speak Mandarin and to know Asia. You may ask, why? I will tell you: The nineteenth century was the century of the United Kingdom; the twentieth century was the century of the United States. The twenty-first century is the century of Asia, whether we like it or not. There are lots of people who don't like it. A lot of people, especially in the West, do not understand what is happening in Asia. A lot of people in Asia don't understand what's happening here.

China is rising again

But as I said to you, Asia is on the rise again, especially China. In 1978 Deng Xiao Ping said, We have got to try something new. This is not working.

You know the rest of the story. If you haven't been to China, you can almost just look out the window and see what's happening over there. It has been the most successful country in the world in the past forty years, but it is not stopping there. It's going to go on for a long time.

China is the only country in world history that has had recurring periods of greatness. Rome was great once. Great Britain was great once. Egypt was great once. But China has been at the absolute top three or four times in history. China has also had total collapse, total disaster, three or four times in history. But for whatever reason, China is the only country in world history that after being at the bottom for a few decades or centuries has risen to the top again.

China was in terrible decline for four hundred or five hundred years, but Deng Xiao Ping said in 1978, Let's try something new. Well, it's working again. So I packed up and moved to Asia.

Prepare for the future

I have two daughters. I wanted them to know Asia and to know Mandarin, because in their lifetime knowledge of Asia and of Mandarin will be the single most important skills that I can give them. It's not going to make them successful; I assure you. There are a lot of people who speak Mandarin and English who drive taxis, but at least they will have a leg up on many other people by being prepared for the twenty-first century.

We'll talk more specifically about China than others do at the moment because the whole of Asia is going to benefit. Some of you know that Canada is a member of the G-8 [an intergovernmental political forum that currently comprises seven member countries.] Well, Canada has only thirty million people. You may wonder why Canada is a member of the G-8. It is because Canada has a very successful neighbor to the south. The US became the most successful country in the twentieth century, and it dragged Canada along with it.



Jim Rogers is a testament to how far hard work and creative intelligence can take a person.

Facing facts

So many countries in Asia are going to benefit from the rise of China, not just Korea. Korea is going to do extremely well for many reasons, which I discussed yesterday. But if you look at the rest of the world, Europe is full of debtors. Most of those countries are actually bankrupt. Even Germany, which when I was a kid was a paragon of virtue—hard work, saving their money, no debt, investing for the future. But even now many German cities are essentially bankrupt.

I think you all know that the United States tells everybody it's an exceptional nation, different from everybody else. Yet, the United States is the largest debtor nation in the history of the world. No debtor nation in the history of the world has ever been as deep in debt as is the US, and it goes higher and higher and higher every day.

Throughout history, every country that's gotten itself into this kind of situation has had a crisis or a semi-crisis and gone into decline. Many of you know that Great Britain, a hundred years ago, was the single richest, most powerful country in the world. Great Britain has gone a long way down since 1920.

Before that there was France, Spain and many other countries that were the richest, most powerful countries in the world, and every one of them hit a peak and went into decline, including China. Several times China has been the single richest country in the world, but everybody goes into decline eventually, for whatever reason.

Enduring obstacles

America says we will not go into decline. A former head of the Central Bank in America says that America will never have economic problems again. Well, she has a Ph.D. from an Ivy League university, so maybe she knows what she's talking about. I happen to have gone to an Ivy League university, and I know she has no clue about what she's talking about, because the world has always had economic problems, it always will have economic problems. Mankind has not yet figured out a way to solve those problems. Many people have tried. Karl Marx thought he had figured out a way to solve the world's problems. Many philosophers, religious people, military people—many have tried to solve the problems. It has not been done yet.

The near-term future

So we're going to have problems in the next few years. In 2008, we had a big problem because of too much debt. You all know what happened in 2008. I submit to you that the next time we have a



Mr. Rogers in the front row paying keen attention to the speaker.

problem, it's going to be the worst in my lifetime, and I think I'm one of the oldest people here. So it is going to be the worst in your lifetime too, because the debt now is much, much higher. I assure you the next time we have a problem, it is not going to be fun.


But at least in Asia you will have less harmful effects. Korea is going to do extremely well because you are opening up a new frontier. This place [North Korea] used to be richer than South Korea. Communism and the Kims ruined North Korea, but you will have a new frontier, so this is going to be a good place. Likewise, Siberia. Many great things are happening there. I've told you China is going to be the next great country in the world. So it is better to be in Asia than in the West for the next time we have economic problems. That will be true for the rest of the century.

This century's powerhouse

I moved my daughters here to prepare for the twenty-first century. This is going to be the place to be. I said to you before, everybody in the West is stock full of debt—huge problems! Education in the West is not what it used to be. Most things in the West are much different from what they used to be, but change is always good. Some people always benefit, some people suffer. In Mandarin there's a word which we don't have in the West, because Asians have been around longer than we have. The word is pronounced "way-gee," which [implies] disaster and opportunity are the same thing.

The Japanese have the exact same characters. In Japanese. It's pronounced "key-key." If there are any Japanese here, please correct me. The Koreans have the word, too. The characters are exactly the same as they are in Mandarin, "way-gee," means opportunity and disaster. So there's a disaster coming but remember "way-gee" when it comes.

You in Korea, you in Asia, are in the right place at the right time. So when the rest of us are suffering and trying to keep our heads above water, please remember "way-gee."

The world is moving East, whether we like it or not. A lot of people in the West don't like it. A lot of people in the West write books [insisting] that China is going to collapse any day, that the Asian miracle is a disaster, a fraud that's not going to last. But you are at the right place at the right time. So please enjoy the twenty-first century. 

James Rogers Jr. is chairman of Beeland Interests, Inc. and creator of the Rogers International Commodities Index (RICI).

Cooperatively Solving Societal Problems

The author gave this as a presentation at the International Association for Peace and Economic Development (IAED) conference on February 5.

By William Eimicke

All these great speakers of the last couple of days are very hard acts to follow. I'll tell you a simple story. In 1951, Warren Buffett went to Columbia University and studied with two professors, one named Graham who wrote a book called *the Intelligent Investor*, which laid out a strategy called value investing and Dodd with whom Graham wrote *Security Analysis*.

Warren obviously was a good student because he went back to Omaha, Nebraska, and founded a company called Berkshire Hathaway [an American multinational conglomerate holding company that Warren Buffet took over in 1964]. In 2006, he made a decision to give away all the money he had made up until that point, \$50 billion, to his friend Bill Gates, who had left Microsoft to start a foundation. Basically, Warren said, I know how to make money. I don't know how to do good. So I'm giving my money to Bill Gates and he will do good with it.

Learning from Berkshire Hathaway

I teach a course in management. Last fall there was a bright-eyed student in the back of the room wearing a little bow tie. He looked like something out of a Norman Rockwell painting [American artist, 1894–1978]. Somehow in the course of my lecture, I was talking about New York City, where I was born and grew up. New York City, which was arguably the worst, most dangerous city in the world through most of my life, turned around in the 1990s, and since then, I would argue, it is the best big city in the world because of good management. About the recovery of my city, I said, I don't know why anybody would live anywhere else. I mean, why would anybody live in Omaha, Nebraska? I had never said that before, and I never said it again.

At the end of the class this young man walked up to me, shook my hand and said, professor, that was an excellent lecture. But I have to tell you, I am from Omaha and I like it. It was the beginning of a lifelong friendship. And over the last decade, Howard [Warren Buffet's grandson] and I decided to solve some of the world's most difficult problems. There has to be a way to use the lessons of value investing such as those used in the management strategies of Berkshire Hathaway.

Social value investing

That's what social value investing is about. I'm just going to very quickly give you a snapshot. Interestingly for me, one of our key examples of how this can be done is India. For all of India's and Modi's problems [India's prime minister, Narendra Modi] which I hear about from my students and my wife and everybody else, nevertheless, probably one of the great wonders of the twenty-first century will be what's happening in India today, and particularly a system called "Aadhaar."

I would argue our most pressing problems in the world—climate change, affordable education, health care for all, housing for all and eliminating inequality—are not going to be solved by govern-



Professor Eimicke giving his presentation. In addition to his scholarly accomplishments, he has extensive experience in New York State and New York City government.

ment alone. That's not going to happen. Maybe Franklin Roosevelt [US president, 1933–1945] could do it, maybe the Soviet Union tried to do it. It's not possible in the world we live in today. It's not possible in countries the size of India and China.

So if we are going to attack these problems and solve them in the future, it's going to require a partnership. It's going to require a partnership of the private sector, which brings efficiency, innovation and willingness to take risks and brings capital. It must include the government because government has scope. Even in the United States, one of the most privatized economies in the world, 50 percent of the Gross National Product (GNP) is the government. So government has got to be there, but government can't drive the bus.

So it must include the social sector, the fastest-growing sector. A lot of what we have witnessed here today and yesterday is the power of the social sector to convene, to bring people together, to focus people on values. With those three together, you can do things. You can solve these problems and you can solve them, I think, in a reasonable amount of time.

Management strategy

So our argument is that we should take the wisdom of value investing used at Berkshire Hathaway and bring it to bear on social problems. I told you that our management strategy has five components. They all begin with Ps, so you can remember them.

Process: You've got to have a process that integrates the three different sectors.

People: You need a new kind of leader that can collaborate across sectors and across organizations.

Place: We had a great example in New York in recent times, where Amazon was going to build their second headquarters in the Borough of Queens. It was great for everybody. The community rose up and rejected it, even though they were going to be the primary beneficiaries. Why? Because the governor and the mayor and Amazon cut a deal in private, without letting anybody else know, and then said, We have great news for you! Immediately the community said, [His thumb points down indicating rejection], even though if the citizens had been at the table [part of the negotiations], they probably would have loved the deal that was cut. You've got to speak to the people who are going to benefit. They want to be your partner. They don't want gifts. They want a chance.

Portfolio: As the political candidates in the US are learning, the government can't handle financing things like education for all and healthcare for all. People don't even want the government to do it. It's got to be a partnership.

Performance (measurement): In my field, Peter Drucker is the Albert Einstein of management. He



Central Park at 843 acres (1.31 sq. mi., 3.41 sq. km.) is the fifth largest park in New York City. It first opened (before completion) in 1858.

said, "Pure and simple: If you don't measure it, you can't manage it." So you've got to measure. Otherwise, how do you know whether you are making things better or worse or not doing anything at all?

Strategies at work in India

So that's our management strategy. I'll give you a quick example of each strategy. Process: If you haven't heard about Aadhaar, Google it. In the last five years India has enrolled 1.3 billion people with an ID card that has your iris, your fingerprints and your picture. It enables you to do banking. It enables you to get your government benefits. For a woman with children, no longer can a government official or tribal head steal her benefits. Only you can claim your benefits.

It allows you to link your driver's license to it and to vote using it. It is miraculous. And in partnership with a large private for-profit hospital, Apollo Hospitals, they are providing world-class health-care all across India. Not to everybody in India, but the best kinds of experts are available for two or three US dollars for treatment. There is a whole chapter on each one of these in the book, so I'm just going to give you a slice.

Two cases in New York City

People: (collaborative leadership) One example is Central Park. I knew it as one of the most dangerous places in New York City. If you came to New York City, I would tell you, Don't go in before 9:00 in the morning and be out by 4:00 PM. One of the highest crime rates in the US was in New York City. Today, Central Park is the most visited tourist attraction east of the Mississippi River [Twenty-six of the fifty US States are east of the Mississippi]. Last year 46 million people visited Central Park; a quarter of a million people came on any given day in the summer. The Park would be spotless the next day. It closes from 1 AM to 6 AM only to clean it, not because it is dangerous at night. It is a public park; it is free to everybody. The government owns it, but the government does not run it. The Central Park Conservancy does and the private sector pays 90 percent of the cost.

And just in case you think that's a one-off, you may have heard of the High Line. It is the second most visited tourist attraction in New York City now. When Mike Bloomberg was the mayor [2002–2013] I worked for him. This was a rail line that Rudy Giuliani [New York City mayor 1994–2001] was going to tear down. The community objected. They built a world-class park, again, free to everybody. The nonprofit sector is paying ninety percent of the cost; basically both the community and real estate in the area. Amazing. Collaborative leadership.

Success in Brazil

Place: This is an example from Brazil. Talk about the private sector working with government. Some of the richest corporations and individuals in Brazil, where the government has problems, have pooled their resources to provide free consulting services and some of the best architects and engineers to fix local government problems. They do it for nothing. The people who pay for it commit



The High Line is a 1.45-mile-long (2.33 km) public park in New York City created on what had been an elevated branch of a train line, which had lain abandoned since 1980. Inspired by the Promenade plantée in Paris, the High Line opened in stages between 2009 and 2014.

themselves to not doing business for eight years in those companies, so there is no quid pro quo.

In this particular case the community is always consulted, what is their first priority? In this city in the south of Brazil the mayor reached out to the people, who said, we want full-service wellness clinics. Not health clinics. This clinic is a model for all of Brazil. It was built with private dollars and the public sector is now replicating the model in other places.

Rio de Janeiro

Next is portfolio. If you have never been to Rio, you should go because it is great. It is like Malibu with New York City on the back end—beautiful beaches, beautiful scenery, and I think one of the most fabulous museums in the world. It is called the Museum of Tomorrow and it is totally about climate change. It takes you from where the world is today and where the world could be. It's a public-private partnership. The risk capital was put up by the private sector. Major publicly-traded corporations came in with money, and then the government came in with zoning. It took one of the most dangerous neighborhoods in Rio and made it one of the safest.

Preventing fires

Then one more P, Performance. If you don't measure it, you can't manage it, you can't improve it. This is just one more example from my city. I had the unique opportunity to serve as deputy fire commissioner in New York City, which was an amazing experience. But because it had always been the best, it never thought about being better. They have the fastest response time, the bravest firefighters. Everybody loves them. But the problem is that buildings still burn down, and people still die. We finally got them to think about is how we could do better, that is by going faster thereby preventing fires before they happen. The problem is, they never collected data and they did not have the people to analyze the data.

We partnered with IBM. We converted all their paper records into digital information. We were able to then identify for every fire captain in the city, in 228 different firehouses around the city, every day, during twenty-four-hour shifts, which were the most dangerous buildings, the highest potential area for fire the next day. They inspected those buildings. Now we have reduced the number of serious fires in New York City from 117,000 to 17,000. The number of fire deaths is the lowest in the history of the City of New York, largely because we are preventing fires before they happen rather than rushing out to put them out.

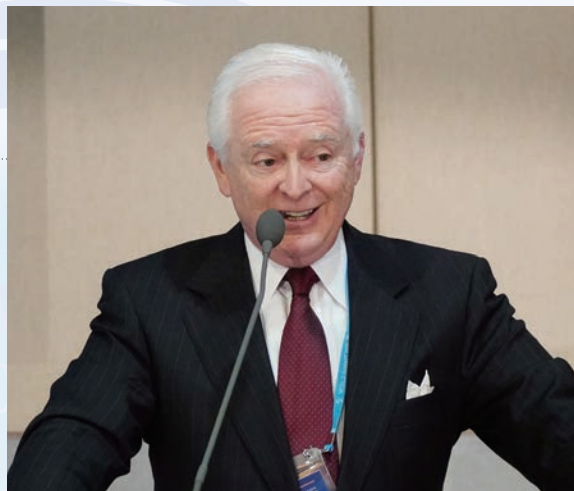
It would never have been possible without IBM and without their databases and their AI skills and their algorithms. So it is a partnership. I think issues like climate change and affordable housing, health care for all, education, urban transportation systems, using tech to combat corruption, can all be solved by cross-sector partnerships. *✍*

William B. Eimicke is the professor of Practice in International and Public Affairs and the founding director of the Picker Center for Executive Education at Columbia University's School of International and Public Affairs.

A Second Life

By Bill Benac

I'm very grateful to be here. I'm also very humbled by this. I've never been to this conference before and the quality of the people here and their experience is just amazing. It's kind of like a kids' game, which one of the people doesn't look like the others? That would be me. But I am grateful to be here and I'm grateful to respond to the requests I got, which is to talk about my experience. It's awkward to talk about your own experiences, but I haven't had any other experiences.



Mr. Benac giving this testimony during World Summit 2020

So what I'd like to do is talk to you about what happened to me on August 14, 2014. I was walking across the street on a business trip in Tucson, Arizona [a State in the US Southwest, bordering Mexico] and I got run over by a truck. It was a very bad deal. I had brain bleed, many cracked vertebrae, collapsed lungs, broken ribs, lots of broken bones. So I was out for quite a while.

I woke up in the University of Arizona Trauma Center and looked up. I'm not Catholic, but there was a Catholic priest hanging over me looking down. I thought, Oh crap! I'm on the other side and this didn't work out the way I thought, or he's here to give me last rites [prayers and ministrations by a priest just before death]. Either way you looked at it, it wasn't a good thing.

At that time I was the owner and co-founder of a pretty good-sized finance company and I was making a lot of money and I was very happy with my life, but I ended up having an opportunity to lay in bed for a couple of months and think about what all of this meant. The meaning to me came that for some people, God whispers in their ear, and in other cases when they don't listen he does more dramatic things. So what was the message? The message was: You are done with business. I said, okay, I can accept that. If I'm done on that side, what's on the other side?

How do you measure your life?

I reflected back on a couple of books that I'd read, one about twenty years earlier by a friend named Bob Buford, who had written a book called, *Half-time*, which was on how do you assess your life when you are in the middle of it? "How do you start moving from success to significance?" Those were the words he used. Another book I read was one that was written just a few years ago, by a dear friend by the name of Clay Christiansen, who was a Harvard business professor. *Forbes* called him the most significant business thinker in the world at one time. Clay wrote a book entitled, *How Will You Measure Your Life?*

So that's what I did. I tried to figure out how to measure my life. I would like to read just a brief paragraph from this book, which is a great book. I suggest maybe everybody ought to take a look at

it, no matter where you are in your career. Clay said, “You should work out what you think the purpose of your life is going to be. Everything you do in your career and personal life, where you volunteer your time, falls out of an understanding of this question.”

I added to this three of my favorite scriptures. One is in I Corinthians [13:3], “though I give my body to be burned, and have not charity, it profiteth me nothing.” The second scripture is in James 1, which talks about the definition of pure religion, undefiled before God and the Father. It is this: “To visit the Father, listen with those in their affliction.” [James 1:27]. The final scripture is the one we are all familiar with in the twenty-fifth chapter of Matthew, where the Savior teaches this parable and says in rapid succession, I was hungry and thirsty, I was a stranger, I was naked, I was sick, I was in prison, and what did you do about it? [Matthew 25:34–46] Those are good questions.

Self-analysis

As a member of the Church of Jesus Christ of Latter-day Saints, the common procedure for adult couples is to throw your hat in the ring and go on a mission somewhere when the church calls you to go. My sister, parenthetically, is leaving to spend two years in Croatia this Saturday. She is retired, she and her husband.

My wife and I did a little inventory of our resources. I don't mean money. I mean our capital resources, human resources, relationships and life experiences and thought to ourselves, What can we do? This was a business analysis basically. What can we do to maximize the return on this set of resources? So, praying, we wrote a formal mission call for ourselves, consisting of a dozen different things. I had a big retirement party for myself. (Nobody else seemed to want to throw it, so I threw the retirement party.) I gave all of my kids a copy of this mission paper and said, Here it is. This is what your mother and I are going to do for the rest of our lives. We want you to hold us to it. We are going to give you an annual report each year on how we are doing.

Giving others a second chance in life

So we started off down the track. The mission paper that we wrote up had several things on it. I'm not going to talk about all of them. I'd love to talk to you for three or four days, but I only have a few minutes. One of them was mentoring, for those who would like to be mentored, institutionally and individually. It is hard to mentor people who don't want to be mentored. But I have gotten into that business. I am particularly involved with a prison entrepreneurship program, a certificate in entrepreneurship given by Baylor University to felons in the Texas prison system, which has marvelous results—extraordinarily lower recidivism rates because prisoners learn how to make money and not steal it.

Secondly, I formed the DFW Alliance for Religious Freedom [DFW: Dallas and Fort Worth, two adjacent cities in the US State of Texas] with two members of the group who are here from Dallas, Texas. We started holding big summit meetings at SMU [Southern Methodist University] and we have reached out to hundreds of faith leaders, legal leaders, civic leaders, on how we can move the cultural needle as it relates to human dignity and religious freedom. These are actually big issues in the United States of America, not just internationally, where I am now on the executive committee—I'm on an international board for religious freedom.

Home to 17.7 percent of the globe's population

The thing I'd like to talk to you about is the fact that I have been going to India for about thirty-five years. I have seen a lot happen in India in that period of time. But I'd like to tell you about one thing that has happened. In 1974 a woman by the name of Chandra Prasad and her husband (he is a doctor) began taking in [homeless] street kids. When my friend Bill Satterfield, a lawyer for [a prominent Indian family], met Doctor Prasad, they had about a dozen street kids sleeping on the floor of their medical practice at night.

Bill came back to Connecticut, where he lived, and said, “We need to help this person.” So beginning in 1988, we began helping him. The first thing we did was to build an orphanage in the middle of downtown Chennai. We took into the orphanage about seventy-five handicapped kids. A real defining moment came for me when the Indian government started a program called “cradle babies.” The older I get, the more emotional I become, so I'm going to have a hard time talking about this. The idea was that Indians, with this Hindu reincarnation mindset, were abandoning and destroying their infant children if they were severely handicapped, mentally or physically, particularly if the children were girls, because they were a real drain on the family.

Street corner cradles

So the government put cradles on street corners and people could discard their unwanted children. Can you imagine that? We began picking up these children. That was a defining moment in my life; I realized we can do a lot there. It's a big country with lots of people, but everyone counts. So we raised



Left: A poor child collecting scraps that can be sold for recycling; Right: An impoverished village in South India, near Chennai

some additional money, bought a sixty-eight acre farm and over the course of about two years we built a village, with dormitories, a school, a hospital, farm facilities and so forth, so that we could house another couple of hundred kids and begin offering therapeutic facilities to handicapped adults. We built vocational facilities, a furniture factory, a bakery, a press. We started employing handicapped people on the farm. By the way, we have gotten to the point now where we grow most of our own food.

So when I had my little meeting... What happened was I decided that these things are just more important than business. They were the purpose of life in many regards. I'm not suggesting to anybody here that it's time for you to do any sort of switch. What I'm suggesting is these are things to think about. At times in our lives an opportunity comes to start switching around the work-life balance and doing other things with our lives.


I became the president of Pathway [Pathway India, a charitable umbrella group] and since then we have started some other things. We started an arrangement with a hospital group in South India, outside of Chennai, where instead of now just offering medical services to handicapped kids in thirteen surrounding communities, which we have been doing, we struck a deal with this hospital group through which we are offering full medical care to everybody in the surrounding communities. First off, we started with two of those communities. They have about a thousand families apiece, so we are able to do that. Over the years, we've been able to provide help and support to more than forty thousand kids.

Indians caring for the less fortunate

What I'd like to do is ask Chandra Prasad, who I invited to come here from Chennai, India, to stand up, and Dhuli Patnaik, who is with her. Chandra is the most godlike woman I know (no offense to my wife). She's the general secretary and co-founder of the organization. In August, the chief minister of Tamil Nadu, equivalent to the governor, recognized her as the number one healthcare worker in the State of Tamil Nadu, which has a population of seventy million people. She was recognized on December 3, which is World Disability Day [UN International Day of Persons with Disabilities], by the vice-president of India as the number one healthcare worker in the country, with a population of 1.3 billion people. So we have somebody pretty special here. And Dhuli is the president of the organization. So if we have the opportunity and if anybody figures out how to help them, we would welcome that. You can go to PathwayDOTorg if you want to learn about this organization.

Begin at home

Let me finish off with a little call to action here for all of us. I'm speaking to myself as much as anybody else. Here are just some thoughts I had on things to think about: One is we should all learn to listen to the whisperings of the Spirit. God is with us. He wants us to do our work. We can be fine in business, but we can also reach out to our community.

Second, we can bloom where we are planted. We don't have to go anywhere else; we don't have to do anything else. We can leverage the relationships we have. We should carve out life in a manner that allows for service and cooperation in our community and our family and the world. We can get behind or create worthwhile organizations that uplift others. We can lift where we stand. A friend of mine uses that statement all the time. Wherever you are at in life, whatever you are doing, lift where you stand. Finally, I will use a quotation I saw on one of the charts this morning, we should "dedicate ourselves to living for the sake of others for the sake of future generations." 

By any measure, the writer had an impressive business career and is doing good work in the world.

Need for Revival, a New Direction Home

By Michael Breen

I've been working in this country almost forty years as a journalist and later as a business consultant, so let me say a few things about Korea. I would like to ask the interpreter to bear with me. I'm going to jump around a little bit. As I'm sure you all know, the transformation of this country from the bottom of the world rankings to an advanced democratic state is quite a phenomenon. Korea and Taiwan... Let's say Taiwan is a country. These two countries are the only two in recorded history to have managed five percent annual growth for five decades. It is quite phenomenal.

The economic growth here began in 1964—ten years after the end of the Korean War, when the government decided on a national strategy of export-oriented industrialization in response to a financial crisis, and they pursued it by five-year plans. If you consider that growth like an assault up a mountain, the decision to do that was the establishment of base camp. Camps one, two, three and four were all marked by annual export targets. There was no overall plan. It was just that as they went along they reached some point and put up a new target.

By 1990 they reached the goal of \$10 billion annual exports, and the foundation for the country's future growth was set. This country went into the OECD [Organization for Economic Co-operation and Development] in 1996, which is quite remarkable. As I say, it all happened according to no pre-determined plan. There was no textbook. There were no American advisers. There were no British advisers; this is proof of a God who loves Koreans.

Because they were afraid of him, the bureaucrats fixated on the president's target. He just set numerical targets—per capita income, annual exports, etcetera. Give me a plan to get there. So they did that through a process of trial and error. I'm not an expert on this, and we've had some previous experts talking about this in a broader context, so I won't repeat what they said. What I am curious about is where the energy comes from. What's behind this? Because I don't think policy explains everything. Here is where I think it comes from: The Koreans in the 1950s were an angry, dislocated and very desperate people. So many of them were hungry. Now the traditional greeting is An-nyeong-ha-sim-niga? [안녕하십니까?] which literally means, Are you at peace? It used to be, Meog-eoss-oe-yo [먹었어요?] Have you eaten? That was how they said hello to one another.

The threat of renewed war hung over their heads and they were all desperate to change the horrendous present for a better future. I think that desperation was the first condition for Korean development. But how do you direct that desire? [North Korea and South Korea] had been unified roughly along its current borders for one thousand three hundred years. Forty years before the period I am talking about, the Japanese came in and ruled the country, so it was then a colonial state. They were liberated, divided in two, and then the two sides had a war with each other.



Mr. Michael Breen, an author, journalist and consultant with deep knowledge of Korea, presenting his ideas on February 2 during the founding conference of the International Media Association for Peace (IMAP) at the Lotte Hotel in Seoul's Sogong Ward

Some foreign influence

So where do you direct that desperation? They were liberated from Japanese colonialism. The Koreans then became familiar with a new kind of foreigner, the American soldier. So these black and white foreigners were youngsters who in the Korean culture should have been bowing to them, showing deference to them. In fact, the Koreans found themselves looking up to these people, not just because they were physically taller but because they had things. So these desperate people, looking for a better life, now saw what they wanted. Around that time, this encounter with the American soldiers led to a shift away from the Confucian view of life (which explains why Korea had been, economically speaking, useless for centuries) toward a new materialism.

But then, there was a final ingredient that they were missing, and that was leadership. In 1961, the Koreans got the leader that they needed. This is a tough point to argue because modern Koreans see that leader, Army General Park Chung-hee, as an illiberal dictator, which he was. But it was he above all others who set the vision and inspired, bullied, beat and enticed the Koreans out of rice paddies and into "Silicon Valley." Some have described him as an economic warrior.

Park had been an officer in the Japanese military and as the commander-in-chief now of the economy, he employed the same management style, which the Japanese learned from the Prussians, which involved setting objectives, giving his lieutenants very broad scope to take the initiative to meet those objectives, promoting those who succeeded and firing those who didn't. The lieutenants followed the same process with the Korean conglomerates. The hero of all this is Hyundai. I am sure you've all heard of it. They were the nation builder.

Often not calculated—happiness

That was then. What about now? Now I would say that modern developed Korea needs you, the organization that you are proposing [The International Association for Peace and Economic Development (IAED)]. I won't talk about the economic need so much because it's not my area, but it does need help with values.

Here is my argument: Korea has almost the lowest birth rate in the world, if you don't count countries like Monaco, where they are all retirees anyway, not people having babies. It has one of the highest suicide rates in the world. These two statistics send a very loud message. The people of this country have a huge problem with unhappiness.

The turning point of this misery index was in the 1997–1998 Korean financial crisis. Before that, the Koreans felt they had purpose. They all worked hard together for a common purpose. After that, they learned what we and other countries already knew—that you are competing with each other. You are not cooperating; you are competing with each other. Something went out of the air; some

SUN MYUNG MOON

the early years

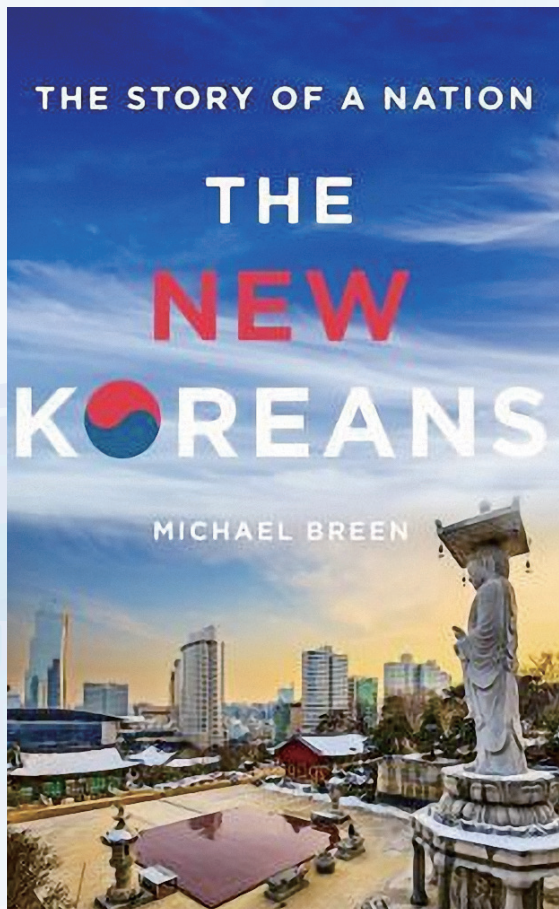
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MICHAEL BREEN

Mr. Breen is the author of a book on Kim Jong-il, two on the Korean people and one on Rev. Sun Myung Moon.




kind of magic went out of the air for Koreans.

The issue is of course more complex than that. The Koreans are very group-oriented, and they are acutely sensitive to what they think other people think of them. Combine that with the fact that their parents interfere in big decisions in their children's lives—like who to marry and what job to get, what university to go to and what to study there. Then you get a lot of very unhappy, unfulfilled people who are not doing what they want to do. And because of the competitive environment they feel like losers.

Finding the right formula

Where does IAED come in? I am simplifying this picture, and I apologize to the Koreans here if any of you feel insulted by this. I think this country needs a new ethic. It needs a vision to live by. I will give you a quick example. The United States of America, one reason—its problems aside—and I think some Americans have forgotten this—but one reason you are so inspiring for the rest of the world is that you articulate in your Constitution an objective in life for government and people that speaks to the human heart, which is the pursuit of happiness.

A good economy—somebody getting a good job and making a lot of money—is part of that. It contributes to that goal. The Koreans were raised to believe that the ultimate goal is the economic development of the nation. Their purpose in life was to serve that end. But the thing is, the result you see is a fantastically developed country that doesn't make for happy individual people. It's not the right formula. There's something missing in the formula. So the Koreans need something else and they need something new, and I think that's where you [International Media Association for Peace] can come in. 

Mr. Breen is founder and CEO of Insight Communications Consultants a public relations firm.

Your Organization Could Be Part of the Solution

The writer gave this address to the 2020 International Association for Peace and Economic Development (IAED) Assembly in February at Kintex in the Seoul Metropolitan Area.

By Mr. Neil Bush

It is such an honor and pleasure to be invited to participate in this prestigious forum today. I've been to Asia over a hundred times since I married my beautiful wife, Maria, who's sitting here. This is her very first trip every to Asia... Maria and I got on the plane, and we saw everyone with their anti-viral masks on. We were coming in this direction; we were wondering if we were heading the right way. And yes, we were, and we landed exactly where we should be.

I want to thank those of you whom I've met, who expressed condolences for the passing of my amazing parents. Barbara and George Bush... My mom and dad lived lives that reflect the values of the Universal Peace Federation—looking for the best in others, treating everyone with respect, leaning into everything they did with love. When asked what the most important thing in their lives was, they would say faith, family, friends, and service to others. My parents participated in events such as this, and always appreciated the Moon family's commitment to promoting service to others.

They understood the power that comes from embracing universal values and seeking peace. We share a common humanity, and when we find common ground with people of different religious, cultural, economic, and political backgrounds, the problems we worry about the most will go away.

The world's astonishing progress

I often think about how amazing the path of human development has been. How a relatively weak and disorganized species that faces threats to survival by natural elements and fierce predators has evolved into the dominant force on earth. Humans have the unique ability to record findings—findings that are passed down from generation to generation, always advancing. The sharing of these findings has led to remarkable medical, engineering and scientific breakthroughs. Humans are living longer. Millions of people in the past century have been lifted out of poverty. We fly in big comfortable airplanes from all over the world to Seoul, Korea, to be here today. Communication systems are getting faster and faster with higher and higher capacity for delivering more and more data.

Humans are more connected now than ever, and the rate of change is mind-boggling. If you just take a moment to look around while you are out and about, you can't help but marvel at how incredible God's hand is in the work he created for us and how far humans have come as a species.

Old and new threats remain

With all the positive developments, there are growing challenges to sustaining life on earth that we need to address urgently. The United Nations identified a list of seventeen challenges in establishing sustainable development goals that set an aspirational global benchmark to be achieved by 2030. The UN has designated the coming ten years as the decade of action. The human population will grow from eight billion to over ten billion by 2050. While farms are being more efficient, farmlands are being overproduced and being drained of nutrients. Modern supplies are shrinking. How will we feed ten billion people?



Neil Bush, son of George H. W. Bush (US president 1989–93) is a businessman and chairman of Points of Light, a non-profit organization that encourages volunteerism. Its web site states, "The solution to each problem that confronts us begins with an individual who says, "I can help."

Climate change is real. And the ramifications of this phenomenon are rising sea levels, eroding more habitable lands. More frequent, more violent natural disasters require more and more human resources for recovery.

How will we deal with the increasing complexity of the spread of infectious diseases? Viral agents are mutating in ways that get around our natural immune systems, and they weaken the impact of the scientifically developed remedies. Did you know that (according to the World Health Organization) the seasonal flu this year will cause up to 650 thousand deaths globally? One of my brothers and my assistant had a flu shot, and just as we were getting on the plane, they are now recovering from debilitating flu symptoms. There is growing concern over income inequality. The rich are getting richer, and the middle class and the poor are finding it increasingly difficult to advance. Cities all over the United States, and I suspect in other parts of the developed world, face challenges related to intergenerational poverty. Kids born into poverty have a tough time getting out. Our prisons are full in the United States, and the children raised by parents that have been incarcerated have an 80 percent chance of being incarcerated themselves someday.

Education is invaluable

Education is the key that opens doors to advancement. And literacy is the platform skill that is required for humans to realize their fullest God-given potential. And yet, in the United States, an alarming number of kids graduating from third grade without having the prerequisite skills required to succeed as a student and in life. There are many challenges that need to be addressed—homelessness, the refugee crisis, immigrant resettling, senior care, gun violence, mental health, high suicide rates, the breeding of terrorist cells, the opioid epidemic, the list is too long to rattle off here.

A vacuum at the top

It is frightening that while humans face these challenges, we are facing a highly disruptive moment in terms of global leadership, with growing anxiety among people all over the world. The 2020 Edelman Trust Barometer came out two weeks ago at the World Economic Forum. They shared that none of the major institutions, businesses, nonprofits, government and media is distrusted.

Yet, 66 percent of the people said that they do not have confidence that their current leaders will be able to successfully address the company's challenges, and 73 percent are looking for a change. This trend has both positive and very disconcerting. On the negative side, there seems to be less civility that before. There are deeper divides and less commitment to collaboration. Walls are being built, enemies are being made, good people are being maligned and are often being replaced. On the positive side, many people are calling for change and taking action. This phenomenon is best reflected recently by the young climate activist Greta Thunberg who (like millions of others) is using what they have, where they are, to create change.

A thousand points of light in a broad and peaceful sky

My father, as Tom referenced, started the Points of Life, the largest organization focused on promoting voluntary service and social responsibility in the world. Because he recognized that governments alone could not address human challenges. He recognized that there are millions of nonprofits, faith organizations, and corporations that use human capital to solve problems, to lift individuals to realize their full potential and build communities to respond to crises and the aforementioned challenges to sustaining life on earth for generations of humans to come.

I'm extremely proud to chair this organization, and in recent years it's been very interesting to observe how people giving back has changed. In addition to volunteering in a traditional way—to mentor a child, to clean up a neighborhood, to feed the homeless and to teach an adult how to read—more and more people these days are making conscious decisions based on core values to do good. They choose to work with companies that have established a culture of service. They choose to buy products from companies that are socially responsible. More and more people are creating their own social enterprises to find new innovative ways to address systemic change. Points of Light believes when people look back at this time, they will see an era of sustained, meaningful civic engagement, fueled by a global community of people driven by our common humanity ready and willing to do good. We're defining this era as the civic century.

Businesses could lead the way

There's a role for everyone, individuals, nonprofits and especially corporations. In a recent CEO survey on sustainability conducted by the United Nations, they found that only 21 percent of CEOs feel business is currently playing a critical role in contributing to the UN sustainable development goals. However, 71 percent of CEOs believe that with an increase in commitment and action, businesses can play a critical role. We need to spread the word. More business leaders need to take responsibility for how their company can contribute to the solutions.

According to the CEO report, there are some top ways for business leaders to get this done. Number one, personal commitment at the very top C-suite commitment drives change. [c-suite: the suite of offices occupied by the company chief executive officer (CEO), chief financial officer (CFO), chief operating officer (COO), or chief information officer (CIO)] If you're in the C-suite, those of you sitting in this room, you need to drive the change.


Number two, get educated. From the C-suite to the street, visit and learn globally, if you can, and seek local solution leaders to grow your ability to imagine your company being sustainable in every way, not just net-zero [no loss, no growth]. Assign someone to lead this work and mainstream it into your company.

Number three, get focused. Where does it make sense for your organization to focus your energy? What are your organization's priorities? It's completely expected that your business can look to address both development and business goals? N

Number four, integrate sustainable development goals into your strategies, and operational purpose. Don't take it on, build it in. Number five, engage and educate your most valuable asset—your employees. How do their departments and habits contribute to more sustainable practice? How are you incentivizing their behaviors?

Number six, look for partners. Whether from groups like Corporate Social Responsibility, the CSF Forum, or global organizations like Points of Light and Impact 2030, how do you engage and communicate with your customers and vendors as you commit to achieving around the sustainable development goals? N

Number seven, measure and communicate the impact. One of the biggest evolutions in the (corporate social responsibility) CSR space is connecting business value into measures around social impact. And believe me when I say, doing good is good for business. This year's Edelman Trust Barometer showed that globally, 73 percent of people believe companies can take action to both increase profits and improve conditions in communities where they operate. Research shows that companies that establish a culture of service are tracked and retain more productive employees that benefit the bottom line.

According to the 2019 Edelman Trust Barometer Special Report, 81 percent of consumers set a major consideration for brand purchases now based on "I must be able to trust the brand to do what is right." Last year, the UN reported that if we don't harness the right power from people, we will not hit the sustainable goals by 2030. So now, more than ever, in this decade of action, it is critical that businesses roll up their sleeves and get involved. For every individual, for every faith institution, for every corporation, it is time to commit, to recommit, to double down on being part of the solution, on being someone the world needs us to be, to be the Points of Light in the lives of others. Thank you. 

Mr. Bush is chairman of Points of Light Foundation and CEO of Neil Bush Global Advisors.

Creative Thinking, Hard Work and Persistence

Think in a more difficult way—try in a more difficult way than the difficulty, and you will get over that. —Sun Myung Moon

This is the story, told by a media expert at the International Media Association for Peace Conference in February, of the revival of traditional media—newspapers and magazines—after decades on the brink of failure following the introduction of the Internet, social media and other less professional (but free of charge) sources of information. It is a testimony to deep, difficult and creative thinking to find ways to survive and prosper.

By Juan Señor

WORLD
SUMMIT

Who am I? I am the president of Innovation Media Consulting. We write a book every year, *Innovation in News Media*. This is considered the Bible of innovation, the barometer for innovations in journalism, innovations in the business side of journalism, innovations as well in print and in digital media. We publish this on behalf of WAN-IFRA, which is the World Association of Newspapers, based in Paris. We have been doing this for twenty-two years. We also publish, *Innovation in Media*. This is more for the magazine industry. We've been publishing this book for the World Association of Magazines, for the magazine news media, based in London. It's called FIPP [International Federation of Periodical Publishers]... In these books we try to encapsulate, every year, the most successful innovations going on around the world, based on twelve months of research and based also on our consulting experience globally. We've worked here with *Joongang Ilbo*. I've engaged with *Chosun Ilbo* and the Korean Press Association; we have a good friendship. So, we know your market and I think a lot of the innovations I am presenting here for you today are relevant.

Who are we? We are basically a consultancy helping to turn around newspapers and news magazines. We've been doing this for thirty-three years. You know your company. You know your country. We do know the industry and we keep track of it. You will travel around the world with me today, seeing all these innovations. We try to disrupt disruption. There is a lot of mystery about what is happening with our world. We are here with you to decode that mystery and to show you innovations that are really working. Basically, with three criteria: reach, relevance or revenue—all these innovations have to pass one of those tests. We organize chaos and we try to relaunch legacies of great newspapers like yours.

These are some of our clients over the last two mainly, last four years, some of them. Overall our slogan as was said a moment ago is that "Good journalism is good business." And if it is not good business, it is not good journalism. For you to promote and to have a free press, that press has to be profitable. If it is not profitable, if it does not publish without fear or favor, if it doesn't have a business logic behind it, it will never have independence, it will never have credibility, it will never have readers, it will never have the advertising that seeks those readers and if that virtuous circle of publishing is broken if that press does not make money.



Newspapers suffered tremendously with the plethora of free news available on the Internet. The writer describes fourteen ways that helped newspapers survive and eventually thrive. Forming an in-house advertising agency as a business that provided additional income is one.

Recognize the false prophecy

I am going to take you quickly through fourteen business models. These are in the book, which you are getting a pdf of. I'm going to focus particularly on the single most important innovation to succeed in the digital age today. Of all these fourteen there is one that everybody globally, from the United States to Europe to here in Asia is pursuing—from ad revenue to reader revenue in the digital world. If this year a publisher here is not charging for your digital content, you should not be publishing, let alone be in journalism. It's game over. You will never make money on digital just based on display advertising. This business of getting volume and digital traffic and somehow the revenue will come is a false prophesy.

The way you do this is through a data wall [where the reader must provide some data, perhaps name age and E-mail address] or a pay wall [when they pay for a digital subscription]. This is the global trend. If you are not getting people to go through a data wall or through a pay wall, it's game over. Again, you have no future in digital; media built on and dependent on ad revenue is in serious trouble and is quite vulnerable. Remember that for many years we, in legacy media, you in legacy media, were looking at this wonderful new commerce and thinking, Oh, this is the future. Well, the pure press that was supposed to be the future... They are not so pure anymore. They're in big trouble—Mashable [a digital media company] is laying many people off. Vice Media is also laying people off, with profit warnings. BuzzFeed [a news and entertainment website]—again had profit warnings the last two quarters. Salon went belly-up [died]. The valuation of the Huffington Post, which was supposed to be the future of journalism, also went through the floor. These people who built their business on display ad revenue cannot sustain their business. There is no future in this business model. Stop emulating it.

Back to basics

Everything that generates value should generate revenue. We need to go back to basic principles, and this is a basic one for journalism—we generate value. We should have the courage and the attitude and the confidence to charge for it. If not, what's the point of the business? Are we in the propaganda business? Can we not get an audience to pay for our journalism?

That is interesting, because this has come at a time that I like to call "the Netflix moment." Everybody here is subscribing to Netflix or if not you are paying for your children's Netflix. Everyone here is paying for a music subscription, whether it is Spotify or something else—the data supports this. Everybody is paying for digital content and the device, a mobile phone.

The content was free for many, many decades. Now, people understand that we have to pay for it. By the end of this year, people in the average Western country will be paying for four subscriptions—one will be a newspaper of quality, the second will be a magazine—of course, third will be

Netflix and the fourth will be a music subscription.

That is the forecast. If you're not in that game—if you're not able to charge for content—you have no future. Everyone now understands that a mobile device is something that needs to go through a payment transaction and that I should pay for the content I am consuming.

I understand that in this country you have a huge issue with NaverDOTcom [sometimes called "South Korea's Google."] I know your problem with Naver; I think you can break free from those shackles. You should be able to charge for content and break away from this stranglehold that Naver has had on your industries for so long.

Where does the money flow in?

The objective—the benchmark globally for you—is to have a healthy business. What is sustainable in the digital age is that forty percent of your income should come from readers. Forty percent—that's [counting] both from digital and from print. If it's not so, you have no business model.

To make this transformation, I want to talk about Faithbook, I mean Facebook, because something has to be done about the stranglehold of social media.

All of our clients, all global brands, are taking a new position when it comes to Facebook and when it comes to Google. In the UK, it's called "breaking the duopoly." Facebook and Google have a stranglehold on the news business in terms of revenue. We definitely need to address this. This is a duopoly that we are foolishly fermenting. We have succumbed to their charm offensive. We have believed what they told us for decades. And just as I told you that everything that generates value should generate revenue, this is another big principle for the digital age: Money is made where the article is viewed.

If you place it on Facebook, money will be made there. If you place it in Google, it will make the money. Everyone is moving away from this; *the Wall Street Journal* has moved away from this; *the New York Times* is reestablishing its relationship with Facebook. Because it's a toxic relationship in addition to being dysfunctional. It is toxic; we're losing money and we're losing trust... We're putting our content on a platform that is toxic, associated with false information.

Weaning off of "click cocaine"

I call it "click cocaine." We live in an age when the newspaper business and the magazine business has bought into this idea [followed the trend] of "getting clicks"—getting volume. And the promise was that if you had a lot—a lot of traffic, a lot of clicks—Oh, look how many clicks he's got!—he's successful, he's popular—that somehow the money would come.

Facebook and Google, whom I have nothing against—they are wonderful companies in what they do—have dealt this "cocaine" to us. And they built the Internet, so I should give them credit. But we should not necessarily play by their rules and be on their platforms for their sake commercially. A huge issue that is coming out with digital content is fraud. The third biggest source of organized crime in the world is advertisement fraud. Number one is illicit drugs; number two is counterfeiting. Bigger than fake cigarettes is advertisement fraud. I have been to China recently and I filmed these "click farms" in China. You can be a politician anywhere, send them an e-mail, pay them \$500, launch your campaign and you will get one million clicks overnight. [Showing a slide] This is a click farm with individual IPs [IP addresses—each indicating an individual computer]. I visited another click farm in Russia. One million followers is only \$250 in Russia.

False stories are saving journalism

It's not just me saying it; the CEO of Uplift is saying it. It's a massive issue and we are unfortunately putting our content [on sites] associated with that fraud. In a perverse and somehow-clever way, what's happening to us is that all this fake news that we are all scared about, that we are writing about—saying that it's the end of journalism—is exactly the opposite. Fake news is saving journalism. Human beings intrinsically seek the truth and now we know we are being lied to. As a result we have a global phenomenon: People are willing to pay for quality journalism. People are subscribing and they are willing to do so. So much content is so bad out there that it is worth paying to cut through the rubbish. This is the position that is saving newspapers and quality news and content magazines, when you actually tell readers, I am in the business of maintaining credibility and telling the truth.

We need to stop playing defense. There has been a long-held attitude of playing defense when it comes to Google and Facebook. It's time to play offense. How do we do this? You do this by treating your site as a destination. Stop putting your content on social media platforms, and only serve "appetizers" if you must be on those platforms. This is the global innovation, the global trend. Because the last thing you need is more visitors. That's the last thing you need—more traffic, traffic, traffic. To what end? What you need is paying customers. Paying customers will share that content ten times more than if they had just gotten it for free, because they paid for it. There is a psychological under-



People from all backgrounds can benefit from reading newspapers, which cover daily developments and information on the economy, politics, sports, business, entertainment, health, trade and international developments.

standing that this has value because I'm willing to pay for it, therefore it must be believable, it must be trustworthy.

How media outlets succeeded

Let me take you through the fourteen business models. The number one business model is obviously the paid-for content publisher. The big innovation is that people are following the Rule of Three [an old literary trope]. Bundling print and digital as long as possible. *The Economist* has been doing this brilliantly, so has *the Washington Post*. *The New Yorker* has made the transformation recently from basically having no reader revenue to 70 percent coming from readers. Fantastic! Our client Pam spoke of how they had undervalued themselves for so long. They had lived in the "world of clicks." They've gotten out and now they have a sustainable business model in digital journalism.

There is a problem out there. A lot of you are just looking at reader revenue and asking, How should we start going about it? Should we have a pay wall?—a hard one [subscribers only] a premium [allowing free access to less-important content only]? Metered [asking the reader to subscribe after a set number of articles]? This is not the way to look at it.

What do we have that is desirable?

This is the big question that we need to answer as journalists: What content triggers a subscription? We as journalists, I as a journalist, you as editors, know well what content generates traffic. Unfortunately, that appeals to the lowest common denominator in humanity. You know what I'm talking about. But what content triggers a subscription? That's a fascinating exercise we do with editors. We sit down with them and say, Let's look at what you produce and let's see what's worth paying for. The insights, what comes out of it, are extraordinary.

Before you answer which method you have to use to charge people, you need to answer, What content triggers a subscription? Do I have journalism worth paying for? Again, you don't need to stick to a model—a hard paywall, a metered, a premium.... The big innovation globally is called "dynamic paywalls." These are flexible paywalls. One size does not fit all.... Schibsted [(media) Group] has been pioneering these in Sweden. Essentially, it's like yield software [which shows searchers paid content, free content and content that best fit their search terms]—the most demanded pieces of journalism, you put behind the wall. This is a fluid situation; you are not just charging for everything outright.

Selling emotional content

The number two business model is publishers and emotional advertisers. You have content that is worth paying for that is engaging. Emotional targeting is a big, big thing that goes beyond display ad

revenue. You are matching a reader in motion with a piece of content. Let me show you how *the New York Times* is doing it with this article on Cher [a popular Native American singer and actress]. They get an advertiser who wants to be associated with that reader experience so [*the New York Times*] charged a premium of up to 40 percent. And that advertising has premium pricing as well. These are the emotions they are selling to advertisers who want to gain readers. [The article on Cher triggered moods of inspiration, amusement and adventurousness in readers.]. *USA Today* is doing it across its network. It has gone from selling demographics, selling volume to blind audiences—readers we have no information on....

We need to move to psychographics [market research along psychological lines—on values, fears, attitudes]. We can do this today, but you can only do it if you get people to go through a data wall, not yet a pay wall, but a data wall. Then you can sell psychographic advertising. ESPN is doing it as well.

The number three business model is that the publisher is a broker. This is an example using bitcoin and blockchain. Heart-Media in Singapore is a high-luxury magazine group and they are actually using a bitcoin. I know that in South Korea, you have a huge amount of people using bitcoin. They launched their own bitcoin and they are selling products events and merchandise and experiences that you can pay for with bitcoin.

Join the club

The number four business model is the publisher as a club. Once you get to that stage of engagement with people paying, people create a club. Club la Nación in Argentina has been pioneering in this area for a long time. They have gotten four hundred thousand subscribers in the club. The club essentially works like a discount card, where you get discounts and the newspaper does a barter deal with shops. You go to Starbucks and you get a discount because you are a subscriber to La Nación and the Starbucks gets advertising for free on Club la Nación's platforms. This creates loyalty and is working extremely well for many brands.

The number five business model is recommendation journalism, done with credibility. The iconic strategists are *New York Magazine* and *Wirecutter*. This is journalism that gives you recommendations for products and services and is successful. It started with Net-A-Porter but now it is going global. T-3 in Australia has turned it into a big business and even the (Financial Times') *FT Weekend* is doing it. Just click to buy, and it comes with independent journalism.

The number six business model is the publisher as festival organizer. This is the event reinvented. The great innovation here is that the events are multi-day events. *Le Monde* does it with the *Le Monde* Festival. It's about many things—dare to dream! *Publico* in Portugal is doing it as well. FT also does it, as a luxury summit business.

Non-profit money generators

The number seven business model is the publisher as a philanthropist. This is an interesting new trend. It started with *Mother Jones*, a liberal magazine in New York [legally registered as a non-profit organization.] They have been able to sustain a business a model based on this. Now, it has obviously been turned into a big trend for many newspapers, the most prominent one is the *Salt Lake Tribune* in [the State of Utah] in America, which changed its status with the US Internal Revenue Service [federal government tax collectors] from a business to a charity. They charge for content but also get revenue from individual donors and foundations.

The number eight business model is the publisher as an agency. This is where many publishers are building in-house advertising agencies to do branded content with great success.

The number 9 business model is publishers selling costs per hour (CPH [how many hours readers collectively spend on articles with ads). It's the big migration from clicks to clocks. This is a big, big idea. I don't have time to delve into it. Stop selling CPM [Cost per mille, what advertizers pay for a 1,000 ("mille" in French) views or clicks on their ad.] It is moving from page views to time spent.

As the number ten business model, we have the publisher as a brand licensor. This is one where once you have got a credible brand you can actually sell experiences, awards, citations and rankings based on that business. Forbes has been pioneering this. They've launched all of these businesses, all of which are based on a second party running them. *National Geographic* does travel shows, while *the Telegraph* is doing it with its Travel Solutions [a travel agency]. One media outlet, for instance, is now selling trips to America's political conventions, where you get access to the Democratic convention or the Republican convention and you can meet some of the journalists. That's €10,000, thank you very much.

Internet technology

Number eleven business model—I have three to go—is the publisher as an IT provider. This has been pioneered by Arc [Publishing] of *the Washington Post*, this is now a one hundred-million-dollar business. Obviously they have the advantage of having Amazon behind them.



At the behest of Charles De Gaulle, leader of the French Resistance in World War II, Hubert Beuve-Méry launched *Le Monde* in 1944.



The *New York Times* newsroom in 2008: The paper was founded in 1851. The Sulzberger family has owned the paper since 1896.

But here in Korea, you have developed a lot of leading technology, with Kakao for instance and *Joong Ahn Ilbo* at a time had a tie-up, so selling that technology, your CMS, your CRM, your data management systems to other publishers is big business and it can be done. There is no reason why South Korea shouldn't lead the way on this.

Number twelve is the publisher as an investor, publishers that are investing in start-ups. They are using their office space, their broadband and are also using their marketing to promote some of these businesses. We have a client, *El Tiempo*, in Colombia that invested in the equivalent of Uber in Bogota. Now that company is valued at more than two billion dollars. This newspaper [has prospered] as a result of this investment that they made following this criteria of investing in digital startups—within the newsroom, with editorial criteria.


Education beyond the paper itself

Number thirteen, and this is an important and interesting one, the publisher as an educator. We are seeing places like *the New York Times* launch the School of the New York Times. This is done with their association with New York University. We are seeing it in many countries where a newspaper embodies the language of that country. So, you are teaching best practices when it comes to speech. *Le Monde* is doing it, teaching French as a result of its credibility, having the best spoken modern French in the world today.

The final business model is the publisher selling nostalgia. Being a bit of a librarian, going back to its archives and selling it with great success. The *Globe and Mail* has already built a multi-million-dollar success based on selling its news photo archive. Of course, they have a massive archive covering the history of Canada. Where I come from in Barcelona we have an area with a lot of books being sold. The *New York Times* as well, selling you a photograph of Babe Ruth from their archives for \$150. Again, thank you very much.

So, you must aggressively expand three or four of these business models for you to have a sustainable one, but of course, you cannot grow, you cannot be sustainable in the digital age unless you get people to pay for your content, to pay for your services, for your products.

This is what we do at Innovation, we bring companies into this transformative dynamic to seek out the business models that will make sense based on journalism worth paying for.

To conclude: There is not instant digital salvation. There are no digital miracles. If you want a miracle, you know what to do. Only journalism will save journalists—with journalism worth paying for. It's as simple and as complicated as that. 

In addition to his work in journalism, the writer has led expeditions to the North Pole, the Sahara, Antarctica and along the River Amazon.



Miracles Happen Quietly and Without Notice

By Mario Salinas, Carol Pobanz and Laurent Ladouce

“When North America and South America become one, they will be like one country.... If North America and South America can unite; it will not be difficult for all the nations of Europe to unite. After Europe becomes one, it will be possible for Judaism and Christianity as well as for Christianity and Islam to become one. Therefore, the key is how North America and South America will become one... If these two continents were to become one, they would form a great power base. If this were to happen, Europe, North America and South America, and then Asia would naturally join the Christian cultural realm. That is why I must unite the cultural realm of Christianity in North America and South America and then connect it to Asia. I need to unite Asia with North America and South America. Without doing this there is no future.” —Cham Bumo Gyeong, p. 1194

Following an article presented in *True Peace* magazine in June 2018, “One America, a Dream of Interdependence, Co-Prosperity and Universal Shared Values,” based on the above quotations and our motivation to create a Peace Park representing the unity of the Americas, we, Mario Salinas, UPF-Honduras and Carol Pobanz, UPF-USA, formed a “virtual international trinity” over the internet with Laurent Ladouce, a *True Peace* contributor and the English to French translator of the French edition of *True Peace*.

At that time, Laurent had been studying a peace-promoting NGO, International Cities of Peace (ICP) which has UN NGO status under ECOSOC, the United Nation’s Economic and Social Council. ICP is a networking organization linking together cities that have determined to make peace their civic agenda. Based on the inspiration Laurent shared with us, we successfully introduced this ICP idea in Tela, Honduras, during our peace project. The story of that adventure appeared in the March 2019 edition of *True Peace* as “Reclaiming Peace in Honduras,



From left: Carol Pobanz, Laurent Ladouce, Fred Arment and Mario Salinas at World Summit 2020 director of the International Cities of Peace

Some Initial Steps.”

Subsequently, the mayor of Tela, being inspired by this suggestion, agreed to register his city as a City of Peace and also sent a letter of encouragement to the government



Carol Pobanz and Fred Arment—a co-founder and director of the International Cities of Peace—at a meeting with Youn-kook Park, mayor of the city of Pocheon, in Gyeonggi Province in South Korea's far northeast, who went through the process of registering Pocheon as an International City of Peace.

offices in Carol's hometown, Nutley, in the US State of New Jersey, suggesting that they also register. Without further explanation, we report that both Nutley, NJ and Tela, Honduras became International Cities of Peace (Nutley the 223rd and Tela the 241st) in 2018 and 2019 respectively.

Connecting this work to the world summit

Not having ever met before, except through email, in a united effort we three invited Fred Arment, co-founder and director of the International Cities of Peace, to World Summit 2020. When Mr. Arment received the letter of invitation to the summit, he politely declined, saying that he appreciated the invitation but regretted to say that he receives many international invitations and had made a decision that he would only be able to honor those invitations under which his travel expenses were covered. Undaunted by this rejection, we sought funds from a few close friends and supporters, and within three hours, had collected \$1,200 to cover his travel expenses. Interestingly and rather serendipitously, while receiving the invitation to World Summit 2020, he simultaneously an invitation from the mayor's office in Pocheon, Korea, a city of two hundred thousand people near the Demilitarized Zone (DMZ). The government officials in Pocheon had evidently decided to make their city an International City of Peace, and had asked whether Mr. Arment might be able to attend the inauguration on February 5, in the afternoon, following the awarding of the Sunhak Peace Prizes at the summit. Mr. Arment thus accepted both invitations.

Meeting in Korea

Heaven orchestrates small miracles, moving people and opportunities like pawns around the global chessboard. As it happened, Mario, Carol and Laurent were all invited to staff World Summit 2020 and were able to meet one another in person for the first time. Additionally, we were all able to meet our mutual friend and guest Mr. Fredrick Arment.

Pocheon, an International City of Peace

On February 5, a car arrived from the City of Pocheon at KINTEX (the Korea Exhibition Center, where World Summit 2020 took place) to pick up Fred and Carol, whom Fred had invited to accompany him to the inauguration.

Upon arrival at the city of Pocheon, at a meeting with Mayor Park, Carol delivered a message from Dr. Michael Jenkins, chairman of UPF-USA and a representative of World Summit 2020 – speaking the following:

As a representative of UPF-USA, one of the hosts of the World Summit, currently taking place in Seoul, at KINTEX, celebrating the centennial birthday of the Rev. Sun Myung Moon and the 77th birthday of Dr. Hak Ja Han Moon in an event promoting world peace, convening five thousand delegates including heads of state and former heads of state, scientists, business leaders, religious leaders and media leaders to discuss the theme of "Interdependence, Mutual Prosperity and Universally Shared Values," I bring this message of support from Dr. Michael Jenkins, chairmen of Universal Peace Federation-USA.

Dr. Jenkins' Statement of Support to Pocheon City near the DMZ under the letterhead of the United States of America UPF Chapter, read as follows:

We recognize that the DMZ is the last line of division between nations on this planet. We also recognize the harmonizing power of God. We understand that the whole world is reflective of the actions and mind-set of individuals, and that peace is generated, first, through individuals, and that the family which is made up of individuals is the school of love where principles of peace and harmony are nurtured and developed. We believe that strong, peaceful families are the building blocks and primary social structure for building peaceful communities, peaceful nations and, finally, a peaceful world. The Universal Peace Federation (UPF) is striving for "One Family Under God" which will only come about when we act as family supporting the good work and efforts made by one another. Therefore UPF-USA would like to acknowledge the people of Pocheon, Korea as our brothers and sisters under the parenthood of the one God of love, and we offer our wholehearted support and encouragement to you, wishing you success in your new endeavor to make your city an International City of Peace. We recognize that world peace can never be established by one individual, but only when every individual, every family, city and nation around the world declares themselves a representative of peace, only then can peace be substantiated. We, the United States representatives of the Universal Peace Federation together with



After a dignified and warm-hearted meeting to confer the status of International City of Peace on the City of Pocheon, the participants sat for a group photograph.

you will also pledge to continue to strive toward the fulfillment of this most noble of goals—to bring about a world of lasting peace.

May God continue to bless you, and your families, Michael Jenkins, chairman, UPF North America

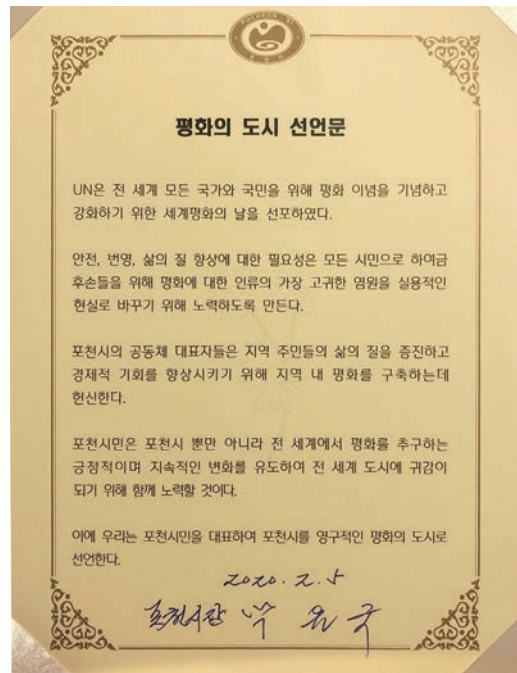
Following the reading of Dr. Jenkin’s letter, Mr. Arment and Carol, with an escort, entered a room with about a hundred and fifty civic representatives, some of whom made speeches. An exchange of gifts took place and the government officials from the city of Pocheon recited a pledge, a translation of which read as follows:

1. The United Nations declared World Peace Day to commemorate and strengthen the peace ideology for all the nations and peoples of the world.
2. The need to improve safety, prosperity and quality of life makes all citizens strive to turn mankind’s noblest desire for peace into a practical reality for future generations.
3. Community representatives in the city of Pocheon devote themselves to building peace in the region to promote the quality of life and improve economic opportunities for local residents.
4. Pocheon citizens will work together to become a model for cities around the world by inducing positive and lasting changes in peace-seeking not only in the city of Pocheon but around the world.
5. For this reason, on behalf of the citizens of Pocheon, we declare Pocheon as a permanent City of Peace.


In this dignified manner, the City of Pocheon, known for being near the Demilitarized Zone dividing North Korea from South Korea, joined a growing list of Cities of Peace.

The Miracle

Again, as is often the case, miracles happen quietly and without much notice. Was it by chance or was it by design that on the concluding day of the World Summit the first International City of Peace in Korea was established in a Korean city with the goal of creating a peaceful economic relationship with North Korea? ...a city that wants to develop as a tourist city sharing the beauty of the united Korean culture. ...a city hoping to hold (barring any Coronavirus complications) a huge peace rally and music



and arts festival in August of this year. Was it by chance or design that our international trinity who has been striving to create a model of unity in the Americas could meet for the first time in Korea to support our peace colleague, Mr. Arment who was invited to inaugurate this city as a City of Peace – representing the unity of North and South Korea? Was it a miracle? We claim it as such! We have worked symbolically to create the unity of North and South America through the Peace Park, and we have thus been able to be a part of the symbolic unity of North and South Korea – a small miracle, and hopefully the foundation for a big miracle.

It seems that God has been inspiring works of peace all around the world, not only through the Unification Movement, but through the work of many good people and peace organizations. And our True Parents have worked diligently planting seeds and dotting the earth with peace activities. The time has come now for us, as central blessed families, to connect the dots, creating one unified web of care to embrace the whole world community. The work is already completed in the heart and mind of God Aju. It is ours to substantiate that work! 



天地人참부모님 天宙聖婚 60周年 記念 特別集會

Special Gathering to Celebrate the 60th Anniversary of Parents' Wedding

天地人참부모님 天宙聖婚 60周年 記念 特別集會

Cutting the Celebratory Cake

