



Making the World Better for Future Generations

SUNHAK PEACE PRIZE



1. Vision of the Sunhak Peace Prize



True Parents Speech



“The Sunhak Peace Prize for peace of humanity”

“The Wonmo Pyeongae Foundation will establish the Sunhak Peace Prize to go beyond the Nobel Peace Prize. As an organization existing for God’s will and peace, more than the honor of any one individual or organization, we will stand on historic grounds.”

- Feb. 9, 2014, during Wonmo Pyeongae Foundation Scholarship Award Ceremony





Vision of the Sunhak Peace Prize

Realize Peaceful World Based on True Love

Lead the 21st century civilization of peace

Inspiring and spreading the peace vision of True Parents, and developing the 21st century civilization of peace



Create the Culture of Peace in Cheon-Il Guk

Creating a unification culture through actions for peace with a warm heart for humanity

The Peace Ideology of True Parents





Internal & External mission of the Sunhak Peace Prize

Lead the 21st century civilization of peace

Spreading Peace Achievements

Reviewing and spreading
the peace vision of True
Parents at the 3rd
Seonghwa memorial.

Raise global awareness
of TPs' achievements

Building a Network of Peace

Building a network of
peace by searching and
selecting international
peace activists

Expand the
concept of solidarity

Inspiring Self-respect

Inspiring self-respect by
witnessing the peace
vision and achievements
of True Parents

Inspiring self-respect
and hope

1. Vision of the Sunhak Peace Prize





2. Branding of the Sunhak Peace Prize





Brand Asset of the Nobel Peace Prize



The brand value of the Nobel Peace Prize is 1.9 billion US dollars

Strategic branding is needed to maximize intrinsic value to establish the Sunhak Peace Prize as the most prestigious peace award in the world.



Sunhak Peace Prize Branding Process

Centering on the peace vision of the Sunhak Peace Prize

Becoming the most prestigious peace award in the world



Establish the **identity** of the Sunhak Peace Prize based on the **peace vision of True Parents** and **enhance awareness and affinity** by **strategically promoting** a clear and consistent **concept** of our brand.





Peace Vision

[One Family Under God]

Humanity is a family community of love spanning successive generations





[Peace Prize for Future Generations]

**“In the same way that parents love their children,
those living today must take the responsibility to assure peace
for the sake of future generations.”**



Beyond the conflicts of today, for the peace of future generations





Main Concepts

Future Oriented

Beyond the conflicts of today, for the peace of future generations

1

Transcending All Barriers

Beyond all boundaries, promote a world-wide peace culture

2

Sustainable

Beyond this generation, continually improve the peace environment for future generations

3

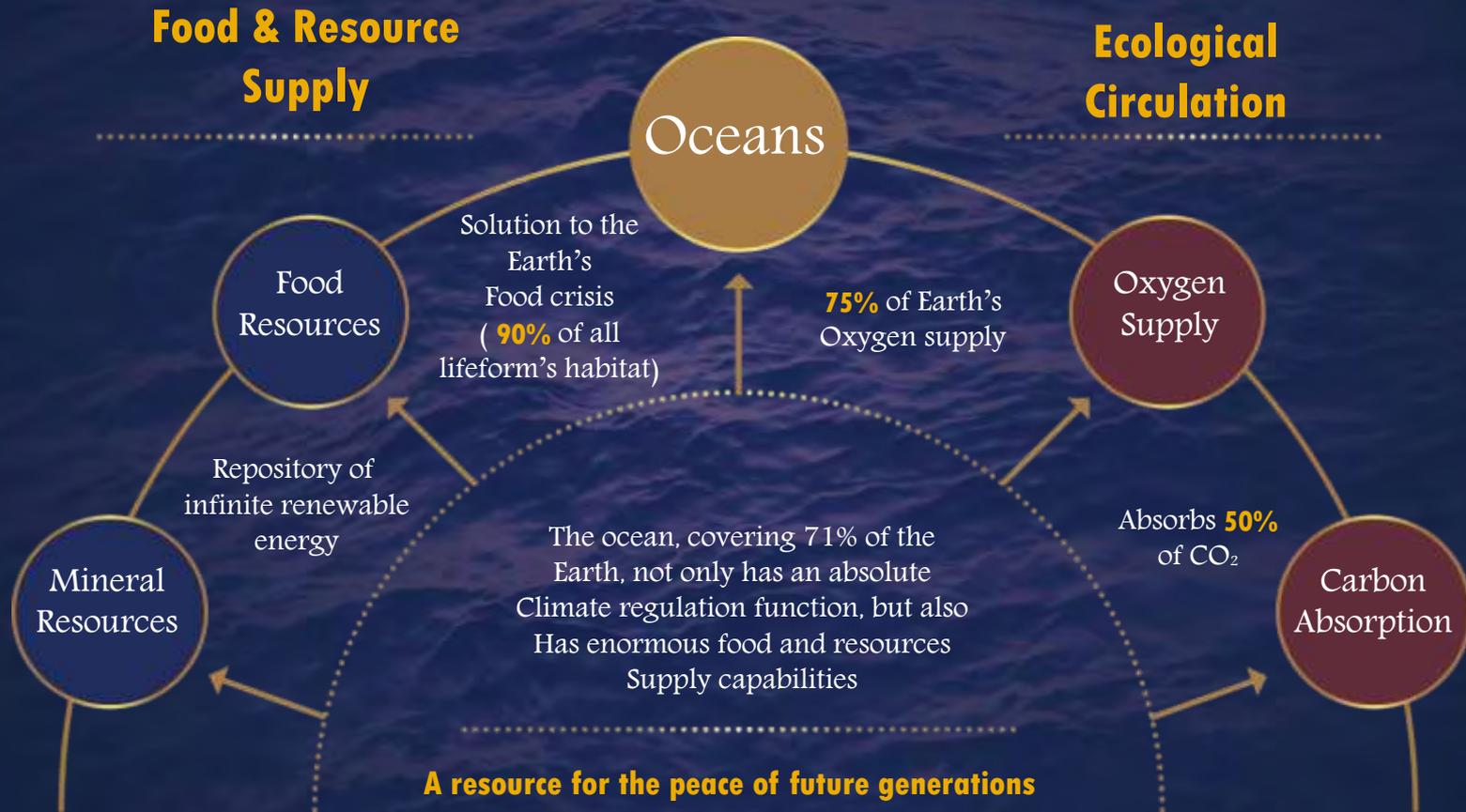




3. Ocean Providence and 2015 Award Theme



Importance of Future Peace and Oceans



True Parents' Future Peace Vision : Ocean



Beginning of ocean providence with Cheon Seung Ho

“Cheon Seung Ho was an exceptional boat.

The reaction of many, though, was that we had enough to do on land and that there was no need for us to be going out onto the ocean and catching fish. I sensed, however, that the world was about to enter an oceanic era. The launching of Cheon Seung Ho was a small, but precious, first step in opening that era.

I was already picturing in my mind the vast ocean with boats larger and faster than Cheon Seung Ho.”

- Excerpt from *'As a Peace-Loving Global Citizen'*

True Parents' Future Peace Vision : Ocean

“Where else can we find new repositories of raw materials that can regenerate the Earth dying due to pollution and resource depletion and give new promise for the future of humanity? **The era of the ocean has arrived.**”



“Where can we find the solution for the serious problem of hunger?
The ocean is the new resource repository. I think of it as catching fish for humanity. So we are **catching krill shrimp in Antarctica and creating powder (fishmeal) trying to save humanity dying of starvation.**”



True Parents' Future Peace Vision : Ocean



Pioneer a model of ocean development for humans to coexist sustainably and peacefully





True Parents' Future Peace Vision : Ocean



1. Shipbuiding technique R&D

Research

Fiberglass technique
Resin plaster molding
technique patents

Shipbuiding, Shipping

Master marine shipyard
Il-Heung shipyard
INP heavy industries
Ocean Hope shipping

Key vessels

Cheonseungho
New Hope
Cheonjeongho
Wonmo

2. Leisure Industry & Training Marine Experts

Fishing tournament

World Tuna Fishing Tournament
S.America Fishing Tournament
World Peace Tour Fishing Tournament
World Leaders Fishing Tournament
Yeosu Peace King Cup International Fishing
Tournament

Marine leisure agencies

The Ocean Resort
Geomundo Island Hotel
Cheonghae Garden Training Center

Marine expert training

US maritime leadership training
Yeosu maritime leadership training

3. Leisure Industry & Training Marine Experts

Fishery processing

Alaska ISA
NY SEA PRODUCT
IOE
Aesthetic industry

Fisheries

Ocean Peace Inc
True World

Aquaculture

Massachusetts lobster farm
Jeju Asia Forum

**Pioneering model of ocean development
that humans can coexist peacefully**

3. Ocean Providence and 2015 Award Theme



Theme of the 1st Sunhak Peace Prize





4. Process Report



Sunhak Peace Prize Committee Inauguration

August 11, 2014
Korea Press Center

Attendance

170 people

Key attendees

**Sunhak Peace Prize Committee, International VIPs,
Recommendation Committee residing in Seoul,
notables of other peace prizes, etc.**

Media coverage

**3 radio stations, 14 media,
27 journalists**



Sunhak Peace Prize Candidate Reception Status

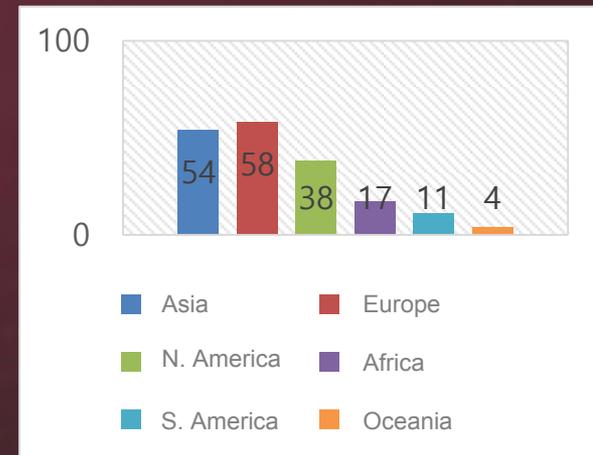
Continent	Nation	No.	No. by Continent
Europe	Austria	3	58
	Belarus	1	
	Belgium	2	
	Czech	1	
	Denmark	3	
	England	4	
	France	7	
	Germany	7	
	Ireland	3	
	Israel	3	
	Italy	4	
	Macedonia	1	
	Malta	1	
	Netherlands	2	
	Norway	2	
	Russia	2	
	Slovakia	2	
	Spain	2	
	Switzerland	7	
Ukraine	1		
North America	USA	33	38
	Canada	5	
South America	Argentina	2	11
	Brazil	3	
	Costa Rica	1	
	Cuba	2	
	Ecuador	1	
	El Salvador	1	
	Nicaragua	1	
Oceania	Australia	1	4
	Marshall Islands	1	
	Palau	1	
	Solomon Islands	1	

Continent	Nation	No.	No. by Continent
Asia	Cambodia	2	54
	China	1	
	East Timor	2	
	Georgia	3	
	India	5	
	Indonesia	1	
	Japan	18	
	Jordan	1	
	Korea	5	
	Malaysia	3	
	Mongolia	2	
	Myanmar	1	
	Nepal	2	
	Philippines	1	
	Qatar	1	
	Singapore	1	
	Sri Lanka	1	
	Taiwan	2	
	Thailand	1	
	Tibet	1	
Africa	Burundi	1	17
	Cameroon	1	
	Congo	3	
	Egypt	2	
	Ethiopia	1	
	Ghana	1	
	Kenya	2	
	Nigeria	2	
	Republic of South Africa	1	
	Tanzania	1	
	Zambia	1	
	Zimbabwe	1	

Total Submitted Applicants
66nations, 182 people

Category	Individual	Organization
Applications	127	55
Ratio	70%	30%
Total	182 applications (100%)	

submitted Applications by Continent





Press Release Regarding Timor-Leste Donation



Timor-Leste govt. donates USD100,000 to the Sunhak Peace Prize
H.E. Xanana Gusmao expressed his commitment “to join the peace ideology” of the Sunhak Peace Prize

Dec. 19, 2014, ‘the Council of Ministers has decided to approve a contribution towards the establishment of Sunhak Peace Award’

- From Timor-Leste government press release

Jan. 14, 2015, domestic press release (Segye Times, Yonhap News, Newsis, etc)





Inaugural Sunhak Peace Prize Laureate Announcement Press Conference



Event Title	Inaugural Sunhak Peace Prize Laureate Announcement Press Conference
Event Time	June 8, 12pm (US time)
Event Venue	The National Press Club in Washington DC, US
Host	Sunhak Peace Prize Committee
Organizer	Sunhak Peace Prize Foundation
Attendance	Around 130 people (US local press, Korean correspondent in the US. etc.)





2015 Sunhak Peace Prize Laureates

Anote Tong President - Kiribati -

**A Global Leader Creating Peace
at the Forefront of Climate Change**



Inaugural
Laureates

Dr. Modadugu Vijay Gupta - India -

**Alternative Solution to the Future Food Crisis,
Pioneer of the Blue Revolution**





2015 Sunhak Peace Prize Laureates

- **Anote Tong**

A Global Leader Creating Peace at the Forefront of Climate Change

1. Led the international community to act on climate change
2. Led the protection of marine ecosystems by paying a price
3. Committed to ensuring the dignity of human rights for climate refugees

- **Modadugu Vijay Gupta**

Life time goal of contributing for a Peaceful society through alleviation of hunger and poverty

1. Addressed the expected future food crisis due to climate change
2. Miraculously brought independence and self-sufficiency to the extreme-poor through the spread of innovative aquaculture methods
3. Significantly improved the social status and rights of Asian women



Inaugural Sunhak Peace Prize Laureate Announcement Korean Media Reports

Category	Media organization	Coverage
Broadcast Channel	KBS, MBC, SBS, YTN, SBS CNBC, TV, MBN	6 channels 7 reports
Newspaper	JoogAng Ilbo, Chosun Ilbo, Hangyere Shinmun, Kyunghyang Shinmun,, Mail Business, Korea Economic Daily, Munhwa Ilbo, Sports World	9 newspapers 13 reports
Online newspaper	Segye Times, JoogAng Ilbo, Chosun Ilbo, Munhwa Ilbo, Kyunghyang Shinmun, Hangyere Shinmun, Asia Today, Aju Business, Herald Business, Edaily, Mail Business, World Economic Daily, Money Week, Seoul Economic Daily, Sports World, Daily Sports, KBS, SBS CNBC, MBCTV, MBN, Daily Korea, Wikitree, Energy Shinmun, Digi Times, Daily Korea News, Energy Economic, DioDeo, DNB News, Washington Times	33 newspapers 54 reports



SUNHAK PEACE PRIZE 
Inaugural Sunhak Peace Prize Laureate Announcement
Korean Media Reports: Broadcast





Inaugural Sunhak Peace Prize Laureate Announcement

Korean Media Reports: Newspaper

A large number of reports compared the Sunhak peace prize to the Nobel peace prize, the most famous peace prize in the world

중앙일보
2015년 06월 10일 수요일
023면 사회

아노테 통 대통령, 굽타 박사
제1회 선학평화상 수상자로 선정

세계일보
2015년 06월 10일 수요일
001면 종합

제1회 선학평화상 수상자 발표




아노테 통 키리바시 대통령 모다두구 비제이 굽타 박사

기후변화 공론화 **아노테 통**
동남아 청색혁명 **굽 타**

총재와 한학자 여사가 추진해 만들어졌다.

朝鮮日報
2015년 06월 10일 수요일
A23면 사람들

통 대통령·굽타 박사
'선학평화상' 첫 수상자로

경향신문
2015년 06월 10일 수요일
023면 사람




아노테 통·모다두구 굽타
'1회 선학평화상' 공동수상

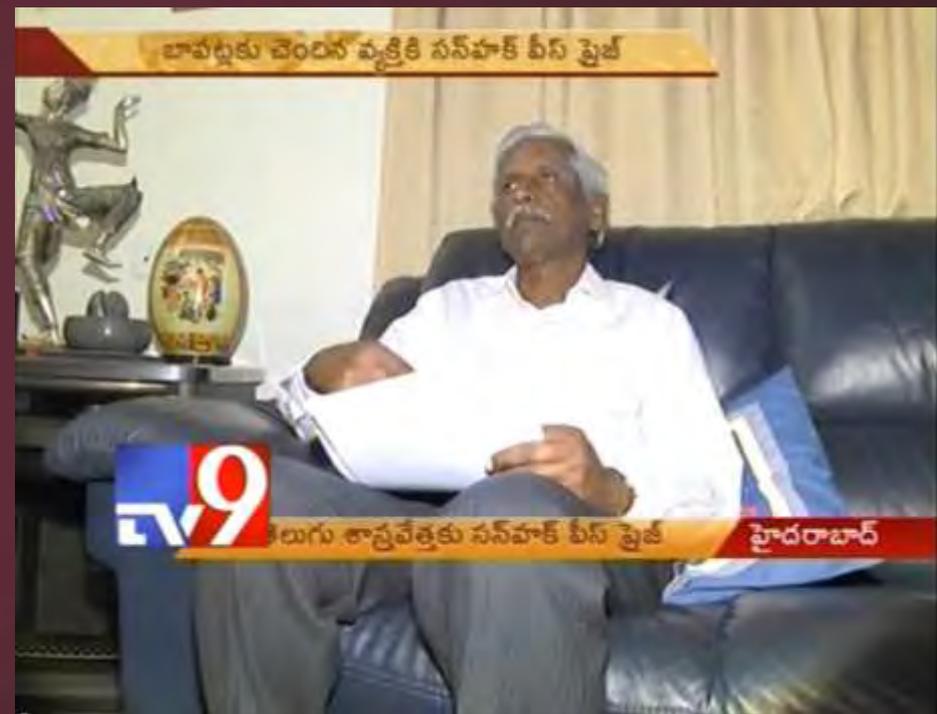
통일교에서 제정한 선학평화상 1회 수상자로 키리바시 공화국의 아노테 통 대통령(62·왼쪽 사진)과 인도의 생물학자 모다두구 굽타 박사(75·오른쪽)가 선정됐다.

- Unveiled Korean version of Nobel peace prize, Inaugural Sunhak peace prize laureate
- Sunhak peace prize is the Korean version of Nobel peace prize for world peace and welfare of all humankind
- Recipients are selected for the substantial contribution to world peace
- Sunhak peace prize, called 'Korean Nobel peace prize', announced their Inaugural laureates.

4. Process Report



Inaugural Sunhak Peace Prize Laureate Announcement International Media Reports: Broadcast



•Australia ABC Radio

•India TV 9



Inaugural Sunhak Peace Prize Laureate Announcement International Media Reports: Websites of UN NGOs

•World Food Prize foundation website

•WorldFish Center website
(Organization cooperating with UN)



1st Sunhak Peace Prize Awards Ceremony



Event Time

August 28, 2015, 10am (Korea time)

Location

Grand Intercontinental Hotel in Seoul, Korea

Attendance

1,000 people
(International VIPs, International leaders)

Laureate Lecture

August 29, 2015
(During the 2015 World Summit)

Prize

\$1,000,000 (US)



The Sunhak Peace Prize was established to inherit the vision of Rev. Sun Myung Moon and Dr. Hak Ja Han Moon and perpetuate their legacy by recognizing individuals who have willingly sacrificed themselves for peace, thereby lighting the beacon of hope that will shine upon each and every person on earth.

- from the declaration of the Sunhak Peace Prize -