

## Making Our Own Ascent to World Summit 2022

Thomas P. McDevitt

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Chairman of The Washington Times, HJ Magnolia US and as International Coordinator for both IMAP and IAED, projects of UPF International



True Mother's favorite flower is the daffodil because it breaks through the winter snow earlier than other blooms to signal the coming of Spring. Addressing the World Summit 2022 global audience on February 13, her beautiful daffodil description related to how she aims to comfort Heavenly Parent's heart personified by the brightness of those dazzling yellow flowers, as though True Mother is bursting through any and all levels of resistance en route to fulfilling the ideal of creation. She encouraged us to be the same, becoming confident, heartfelt, effective communicators and representatives for Heaven's providence.

Thus, my hope and prayer is that by learning more about what happened at World Summit 2022 (WS 2022) and why it matters will empower your own life of faith and outreach. Filled with inspiration in this Year of the Black Tiger, guided by Director General Young-ho Yoon of the FFWPU International Headquarters; and global UPF leadership network including Dr. Thomas Walsh, UPF International chairman, and Dr. Michael Jenkins, UPF International president, we all worked hard in every region in the face of the COVID-19 pandemic restrictions leading up to the Summit. It was a magnificent success on many fronts, although getting there could be compared to climbing the world's highest mountain, Mount Everest in the Himalayas, during a winter storm.

From my direct experience in Korea managing several roles for WS 2022, I perceived seven distinct realms of victory. Let's call them "The Seven Peaks of WS 2022." Each one can be part of your own journey and hopeful narrative, too.

Here's a map, from a Principled perspective.



### Peak #1. Setting the Purpose -- Foundation of Faith

WS 2022's theme was "Toward Peace on the Korean Peninsula." We can be so proud of Dr. Hak Ja Han Moon for constituting the resolution for a heavenly unified Korea. This global intention was received and embraced by national leaders representing some 160 countries. I believe WS 2022 was a historical shift among a select group of global opinion elites to create a sense of confidence, vision, hope and determination that we can actually end the Cold War and peacefully unify Korea. There is now an emerging new global alliance of national leaders who believe the problems of this age can only be resolved through the logic of love and the understanding that we are all one family under God.

### Peak #2. Establishing a Global Foundation of Substance

During the Rally of One Million for Peace, seated to True Mother's right and left were an impressive group of world leaders. They included investor Jim Rogers, former EU President Jose Manuel Barraso,

Cambodian Prime Minister H.E. Hun Sen, former Secretary General of the United Nations Ban Ki Moon, former US Vice-President Mike Pence, former Secretary of State Mike Pompeo, former Speaker of the United States House Newt Gingrich, and former US Ambassador to the Vatican Callista Gingrich.

There were also close to a hundred additional current or former heads of state and other very high-ranking officials that spoke live or sent their powerful messages by video. With a collective sense of the summit's inherent goodness and a substantial hope for the future, all of these leaders were willing to invest their reputation, contribute their presence, and deliver their powerful messages in concert with True Mother's appeal to the citizens in North Korea and South Korea to work together for a brighter future.



### **Peak #3. Assembling WS 2022's Transformational Content**

On the foundation of convening this network of global leaders with the theme, "Toward Peace on the Korean Peninsula," the primary outcome was the creation of a tremendous body of content in the hundreds of speeches on the topic of resolving the painful division of Korea. Of course, the live studio environment and production values were best-in-class, thanks to the creative efforts of IHQ. But content is king. I urge you to review the UPF Executive Summary (see end of article), a 52-page overview of the WS 2022 proceedings. The content of WS 2022 is a precious resource available for you to study, digest, and share with everyone you know.

### **Peak #4. Multiplying Goodness**

WS 2022 was not just limited by the excellent programming, speeches, and events in mid-February. Many of the participating leaders voluntarily shared their positive impressions with their respective and substantial spheres of influence. In that sense, the 21st century definition of "John the Baptist" is embodied in the more contemporary role of an "Influencer." Let's look at a few examples.

Prime Minister H.E. Hun Sen of Cambodia was not only a co-host of WS 2022, but his messages and others were broadcast to the entire nation of Cambodia on their state television network. Likewise, the Prime Minister of Sri Lanka's speech was carried on national news in Sri Lanka. WS 2022 talked to entire countries!

In this time of the pandemic, millions of people have passed away. And many throughout the world are still very afraid for their health. True Mother's response with the Sunhak Peace Prize acknowledged Dr. Sarah Gilbert, co-developer of the Oxford/AstraZeneca vaccine, and Gavi, the Vaccine Alliance, which works to increase access to immunization in poor countries. Dr. Seth Berkley, the CEO of Gavi, tweeted to his 80,000 followers, "I am incredibly honored to have just accepted the Sunhak Peace Prize, 'making the world better for future generations' -- True Mother's words -- on behalf of all the partners, staff and supporters of Gavi, The Vaccine Alliance." His followers are the most elite in the scientific and NGO world.

Former US Vice-President Mike Pence delivered two incredible speeches and via Twitter shared with his 5.8 million followers that the ROK and US must show strength in the face of the North Korea

provocations. He included a link to *The Washington Times* story regarding the event.

Similarly, former Secretary of State Mike Pompeo tweeted about his appreciation and support of WS 2022, as did former Speaker of the United States House Newt Gingrich and his wife, former Ambassador to the Vatican from the United States, Amb. Callista Gingrich. Combined, they have more than 3.4 million followers on Twitter.



#### **Peak #5. Reaching One Third of Humanity**

Thanks to Dr. Moon's bold vision to consistently reach one third of the world's population, along with the great quality of the WS 2022 broadcast content, the International Media Association for Peace (IMAP) network achieved remarkable impact with a broadcast reach of more than one billion people. The media relations outreach distributed eight press releases to a global database of 20,000 carefully selected journalists and 1,000 online newswire platforms. This generated more than 4,200 story placements reaching a multi-billion-level potential audience with the WS 2022 content. A Google search of "World Summit 2022" yields numerous results. In addition, the IMAP network made significant breakthroughs in social media communications providing a new level of audience engagement.

#### **Peak #6. Revealing an Enlightened Grand Strategy**

To substantially realize the vision of a heavenly unified Korea through the peaceful reunification on the Korean Peninsula requires an innovative approach to strategy we might call "enlightened grand strategy." WS 2022 was the most recent global summit based on the steady growth of Heaven's providence led by True Parents since 1960. The global expansion of UPF's seven associations is the current primary vehicle reaching like-minded leaders in government and politics, faith, media, business, academia, and culture. Through Think Tank 2022, many top-level experts covering all the continental regions are applying their collective intelligence and expertise to establish peace on the Korean Peninsula. WS 2022 co-hosts, Cambodian Prime Minister Hun Sen and former UN Secretary-General Ban Ki Moon, joined True Mother in signing the official letter of invitation sent to the heads of state of all 157 nations that have diplomatic relations with North Korea and South Korea. As witnessed by the hundreds of distinguished leaders who participated in WS 2022, these are just some of the major pathways emerging of our grand strategy that is guided by Heaven.

#### **Peak #7. Receiving Essential Wisdom from UPF Co-Founder, Dr. Hak Ja Han Moon**

The seventh, and most important, dimension of the WS 2022 experience for me was the series of four significant speeches shared by True Mother. These included her address on February 6, 2022 for True Parents' birthday celebration, the keynote address for WS 2022 on February 13, her remarks at the February 15 Victory Celebration, and True Mother's speech at the February 16 Cheon Il Guk leaders' meeting.



She called upon us to be "magnets" that attract people who want to make a difference in the world through our alignment with True Parents. True Mother exhorted us to be confident, firm and to speak with Heaven's authority. She expressed heartfelt gratitude to everyone who helped make WS 2022 a historical success. You will be transformed by the renewal of your heart and mind when you take time to digest True Mother's providential and practical wisdom.

Conclusion. What shall we do? Now is the time to act in support of our common purpose for a heavenly unified Korea. Please review the WS 2022 Executive Summary, watch the various video proceedings on UPF's website, and read True Mother's speeches mentioned above. You can also connect and get directly involved with UPF – regionally or locally – through its seven primary associations which include IAPP, IAPD, IMAP, etc. Please read the WS 2022 content and share related links with care. Through prayerful and practical study, you will find your voice and develop your own narrative to share about the historic initiatives of UPF, including WS 2022. A great place to start is to visit UPF[dot]org. To find the WS 2022 Resolution that expresses the unified intent of the conference, just type "WS 2022 Resolution" in site's search box.

At [WashingtonTimes.com](http://WashingtonTimes.com), you can find several stories about World Summit 2022. One featuring Mike Pence's speech at WS 2022 is entitled "Pence tells world peace rally that U.S. must show strength in face of North Korean provocations." The article highlighting Mike Pompeo's speech is called "Pompeo blasts China as world leaders gather at Seoul peace summit," and the Summit Prize article has the title, "Vaccine alliance, British vaccinologist awarded Sunhak Peace Prize."

	A great place to start is to visit <a href="http://www.upf.org">www.upf.org</a>		World Summit 2022 Resolution
	World Summit 2022 published in The Washington Times: Featuring VP Mike Pence's speech at WS 2022		World Summit 2022 published in The Washington Times: Featuring Secretary of State Mike Pompeo's speech at WS 2022
	World Summit 2022 published in The Washington Times: Regarding the SunHak Peace Prize		