

# Strategic Plan 2021/2022 and 2022-2027

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HEAVENLY EUROPE & MIDDLE EAST

*REGIONAL PRESIDENT, MICHAEL BALCOMB*

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- UPF and other organizational plans
- Physical and Financial Foundation
- Younger leadership: recruiting, training, empowering

# True Mother's Timeline 2020-2027

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- 2020** World Summit > Rally of Hope > Cheonbo Victors  
Restructuring world leadership, youth emphasis
- 2021** Peace Visit to North Korea on 30<sup>th</sup> Anniversary  
Rallies of Hope on regional basis
- 2022** Heavenly Unified Korea (National Elections)
- 2023** Opening of the Cheon Won Gung (World HQ)
- 2024** 3 years for the Establishment of a Unified World

# Key Elements of True Mother's Plan

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<b>Outreach</b>	Full investment in online strategy
<b>The Rally of Hope</b>	World > Region > National levels
<b>Cheonbo Victors</b>	To include all Blessed Families
<b>National Blessing</b>	Bless 1/3 of the population
<b>Young leaders</b>	YSP, UPA, Wonmo, Sun Moon, etc.
<b>UPF &amp; WFWP</b>	Educate and inform World Leaders

# Aligned Elements of EUME Plan

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<b>Outreach</b>	Full investment in an online strategy
<b>The Rally of Hope</b>	Regional rebroadcasts, national <i>advertizing on Facebook &gt;1M</i>
<b>Cheonbo Victors</b>	186 (2020) 400 (2021) 1000 (2022)
<b>National Blessing</b>	Bless $\frac{1}{3}$ population (400m)
<b>Young leaders</b>	Appoint 30 new leaders in 2021
<b>UPF &amp; WFWP</b>	Focused on TM priorities. N/S Korea

# Methodology

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# Online Strategy in the age of Corona

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The Coronavirus crisis in Europe (not including Russia or the Middle East) is about 500 times worse than in Korea

Europe      17,348,389 cases and 427,798 deaths

Korea              63,000 cases and              942 deaths

Most of Europe is in ongoing lockdown. So, our entire focus is currently on ONLINE strategies

# Changes in Methodology 2020 / 2021

GOAL	2020 PRE COVID	2021 POST COVID
UPF SUMMITS IN SUBREGIONS to EDUCATE THE LEADERS	PHYSICAL GATHERING (ALBANIA) WITH ILC SUMMIT	ONLINE RALLY OF HOPE, SEPARATE ONLINE ILC SEMINARS
NATIONAL LEVEL BLESSING	PHYSICAL GATHERING, CUMULATIVE GATHERINGS	NEED ONLINE OPTION with HOLY WINE DELIVERY
DEVELOP YOUTH LEADERSHIP	MOSTLY LEFT TO YSP ETC.	APPOINT VPS AND OTHER POSTS
CHEONBO LIBERATION	BRANCH PROGRAMS IN NATIONS	ONLINE VIDEO PROGRAMS
MULTIPLY HTM BLESSING	CEREMONIES IN EUME & AFRICA	NEED ONLINE OPTION
CLERGY EDUCATION	PHYSICAL SEMINARS (BCLC)	ZOOM: WCLC EUROPE
YOUTH EDUCATION	SEMINARS & WORKSHOPS	ONLINE DELIVERY



# Important Next Steps

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**Reach:** In 2020, we learned how to do this through training our members in Social Media use, creating new websites, and above all through Facebook and other paid advertising.

**Engagement:** We now have to improve engagement by making pathways for education, donation, and partnership

**Investment:** To accomplish this we need to hire new staff.

# Priorities for 2021

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# Support for Heavenly Unified Korea

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**Rally of Hope:** Source expert speakers from EUME

6 UPF Associations will hold webinars dealing with N/S Unification from each perspective (**6 planned already**)

Leverage our relations with nations supporting of **both sides in the conflict**. Continue veterans outreach

Build relations with North & South **diplomatic missions**

Outreach to Korean groups, churches, business in the region



## Second Rally of Hope - Summary

75min - EUME Region

13 weeks ago 1.1 M views



*Commemorating the 70<sup>th</sup> Anniversary of the Outbreak of the Korean War*



*Universal Peace Federation Europe & Middle East*

*Zoom Webinar*

## *Incentives for a Rapprochement on the Korean Peninsula*

*Friday November 27, 2020*

*16:00 to 17:30 CET*



**Moderator:**

**Mrs. Chantal Komagata,**  
coordinator, UPF Europe



**Speakers:**

**Amb. Marc Vogelaar,**  
Dutch diplomat, former ambassador for the Ministry of foreign affairs  
and former director for External and Public Affairs at the  
Korean Peninsula Energy Development Organisation (KEDO)



**Prof. Glyn Ford,**  
British academic and politician, former member of the European Parliament,  
visited North Korea numerous times as a member of the Korean Peninsula Delegation.



**Dr. Claude Béglé,**  
Swiss entrepreneur and politician, founder and president of the  
investment company Symbioswiss, former member of the Swiss parliament



**Mr. Yoshihiro Yamazaki,**  
Coordinator, IAAP Europe & Middle East;  
Liaison for Europe & Middle East, Institute for Peace Policies, Japan



MESA REDONDA POR VIDEO  
 "LAS RELACIONES ENTRE  
 COREA DEL SUR Y COREA DEL NOR  
 Propuestas para avanzar en el proceso  
 de una reconciliación pacífica"  
 JUEVES 17 DE SEPTIEMBRE, 19 H.



Ponentes

**Armando Lozano**

Presidente de la Federación para la Paz Universal

**Josep M. Brañas**

Profesor emérito Universidad Autónoma de Barcelona (UAB)  
 Presidente de Lanola press Euro-Asia Publishing House  
 Investigador del CEIC (Centro de Estudios e Investigaciones Corea)

**Mario Esteban**

Investigador del Real Instituto Elcano  
 Profesor titular del Centro de Estudios de Asia Oriental  
 de la Universidad Autónoma de Madrid

**Santiago Castillo**

Empleado en Residencia con la Universidad Complutense de Madrid  
 y editor de Internacional durante 23 años en la Agencia EFE  
 Experto en asuntos del Nordeste Asiático

Moderadora **Marcia de Abreu**

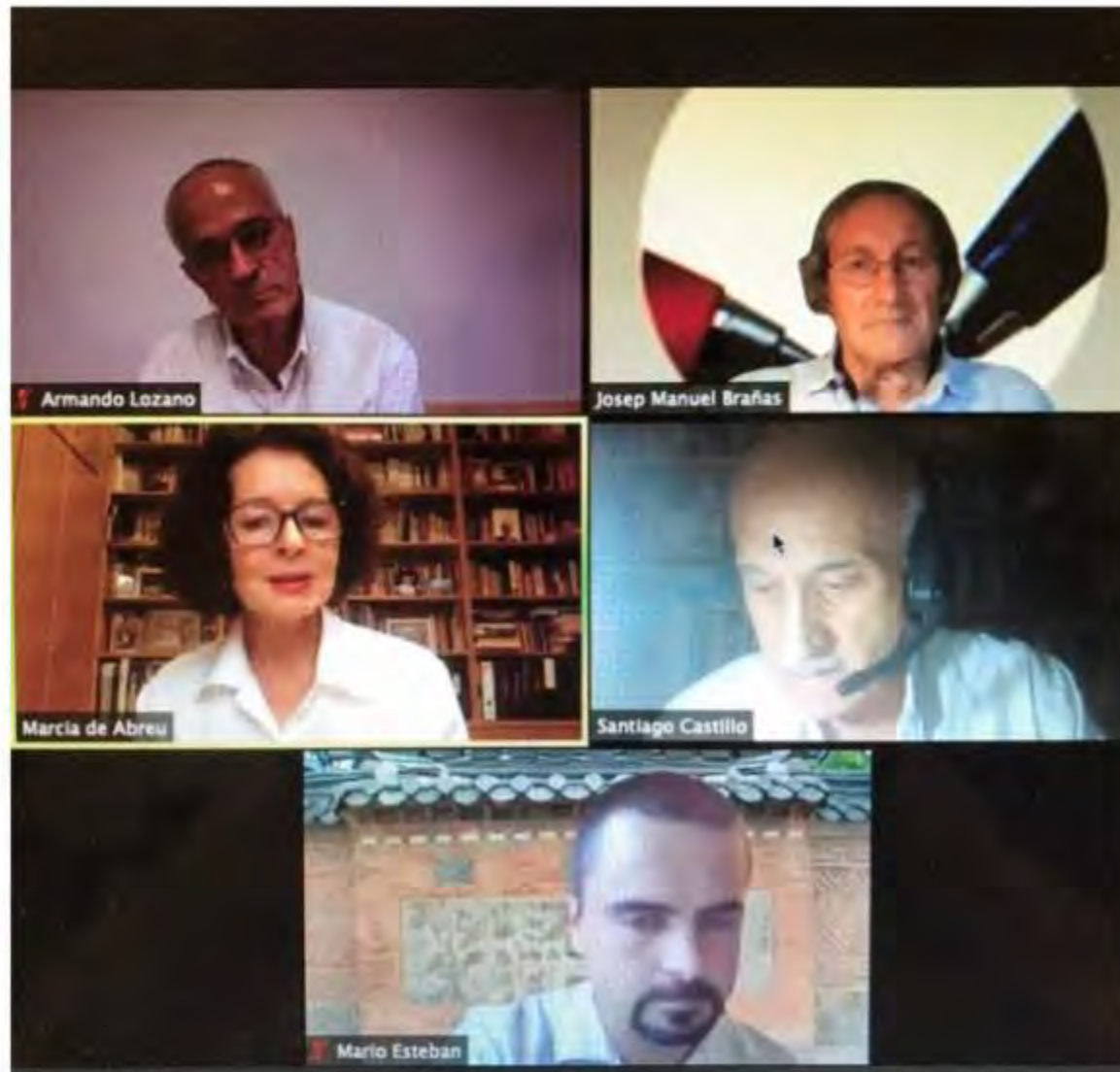
Residente PANAMA, WFP/FPF Surin

Organizado por

Asociación de Mujeres por la Paz Mundial (AMP/M)  
 Federación para la Paz Universal (FPU)



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PONENTES



**Josep Manel Brañas i Espiñeira**

Presidente de Lanola press Euro-Asia Publishing House  
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 Centro de Estudios del Asia Oriental (UAB). Investigador  
 Estudios e Investigaciones Coreanas (Madrid). Doctor  
 Universidad de Barcelona. Master en International Ma  
 Management (ESADE). Curso sobre economía de Asia  
 UNESCO.



**Mario Esteban Rodríguez**

Doctor en Ciencias Políticas y Máster en Política Asiática  
 Titular en el Centro de Estudios de Asia Oriental de la  
 Autónoma de Madrid e Investigador Principal (Asia-P)  
 Instituto Elcano. Ha sido profesor visitante en la Beijing  
 University e investigador visitante en la Chinese Acad  
 Sciences y en la National Chengchi University.



**Santiago Castillo**

Ex periodista, corresponsal de Far East EFE (Agencia  
 Española), autor de varios libros políticos sobre Corea  
 en diversos programas de radio y televisión. En la actualidad  
 Director del medio online [www.asianortheast.com](http://www.asianortheast.com) me  
 impacto incluso sobre las Naciones Unidas.



**Armando Lozano**

Presidente de la Federación para la Paz Universal en E  
 Conferenciante y Promotor cultural. Director del Cent  
 Ronda de Madrid. Coordinador del "Taller de Espíritu"  
 encuentro de diálogo interreligioso.



**Marcia de Abreu  
 Moderadora**

Presidenta de la Asociación de Mujeres por la Paz

# Support for the Heavenly Unified World

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## **ENVIRONMENT**

**UPF** will hold webinars and seminars in partnership with other regions, establish think tanks and publish policy (white papers)

**WFWP** will work in close partnership with other organizations and especially in the two UN offices in Geneva and Vienna

**YSP** will focus on partnership, advocacy, education and service.

# WFWP

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Access to government and institutions as trusted partners:

Leaders develop their skills; external and internal

Young leaders mentoring and placement

Curriculum sharing throughout, values education

Branding, Financial independence and prosperity.



# WFWP

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Become asset /trusted expert to governments/decision makers on priority issues

Young leaders mentoring and placement:

Leading voices in advocacy and education :

Partnerships and platforms

WFWPI Korea Conference (global) at end of year

# RETHINKING THE SOCIETY WE WANT

## KEYS TO THE ESTABLISHMENT OF A HARMONIOUS SOCIETY

WEBINAR  
SERIES

**SESSION 1:** The source of an ethical society and the role of women (Nov 5th, 19:00 CET). Register: [bit.ly/35vkmZL](https://bit.ly/35vkmZL)

**SESSION 2:** Challenges to prevent violence and reach a peaceful coexistence (Nov 19th, 19:00 CET)  
Register: [bit.ly/37Cdwo0](https://bit.ly/37Cdwo0)

**SESSION 3:** Gender balance: man and woman working together (Dec 3th, 19:00 CET) Register: [bit.ly/2FXGH9H](https://bit.ly/2FXGH9H)

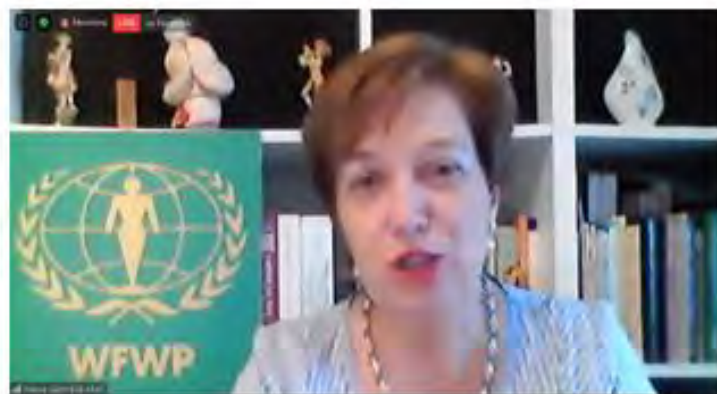


WOMEN'S FEDERATION  
FOR WORLD PEACE  
EUROPE



Simultaneous translation to Spanish, Italian & Portuguese





# Support for the Heavenly Unified World

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## WITNESSING

**FFWPU / HPHC** will work for National Restoration, with Heavenly Albania plus a focus nation in each SubRegion—

- Moldova, Israel, Portugal, Germany, United Kingdom, France

Invest much more manpower and resources in developing our online and social media resources

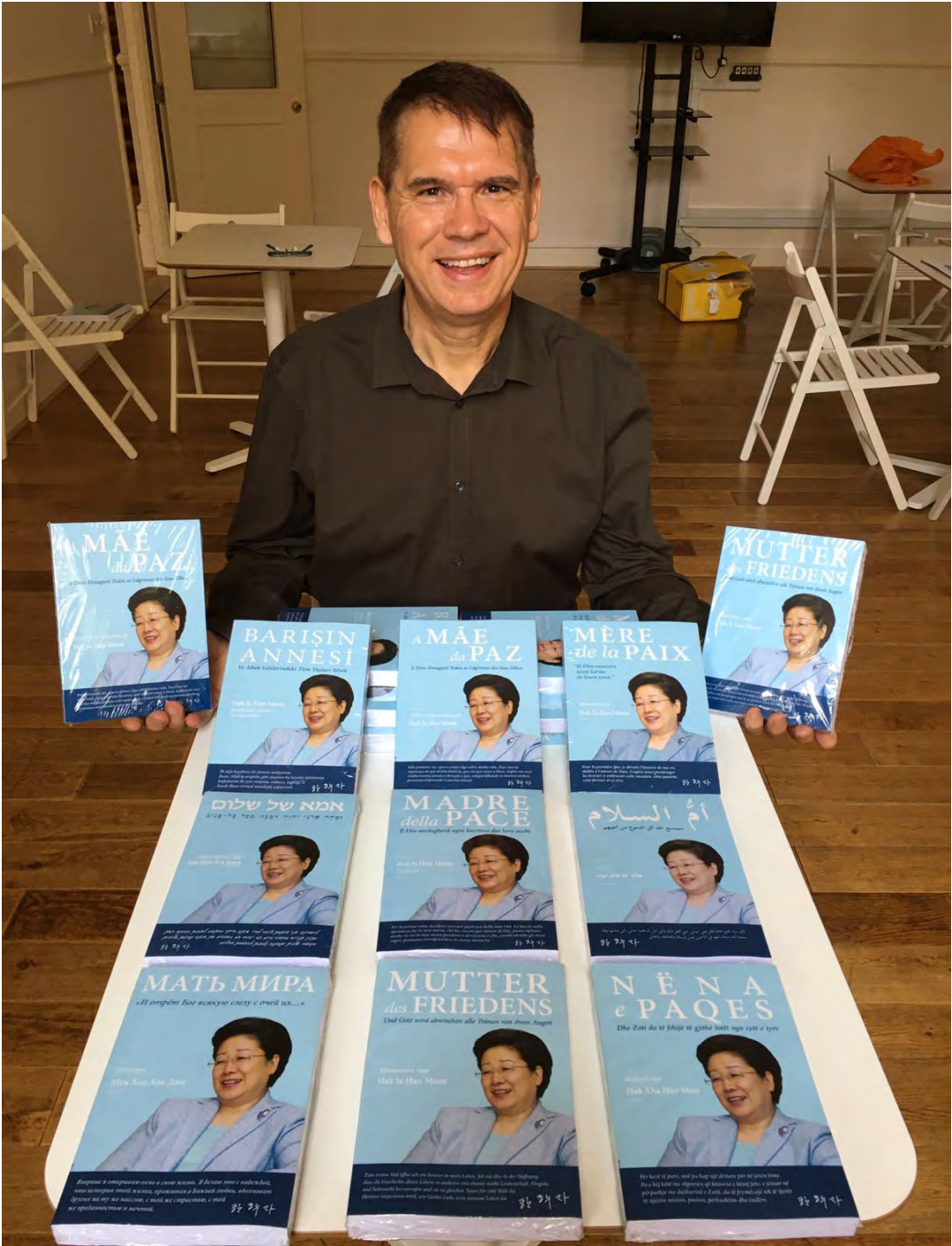
Create a EUME Chapter of WCLC, but also improve relations with the Muslim World and with all other faiths.

# Restore 1/3 of the EUME (500 million)

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- Translate and promote *Mother of Peace* in 14 languages.
- Continue **Centenary Project** as a witnessing tool
- **Forge alliances** with international “John the Baptists”
- Continue **online HTM Cheonbo & Liberation** providences
- Develop online **Blessing Ceremony** and **Blessing Education**
- Holy Community of all faith groups will promote Blessing
- Rejuvenate the entire leadership structure by 2022









**Inauguration of the Albanian language publication of  
"Mother of Peace", a memoir from Dr. Hak Ja Han Moon  
Hotel Tirana International, Albania, October 31, 2020**





**Exhibition of the Life and Legacy of Rev. Sun Myung Moon**  
Barcelona, Spain, September 12 - 13, 2020







**Centenary Exhibition**  
Kyiv, Ukraine, December 1, 2020







**Centenary UPF Event**  
Budapest, Hungary, October 17, 2020





# MY HEART FLOWS WITH A RIVER OF TEARS

*Crown of Glory* by Sun Myung Moon, c. 1975

*When I doubt people, I feel pain.  
When I judge people, it is unbearable.  
When I hate people, there is no value to my existence.*

*Yet if I believe, I am deceived.  
If I love, I am betrayed.  
Suffering and grieving tonight, my head in my hands,  
Am I wrong?*

*Yes I am wrong.  
Even though we are deceived, still believe.  
Though we are betrayed, still forgive.  
Love completely, even those who hate you.*

*Wipe your tears away and welcome with a smile.  
Those who know nothing but deceit,  
And those who betray without regret.*

*O, Master, the pain of loving.  
Look at my hands.  
Place your hand on my chest.  
My heart is hurting, such agony.*

*But when I love those who acted against me,  
I brought victory.  
If you have done the same things,  
I will give you the Crown of Glory.*



## Online Christian Clergy Conference in Austria Austria, November 7, 2020



## 6. WCLC-Germany Zoom-Conference ZOOM, November 7, 2020



Pyara Singh Bhogal  
*United Kingdom*



Sumana Siri  
*United Kingdom*



Father Joseph Saghbini  
*Parish Priest, Melkite Church, Lebanon*



Rt. Rev. Riah Abu El-Assal  
EMERITUS ANGLICAN BISHOP OF JERUSALEM



Rabbi Kevin De-Carli  
*Jewish Community, Baden, Switzerland*



Pyara Singh Bhogal – *United Kingdom*





**BCLC - British Clergy Leadership Conference**  
London, UK, September 12, 2020













26 JUNE – 4 JULY 18.00-20.00 CEST

# REFRESH YOUR BLESSING

FOR COUPLES BLESSED FOR MORE THAN 25 YEARS

26.6 **"Evaluating our Relationship"**

Karl & Sarah Zimmermann

27.6 **"Communication Tools"**

Franz & Patrizia Kerschbaummayr

2.7 **"Our couple & the Ideal- Bridging the Gap"**

Ole & Jane Toresen

**"The Power of the Imagination"**

Vigdis Parkins

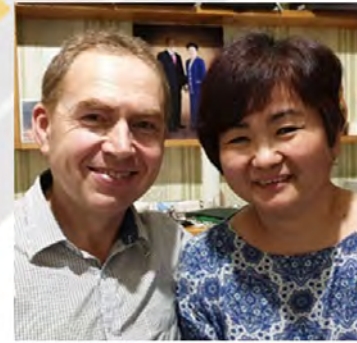
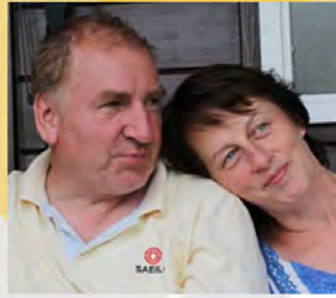
3.7 **"5 ways of Solving Conflicts"**

Bayarma Efremova

4.7 **"Intimacy"**

Umberto & Marilyn Angelucci

Organized by BFD-EUME



"Refresh Your Blessing" staff team







## Developing a Seonghwa Culture



EUME Blessed Family Department Annual Meeting 2020





3) Give and Take Action

God

Subject partner

Giving Receiving

Object partner

Existence Action Multiplication



**3 WEEKS**  
Divine Principle  
online cycle

Tuesdays 7:00pm to 8:30pm CET

Discover the core teachings of Sun Myung Moon and Hak Ja Han Moon with the Introductory Divine Principle series every TUESDAY. Join us for a 40 minutes online lecture, followed by a discussion and questions and answers.

OCT. 6TH THE IDEAL  
OCT. 13TH THE REALITY  
OCT. 20TH THE SOLUTION

REGISTER HERE  
OR CONTACT  
PMASNER@GMAIL.COM

<http://bit.ly/octoberDP>



# Developing Our Physical Assets

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Completion of the Cheon Il Guk Peace Embassy in Tirana

Upgrades of Workshop Sites in Austria, Poland

Upgrades of Headquarters in London and Prague

Legalization of Headquarters in Moscow









Glanow, Poland



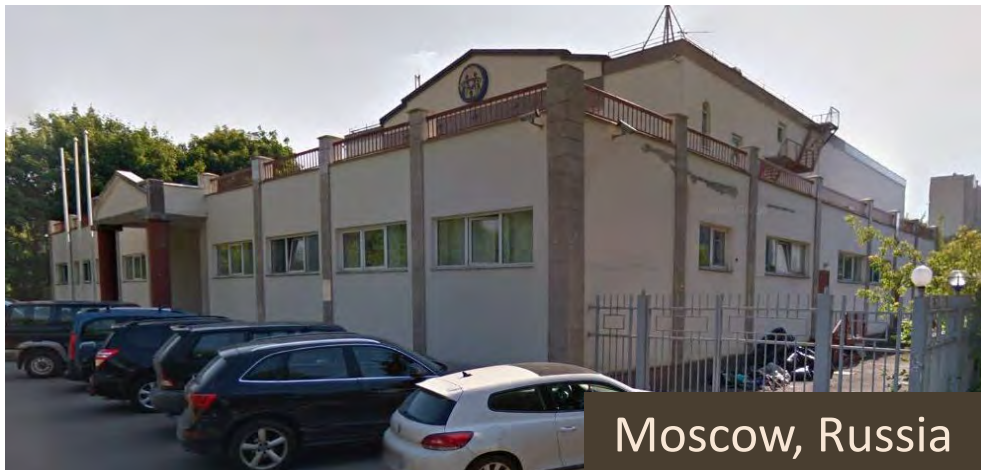
London, UK



Prague, Czech Republic



Gafrenz, Austria



Moscow, Russia



# Developing Our Financial Foundation

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Strengthen the budget and planning process

Using a logic model to discover priorities and allocations

Create an Office of Development (fundraising)

Increase donation levels. Cultivate donors, especially youth.

Increase contributions from current business & real estate

Make successful applications for public funding

# Timeline for New Leadership

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- 2020 TM changes most senior leadership positions
- 2020 TM appoints 2 Regional Vice Presidents (YSP role)
- 2020 6 SR Vice Presidents. 6 UPF associations
- 2021 Appoint 10 New national leaders  
*Provide consistent training for all leaders*
- 2021/2 SR deputies become directors by end of year
- 2022 SubRegional Directors move up to Cheon Eui Won
- 2022/3 All nations have younger leadership in place

# EUME Region Vice-Presidents



Sarah Ahmed

20.12.1990



Guk-son & Hyang-joo Capone

400 Million 2009

05.02.1989 - 27.04.1990



Matthew & Natasha Huish

400 Million 2004

04.09.1983 - 09.07.1984



Julika & Alexander Labrooy

400 Million 2004

16.05.1983 – 24.11.1986



Michael & Nicole La Hogue

400 Million 2017

16.02.1991 - 07.10.1992



In-sung & Soon-jae Kwon

30000 (1992)

05.05.1969 – 19.04.1969



Bogdan & Yoshiko Pammer

400 Million 2010

28.11.1988 - 24.09.1984





**Young Leaders**  
Appoint 30 new leaders in 2021