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# GOI *Peace* FOUNDATION



**The Goi Peace Foundation** is a member-supported, public benefit organization established in Tokyo, Japan in 1999. Its mission is to support the evolution of humanity toward a sustainable and harmonious new civilization by promoting consciousness, values and wisdom for creating peace, and by building cooperation among individuals and organizations across diverse fields, including education, science, culture and the arts.

To achieve this mission, the Foundation engages in its own activities, which primarily include:

- Educational and awareness-raising programs
- Research and studies
- International collaboration and networking
- Dissemination through publications and other media

Our Beginning

The Goi Peace Foundation embodies the spirit of Masahisa Goi (1916-1980), a Japanese teacher, philosopher, poet and author, who dedicated his life to peace and humanity. After witnessing the terrible destruction of the Second World War, Masahisa Goi started a world peace movement to spread the universal prayer *May Peace Prevail on Earth* as a way to unite the hearts of humanity transcending all boundaries of culture, religion, and politics.

To promote this peace movement internationally, the World Peace Prayer Society was established in New York in 1988 as a nonprofit, non-sectarian organization. The Society is a Non-Governmental Organization associated with the United Nations Department of Public Information.

In 1999, the Goi Peace Foundation was established in Tokyo, with the approval of the Japanese Ministry of Education, Culture, Sports, Science and Technology, to engage in a broader range of more concrete peace-building initiatives. The Foundation’s activities are based on the vision and principles expressed in its *Declaration for All Life on Earth*, which was launched in 2000—the International Year for the Culture of Peace. In recognition of its international efforts to promote peace, the Foundation was granted Special Consultative Status with the Economic and Social Council of the United Nations in 2004. It was also admitted to official-relationship status with UNESCO in 2006.

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A MESSAGE FROM THE CHAIRPERSON AND THE PRESIDENT

*The Goi Peace Foundation was founded with a vision to activate a dynamic evolutionary process toward a new era of peace by uniting people’s hearts and combining wisdom from all fields of endeavor.*

*Thanks to the support of our committed members and partners worldwide, the Foundation celebrated its 10th anniversary in 2009, having made great strides in fulfilling our mission. We have established a unique role and presence in the global community as an organization that bridges vision and action, inner peace and world peace, timeless wisdom and new thinking, east and west.*

*We are living in the most critical moment in history. Our civilization stands at a crossroads, as we face crises in the environment, the global economy, and global security, among others. We believe that at the root of all these challenges, the fundamental solution lies in a shift in human consciousness. As Albert Einstein said, “No problem can be solved from the same level of consciousness that created it.” The work of the Goi Peace Foundation is to promote new consciousness, values and worldviews that will facilitate the transformation of our cultures and social systems toward sustainability and peace.*



*This work, of course, cannot be undertaken by a single organization. We are committed to working with like-minded organizations worldwide, as well as scientists, educators, artists, and political and spiritual leaders, to build a system of cooperation and encourage a multidisciplinary effort for a better world.*

*We also firmly believe in the power of individuals—that each of us has a mission and shared responsibility for the future of our planet. Our educational and outreach activities will continue to inspire and engage many more people, especially youth, to realize their full potential and to become proactive agents for positive change.*

*As we navigate these turbulent times, the urgency of our task to give birth to a harmonious and compassionate new civilization is felt stronger than ever before. We invite you to join us in this quest to fulfill the highest vision of human possibility.*

*May Peace Prevail on Earth.*

*Masami Saionji Hiroo Saionji*

Masami Saionji  
Chairperson

Hiroo Saionji  
President





# DECLARATION FOR ALL LIFE ON EARTH

The Declaration for All Life on Earth is the guiding vision of the Goi Peace Foundation. It describes our common responsibility as members of a global community, and sets forth universal principles to realize a sustainable and peaceful world in the 21st century. Our aim is to share the vision of the declaration and to encourage all people to apply its values and principles in their individual lives and in their specialized fields of activity.

## PREAMBLE

The earth is an evolving living entity. Every form of life on earth is an important part of this living entity. Accordingly, we, as individual human beings, must cultivate the awareness that we are all members of a global community of life and that we share a common mission and responsibility for the future of our planet.

Every one of us has a role to play in the evolution of our planet, and to achieve world peace each of us must live up to our responsibilities and obligations. Up to the present time, few people on earth have been fully satisfied with life. We have faced conflicts all over the world in competition for limited resources and land. This has had a devastating effect on the global environment.

As we enter the new millennium, more than anything else, the realization of world peace depends on an awakening of consciousness on the part of

each individual member of the human race. Today, it is imperative that every human being bears the responsibility of building peace and harmony in his or her heart. We all have this common mission that we must fulfill. World peace will be achieved when every member of humanity becomes aware of this common mission—when we all join together for our common purpose.

Until now, in terms of power, wealth, fame, knowledge, technology and education, humanity has been divided between individuals, nations and organizations that have possession and those that do not. There have also been distinctions between the givers and the receivers, the helpers and the helped.

We hereby declare our commitment to transcend all these dualities and distinctions with a totally new concept, which will serve as our foundation as we set out to build a peaceful world.



## GENERAL PRINCIPLES

In the new era, humanity shall advance toward a world of harmony, that is, a world in which every individual and every nation can freely express their individual qualities, while living in harmony with one another and with all life on earth. To realize this vision, we set forth the following guiding principles:

### 1. Reverence for life

We shall create a world based on love and harmony in which all forms of life are respected.

### 2. Respect for all differences

We shall create a world in which all different races, ethnic groups, religions, cultures, traditions and customs are respected. The world must be a place free from discrimination or confrontation, socially, physically and spiritually—a place where diversity is appreciated and enjoyed.

### 3. Gratitude for and coexistence with all of nature

We shall create a world in which each person is aware that we are enabled to live through the blessings of nature, and lives in harmony with nature, showing gratitude for all animal, plant and other forms of life.

### 4. Harmony between the spiritual and material

We shall create a world based on the harmonious balance of material and spiritual civilization. We must break away from our overemphasis on the material to allow a healthy spirituality to blossom among humanity. We must build a world where not only material abundance but also spiritual riches are valued.

## PRACTICE

We shall put these principles into practice guided by the following:

### As individuals:

We must move beyond an era in which authority and responsibility rest in nation states, ethnic groups and religions to one in which the individual is paramount. We envision an “Age of the Individual”—not in the sense of egoism, but an age in which every individual is ready to accept responsibility and to carry out his or her mission as an independent member of the human race.

Each of us shall carry out our greatest mission to bring love, harmony and gratitude into our own heart, and in so doing, bring harmony to the world at large.

### In our specialized fields:

We shall build a system of cooperation in which wisdom is gathered together to derive the most from technical knowledge, skills and ability in various fields, such as education, science, culture and the arts, as well as religion, philosophy, politics and economics.

### As the young generation:

In the 20th century, parents, teachers and society were the educators of children, and the children were always in the position of being taught. In the 21st century, adults shall learn from the wonderful qualities of children, such as their purity, innocence, radiance, wisdom and intuition, to inspire and uplift one another. The young generation shall play a leading role in the creation of peace for a bright future.

## MAY PEACE PREVAIL ON EARTH





## CREATING A NEW CIVILIZATION

**C**reating a New Civilization is a global initiative launched in 2005 by the Goi Peace Foundation together with its partners. The initiative brings together people and organizations that see the pressing need to respond to the environmental, social, and economic crises confronting us today. The aim of the initiative is to connect innovative activities and changemakers, and to inspire global citizens to employ new ways of thinking and acting in order to co-create a sustainable and peaceful planetary civilization.

### Building a Critical Mass for Change

We believe that the crises we face today also offer an unprecedented opportunity for a major leap forward in human evolution. Such a radical shift in our way of being requires a fundamental change in our consciousness and value system. The initiative aspires to reach out and engage a critical mass of awakened citizens that will facilitate the transformation of our cultures and bring about the necessary paradigm shift.

Now more than ever, each of us is called upon to become a proactive agent for positive change. Working collectively, we can reverse the current trends toward breakdown and collapse. We can co-create a sustainable and harmonious new civilization based on spiritual values, respect for our diversity, and reverence for all life on Earth.

### Sustainability

Environmental, social and economic problems—including global warming, resource depletion, wealth disparity and cross-cultural conflicts—are all interconnected global issues caused by human activities. We must recognize that we are at a bifurcation point, where we either continue on the present path toward destruction or choose the path to a sustainable future for the Earth and all life on it.

### Systems

Humanity is a part of the Earth's natural living systems. Therefore, we must harmonize our man-made systems, including our economic and political systems, with the principles of nature and ecology. Our current institutions have become outdated and unsustainable, and need to be redesigned, so that humanity walks a path not of destruction, but of interdependence and co-evolution with the Earth.

## The 4-S Concept

The '4-S Concept' proposes four foundational components for building a new civilization

### Science

At the cutting edge of the sciences—including physics, cosmology, the life sciences, and consciousness research—new worldviews are emerging together with a deeper understanding of life. These new sciences could bring about a paradigm shift and provide key inspiration and foundation for building a new civilization.

### Spirituality

The inner awakening and the empowered creativity of individuals are the real forces that will shape our collective future. Our behaviors and priorities will drastically change as we evolve our consciousness to a higher level and experience the interconnectedness of all life. We must ensure that all human activities in our future global society—political, economic, and social—are founded on spiritual values.





FORUM 2005: CREATING A NEW CIVILIZATION

The *Creating a New Civilization* Initiative was launched on November 12, 2005 at an event in Tokyo co-sponsored by 14 like-minded organizations working in fields such as the environment, peace, economics, science and the media. Leaders and visionaries from different disciplines joined more than 4,000 concerned citizens to share their insights into the nature of the global transition that many believe we are currently undergoing, and to develop a compelling vision of a new civilization.



Mikhail Gorbachev



Prince El Hassan bin Talal

*We need effective global systems in an interdependent world, where everything is globalized including finance, resources and trade. Without vision and political will to build a new world order, nothing will change, and without a positive push from civil society, politics will not change.*

– Mikhail Gorbachev, Former President of the Soviet Union

*It is surprising that at the pinnacle of human scientific achievement, there exists a spiritual void, which like a black hole sucks everything into oblivion. The human spirit can be revived as a global spirit if there is selfless hope for freedom, equality and justice.*

– Prince El Hassan bin Talal of Jordan

*It is not necessary to keep having the GNP grow. What you want to see is the quality of life improve, including health, education, human rights, the environment and all the other dimensions of life.*

– Hazel Henderson, evolutionary economist

*The new scientific story shows that the evolutionary process that made hostile, competitive ancient bacteria evolve into peaceful collaboration to produce huge new cells is the same process that is driving us to shift from competitive nations to a global family.*

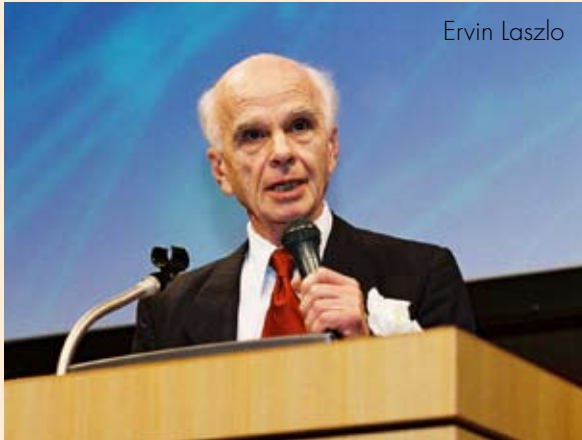
– Elisabet Sahtouris, evolution biologist



Hazel Henderson and  
Elisabet Sahtouris



James O'Dea



Ervin Laszlo

*An accumulation of scientific research from multiple fields indicates that human capacity is much greater than we are letting ourselves believe. Why do we dampen those powerful intuitions that constantly remind us that we are spacious cosmic beings and endlessly creative beings?*

– James O'Dea, Institute of Noetic Sciences

*The dynamic of development that will apply to our future is the non-linear chaos dynamic of complex-system evolution. The crisis we are currently experiencing will not be overcome by tried and tested measures, carried out step by step. The way beyond it lies in profound and radical transformation.*

– Ervin Laszlo, systems philosopher





### Founding Partners of the Creating a New Civilization Initiative



### FORUM 2006: COLLABORATION WITH YOUTH

The following year, 80 young leaders from various regions of the world came together to add their voices and energy to the initiative. They exchanged their visions, ideas and action plans, and launched a youth-led movement for creating a new civilization.

*In all that we do and in who we are, the youth of today make a commitment.  
They make a commitment to inspire and connect all for this new civilization.  
Let us together create a new civilization.*

From the declaration launching a global youth network



Forum 2006: Collaboration with Youth



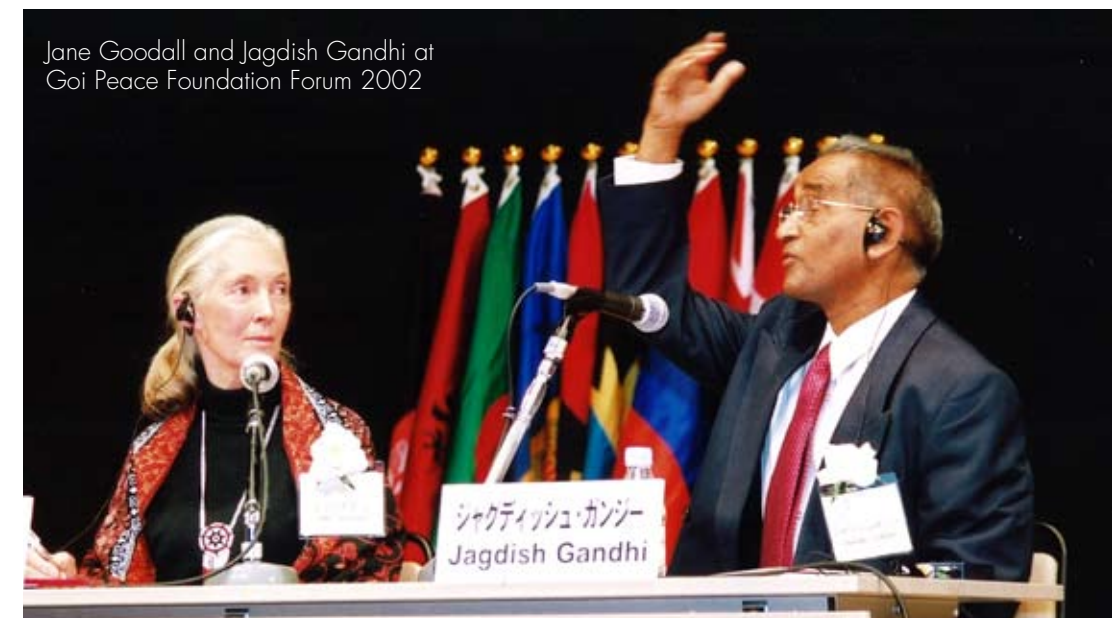
## PUBLIC EVENTS

The **Goi Peace Foundation** regularly holds conferences, symposia and lectures to inform and inspire the public to broaden their horizons, and to engage their participation in contributing to a better world.

### GOI PEACE FOUNDATION FORUM

The annual Goi Peace Foundation Forum provides a platform for scholars, activists, diplomats, policymakers and the general public to come together and, through dialogue, explore our way forward. Focal themes of past forums have included education, science, self-empowerment, youth, social entrepreneurship and philanthropy, with each forum program featuring international speakers and panel discussions, as well as arts, music and peace ceremonies.

Jane Goodall and Jagdish Gandhi at  
Goi Peace Foundation Forum 2002





## LECTURE SERIES: VALUES FOR THE 21ST CENTURY

The Foundation organizes regular lectures inviting forward-thinking experts in various fields to discuss new knowledge, values and wisdom for the 21st century.



Edward Suzuki

*The objective of the brain is to create a system in order to achieve a goal that has not yet been reached. We find happiness and purpose of life in this process of growth, not at our peak.*

– Gen Matsumoto, PhD, neural scientist

*All human desires boil down to three basic desires: to be loved, to love oneself, and to love others. They are the three conditions for attaining happiness and the nutrients that give us power to live.*

– Tsunetsugu Munakata, Doctor of Health Sciences

## lecture series excerpts

*The most efficient shapes and forms can be found in nature. Architect Buckminster Fuller invented the famous “Fuller Dome” by discovering the principles behind the shapes and designs he saw in the natural system.*

– Edward Suzuki, architect

*Words carry the unique vibration of the land where they are spoken. But on a deeper planetary level, we are all connected by the same vibration. Human beings are vibrations of consciousness—namely, spirit.*

– Shomei Yoh, picture book author and poet

*By transforming pollutants into usable energy, we will be able to reverse the principle of entropy and revitalize the Earth and the environment.*

– Teruo Higa, PhD, Developer of EM (Effective Microorganism) Technology

*The vision of integrative medicine is to treat the whole person, both body and mind, from birth to death, not just to achieve physical health but also to continue raising the level of consciousness.*

– Kazuhiko Atsumi, MD, PhD, President of Japan Society for Integrative Medicine

*The world develops as if it were climbing a spiral staircase. We go around in a circle, but we climb one level higher than before. “Progress and development” and “revival and restoration” occur simultaneously.*

– Hiroshi Tasaka, PhD, President of Think Tank SophiaBank

*From a planetary viewpoint, even earthquakes, volcanic eruptions and typhoons have positive functions, working to revive the sea and land. What we need to do is to design a robust civilization for the 21st century that can adapt to the Earth’s dynamic nature.*

– Shinichi Takemura, PhD, cultural anthropologist and media designer

*Spirituality is the experiential knowing that we are able to live through the connection to a larger life beyond ourselves. It is not exclusive to saints and priests, but inherent in all human beings.*

– Jin Tatsumura, film director

*In difficult transplanting operations, I talk to the tree with humility while doing my best to find the right solution. Then, the tree teaches me how to overcome the obstacle.*

– Konami Tsukamoto, tree doctor

*Reconciliation cannot be provided or forced upon from outside. It must come as the will of the parties involved.*

– Rumiko Seya, disarmament and peace-building specialist



Shinichi Takemura





Students in the Earth Kids Space program

# PEACE EDUCATION PROGRAMS

Our educational programs for young people are designed to nurture inner peace, respect for life and global awareness, emphasizing the leading role they can play in fostering world peace and sustainable development.

## INTERNATIONAL ESSAY CONTEST FOR YOUNG PEOPLE

The International Essay Contest for Young People is organized annually with the aim of motivating young people to actively contribute to building a better world. The annual contest, which started in 2000, has been a joint program of UNESCO and the Goi Peace Foundation since 2007. More than 4,000 entries are received from over 130 countries each year on a theme relevant to promoting a culture of peace and sustainable development. First prize winners in the children's category (ages up to 14) and the youth category (ages 15-25) are invited to Japan to receive the Minister of Education Award.

This program is endorsed by the Ministry of Education, Culture, Sports, Science and Technology of Japan, the Japanese National Commission for UNESCO, the Japan Broadcasting Corporation, Nikkei Inc., and the Tokyo Metropolitan Board of Education.



## essay contest winners 2000-2009

### International Essay Contest Themes

- 2000 Vision of peace for the 21st century
- 2001 Respect for life
- 2002 Harmony
- 2003 My vision for the future
- 2004 Making the most of my qualities
- 2005 Caring for our planet
- 2006 Learning to live together: promoting tolerance and diversity in globalized societies
- 2007 The role of media and information and communication technologies in building a peaceful world
- 2008 My project to create positive change in my environment. How can I foster sustainable development in my community?
- 2009 The role of science in building a better world





PROGRAMS FOR SCHOOL CHILDREN

School Lectures by Diplomats

The Goi Peace Foundation coordinates lectures by diplomats in elementary and secondary schools to offer students a “global learning” experience. Through direct interaction with a nation’s representative, children broaden their perspective to appreciate different cultures, traditions and customs, and at the same time, deepen their understanding of their own country from a comparative viewpoint. The program enjoys the cooperation of 95 foreign embassies in Japan.



Earth Kids Space Program

First developed as a program commissioned by the Japanese Ministry of Education, Culture, Sports, Science and Technology, Earth Kids Space offers a safe place for children to gather after school and on weekends, where they can learn about peace and harmony, and respect for all life and the environment through games, stories and interactive workshops. The program currently has 28 centers across Japan and in five other Asian countries, all run by volunteers.



PROGRAMS IN HIGHER EDUCATION

“Cultural Diversity in a Globalized World”  
Lecture Series by Ambassadors at the Gunma Prefectural Women’s University

Respecting and understanding other cultures is an essential precondition for any constructive dialogue between peoples. Since 2005, the Foundation has been cosponsoring a course at the Faculty of International Communication at the Gunma Prefectural Women’s University, inviting ambassadors of different countries as guest lecturers to address topics such as effective communication in diplomacy and approaches to peace building in the globalized world.

The Goi Peace Chair on Peace and Conflict Science,  
Munich School for Political Science in Germany

This chair was sponsored by the Goi Peace Foundation from 2004 to 2006.



Asian Educators Symposium



Lecture Series at Gunma Prefectural Women's University

PROGRAMS FOR EDUCATORS

We work with educators around the world to develop innovative and effective teaching programs, activities and methodologies, and support them in advancing peace education in their respective countries and communities.

“Creating a Culture of Peace through Education”  
Asian Educators Symposium and Exchange Program

Held in Tokyo in February 2008, this symposium brought together teachers from eight Asian countries for seven days of exchange and learning. Workshop sessions covered topics such as teaching tolerance for different religions, overcoming violence in classrooms, character building and moral education, and environmental education. The international participants also visited local schools and community classrooms to observe various educational efforts being made in Japan.





Ambassadors of 90 countries demonstrate their common resolve to promote world peace

## INTERNATIONAL COLLABORATION & NETWORKING

**T**hrough exchanges and joint programs, the Foundation collaborates with organizations and partners worldwide to promote global dialogue and outreach for advancing the cause of peace.

### COOPERATION WITH THE UNITED NATIONS

The Goi Peace Foundation maintains a Special Consultative Status with the Economic and Social Council of the United Nations, and official relations with UNESCO (United Nations Educational, Scientific and Cultural Organization). We cooperate with United Nations bodies and special agencies as well as other international and regional organizations to further our shared objectives.



**Creating a Culture of Peace – World Peace Celebration 2000** was held at the Nippon Budokan in Tokyo in September 2000, supported by UNESCO, the United Nations University, and the Japanese Ministries of Education and Foreign Affairs. This major multicultural event was designated by UNESCO as a Flagship Event for the International Year for the Culture of Peace, and drew more than 10,000 participants, including members of the Japanese imperial family and ambassadors and representatives from 90 countries.

**The Symposium and Exhibition Commemorating the International Year of Ecotourism** was cosponsored by the Foundation and the United Nations Information Centre at the UN House in Tokyo in July 2002, in conjunction with a photo exhibition on ecotourism.

**The Symposium Commemorating the UN Decade of Education for Sustainable Development** was organized at the UN House in Tokyo in July 2005, supported by UNIC Tokyo and the Japan Council on the UN Decade of Education for Sustainable Development. Along with promoting the Culture of Peace, Education for Sustainable Development (ESD) has been a focus of the Foundation's education programs.



UNESCO Asian Youth Forum



Ecotourism exhibition

**The 'International Day of Peace' Educational Program** was organized in collaboration with UNIC Tokyo to encourage schools throughout Japan to observe the International Day of Peace on September 21. During the 3-year campaign from 2003-2005, a total of over 98,000 students from 235 schools participated in the program by celebrating peace and learning about the work of the United Nations including the Millennium Development Goals.

**The 1st UNESCO Asian Youth Forum** on "Intercultural and Interfaith Dialogue to Ensure Peace" was held in Jeju Island, Republic of Korea in June 2007 as one of the six regional youth forums organized by UNESCO. As an ongoing partner of the Youth, Sport and Physical Education Section at UNESCO, the Foundation co-sponsored the Forum and sent a youth representative.



Clockwise from top left: League of Arab States; World Health Organization; World Bank Group; World Trade Organization; Commonwealth of Independent States; United Nations High Commissioner for Refugees.  
Opposite page, left to right: International Atomic Energy Agency and Association of South East Asian Nations.

## peace pole dedications

In affirmation of a partnership for peace, the Goi Peace Foundation has co-organized Peace Pole dedication ceremonies with the following international and regional organizations (in chronological order):

United Nations Office at Nairobi (UNON)  
International Organisation of the Francophonie (OIF), Paris  
UN Department of Public Information, New York  
Organization for Security and Cooperation in Europe (OSCE) Secretariat, Vienna  
Association of South East Asian Nations (ASEAN), Jakarta  
Organization of American States (OAS), Washington, DC  
League of Arab States, Cairo  
The World Bank Group, Washington, DC  
Organization for Security and Cooperation in Europe (OSCE) Parliamentary Assembly, Bucharest  
Commonwealth of Independent States (CIS), Minsk  
Pacific Islands Forum, Suva  
World Trade Organization (WTO), Geneva  
Office of the President of the United Nations General Assembly, New York  
South Asian Association for Regional Cooperation (SAARC), Kathmandu  
International Monetary Fund (IMF), Washington, DC  
Organization of the Petroleum Exporting Countries (OPEC), Vienna  
International Atomic Energy Agency (IAEA), Vienna  
World Health Organization (WHO), Geneva  
United Nations High Commissioner for Refugees (UNHCR), Geneva  
Office of the High Commissioner for Human Rights (OHCHR), Geneva  
The Andean Community, Lima  
The Organization of The Islamic Conference, Jeddah  
International Labour Organization (ILO), Geneva

\* Peace Poles are monuments inscribed with the message *May Peace Prevail on Earth* in different languages. The Peace Pole Project is a grassroots activity promoted by the World Peace Prayer Society. There are now more than 200,000 Peace Poles dedicated around the world.





## GLOBAL PARTNERSHIPS

We believe that connecting and collaborating with like-minded individuals and organizations around the world is the key to stimulating a major trend toward a new global civilization. Besides initiating and promoting the Creating a New Civilization Initiative, the Foundation participates in global movements, partnerships and alliances that have similar aims. They include:

### Coalition for the Global Commons

An international partnership enabling leaders, experts in various fields and the public to work together for a new system of global economic and political cooperation.

### dropping knowledge: Table of Free Voices

An interactive platform for questions, concerns and initiatives from around the world, and a meeting place for concerned world citizens striving to turn apathy into action.

### World Culture Forum

An alliance committed to the establishment of a healthy balance between the six facets of our culture: science, art, politics, religion, economics and media.

### WorldShift 2012

A global movement dedicated to co-creating the foundations of a peaceful, just and sustainable world by the end of 2012.

### World Spirit Forum

A unique platform for spiritual, religious, political and social activists to gather and develop plans for a unified humanity with equity and solutions for global concerns.

### World Wisdom Alliance

A 'mega-network' of like-minded organizations and individuals addressing current societal and ecological challenges and opportunities, both globally and locally.

### World Wisdom Council

A group of experts from various fields and cultures convened to make recommendations for bringing about constructive change toward sustainability and peace.



Masami Saionji at the Table of Free Voices in Berlin, Germany



Hiroo Saionji participates in the 2nd World Culture Forum held in Dresden, Germany



## RESEARCH AND STUDIES

Institute of Peace Science

**The Foundation promotes** interdisciplinary research and studies to advance new worldviews, perspectives and practices that will support personal and social transformation toward a new civilization.

### Institute of Peace Science

An interdisciplinary study group coordinated by the Foundation is dedicated to exploring and mapping new scientific knowledge that facilitates a paradigm shift conducive to a peaceful and sustainable future for all life.

### 'Cultural Creatives' Survey in Japan

As part of an international survey to provide estimates of the spread of cultures of responsibility and solidarity in the world, the Foundation conducted a national survey in collaboration with the Club of Budapest and experts from the University of Tsukuba. An estimated 30% of the Japanese population were found to be "Cultural Creatives," with greater commitment to values such as ecological sustainability, personal growth and social responsibility.



## GOI PEACE AWARD

**The Goi Peace Award** is an international award presented annually to honor individuals and organizations in various fields that have made outstanding contributions toward the realization of a peaceful and harmonious world for all life on Earth.

### 2000: James Lovelock (United Kingdom/Scientist)



Dr. James Lovelock, an independent scientist, inventor and author, proposed the “Gaia Theory” stating that the Earth is a living organism that sustains a favorable environment with a self-regulation mechanism. The Gaia Theory suggests that humanity is a part of this great living system, and that our welfare depends upon the continued health of the Earth as a whole. This theory has contributed to changing people’s awareness of the Earth, and has inspired the global environmental movement.

### 2001: Ervin Laszlo (Hungary/Systems Philosopher)



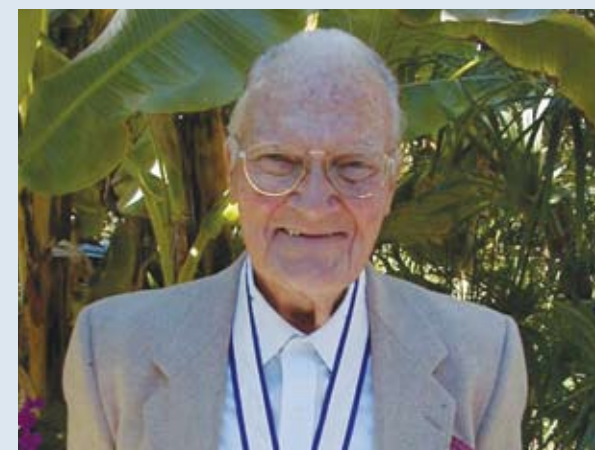
Dr. Ervin Laszlo, one of the world’s foremost experts on systems philosophy and general evolution theory, has made important contributions to promoting planetary consciousness for a new and sustainable civilization. Dr. Laszlo is the Founder of the Club of Budapest, an international association of opinion leaders in various fields dedicated to developing a new way of thinking and a new ethics that will help resolve the social, political, economic, and ecological challenges of the 21st century.

### 2002: Takeshi Umehara (Japan/Philosopher)



With his strong intuition and deep insight, Takeshi Umehara has developed a unique and comprehensive study of Japanese culture known as “Umehara’s Japanology,” integrating the disciplines of Japanese intellectual history, ancient studies, literature, religion and other fields. His endless pursuit of truth, unimpeded by commonly held beliefs and knowledge, has revealed timeless wisdom that is guiding humanity toward a peaceful and harmonious future.

### 2003: Robert Muller (France/Educator)



Dr. Robert Muller is Chancellor Emeritus of the United Nations University for Peace in Costa Rica and a former Assistant Secretary-General of the United Nations. Dr. Muller’s visions and forward-thinking ideas have offered hope, courage and inspiration to many people and institutions that are working for a better world. His World Core Curriculum has contributed to the promotion of a global education, with more than 50 Robert Muller Schools established around the world.



#### 2004: Oscar Arias Sánchez (Costa Rica/Statesman)



Dr. Oscar Arias, President of Costa Rica (1986-1990; 2006-2010), is a visionary leader who has made tireless efforts to promote global peace, democracy and human progress. With his innovative ideas, deep compassion and concern for the life of all people, he continues to be an inspiration and guide to policymakers and citizens around the world. Dr. Arias received the Nobel Peace Prize in 1987 for his peace work in Central America, and founded the Arias Foundation for Peace and Human Progress in 1988.

#### 2007: Bill Drayton (United States/Social Entrepreneur)



Bill Drayton is the Founder of Ashoka: Innovators for the Public, an organization which has helped launch over 1,800 leading social entrepreneurs in over 60 countries. Many of these individuals have successfully implemented pattern-setting social changes in the environment, education, human rights, and other areas of human need. Through his dedicated and pioneering work with Ashoka, Mr. Drayton has paved the way for a truly innovative citizen sector to emerge in the 21st century.

#### 2005: Lester Brown (United States/Environmentalist)



Dr. Lester Brown, Founder and President of the Earth Policy Institute, has contributed to promoting global environmental awareness and a sustainable and equitable world, through many years of research, analysis and advocacy. Dr. Brown has not only revealed the critical state of the present world, but has also provided a concrete vision of a new civilization and a road map for achieving an environmentally sustainable economy. His principal research areas include food, population, water, climate change, and renewable energy.

#### 2008: Bill Gates (United States/Philanthropist)



Through the philanthropic work of the Bill & Melinda Gates Foundation—which focuses on global development, global health and education—Bill Gates is not only saving millions of lives around the world, but is helping to restore hope and human dignity to the least privileged of our global family. His altruism based on ethical values and social responsibility and his commitment to bring innovative and lasting solutions to the world's most complex problems exemplify true leadership in the 21st century.

#### 2006: Duane Elgin (United States/Futurist, Educator)



Duane Elgin is a visionary writer, speaker and educator, best known as the author of the classic bestseller *Voluntary Simplicity*. He has contributed significantly to the creation of a new consciousness and lifestyle that fosters a more sustainable and spiritual culture. Major areas of Mr. Elgin's pioneering work include citizen empowerment, media accountability, promoting sustainable ways of living and exploring humanity's evolutionary journey and the universe as a living system.

#### 2009: Bruce Lipton (United States/Cell Biologist)

(Photo on page 22.) The author of *The Biology of Belief*, Dr. Bruce Lipton is regarded as a leading voice of the new biology. His pioneering studies have revealed that our environment, operating through the cell membrane, controls the behavior and physiology of our cells, and that life is not determined by our genes. His findings presaged one of today's most important fields of study, the science of epigenetics, and his educational activities are empowering many people to take control of their own lives and become responsible co-creators of our planetary future.

#### CULTURE OF PEACE SPECIAL AWARDS:

2000: Foundation for Cultural Heritage

2003: Genshitsu Sen (Former Grand Tea Master of Urasenke)

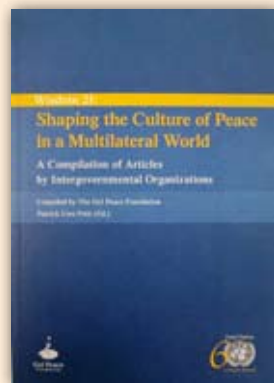
2005: Mikhail Gorbachev (Former President of the Soviet Union)



# PUBLICATIONS

We produce and distribute publications to introduce the visionary work of individuals and organizations that are making a positive impact in the world.

## CREATING A NEW CIVILIZATION SERIES



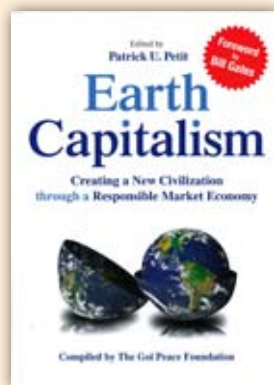
### WISDOM 21: Shaping the Culture of Peace in a Multilateral World (2005)

A compilation of articles by intergovernmental organizations. Published on the occasion of the 60th anniversary of the United Nations, the volume contains articles by heads of various UN institutions and regional organizations including UNESCO, UNHCR, the World Bank, the African Union, ASEAN, EU/European Commission, the League of Arab States and others, highlighting their multilateral efforts to promote global peace.



### EARTHRISE: The Dawning of a New Civilization in the 21st Century (2008)

A compilation of articles by leading-edge civil society organizations and networks that are paving the path for the emerging new civilization. Featured organizations include the Global Ecovillage Network, Schumacher College, the Peres Center for Peace, the Global Marshall Plan Initiative, the World Future Council and others active in fields such as politics and diplomacy, ecology and education, economics and business, science and media, as well as youth and spirituality.



### EARTH CAPITALISM: Creating a New Civilization through a Responsible Market Economy (2009)

A compilation of articles by forward-thinking scientists, economists, business leaders and social activists with strategic visions for a more just and sustainable world. It introduces concepts for a new economic paradigm supported by concrete ideas for alternative models of economy and innovative new ways for conducting business. Authors include Bill Gates, Lester Brown, Hazel Henderson and others.



### THE PEOPLE'S NEW DEAL: Creating a New Civilization through Social Entrepreneurship (2009)

A compilation of articles by some of the leading social entrepreneurs and organizations that are advancing the global citizen sector movement. While looking at this social trend in the context of a larger global transition, the volume presents concrete examples of innovative individuals that are tackling major social problems and triggering systemic change. Authors include Muhammad Yunus, Bill Drayton, Lara Galinsky and others.



### PHILOSOPHERS OF PEACE (2007)

Co-produced by the Goi Peace Foundation and the Munich School of Political Science as the outcome of a symposium held at the School in July 2006, the volume reflects on twelve outstanding philosophers of peace from past to present, east and west, including Confucius, Aristotle, Immanuel Kant, Mahatma Gandhi and Masahisa Goi.



### CREATING PEACE Magazine

The Goi Peace Foundation issues a quarterly magazine with reports on events and activities as well as articles on leading-edge approaches to creating peace and a new civilization. (Currently available in Japanese only.)



# LEADERSHIP

## Masami Saionji, Chairperson

A native of Japan and a descendant of the Royal Ryukyu Family of Okinawa, Masami Saionji continues the work of her adoptive father, Masahisa Goi, who initiated a movement for world peace through the universal prayer *May Peace Prevail on Earth*. As a spiritual leader and lecturer, she travels globally on speaking tours, and has led peace ceremonies in many countries as well as at the United Nations and other international organizations. She is the author of over twenty books including *The Golden Key to Happiness*, *You Are the Universe*, *The Earth Healer's Handbook*, and *Vision for the 21st Century*. She is also the chairperson of the World Peace Prayer Society, sister organization of the Goi Peace Foundation, an honorary member of the Club of Budapest, and a member of the World Wisdom Council. She was awarded the Philosopher Saint Shree Dnyaneshwara World Peace Prize of India along with her husband Hiroo in 2008.

## Hiroo Saionji, President

Hiroo Saionji was responsible for launching the Goi Peace Foundation and oversees its direction and activities. He is also the president of the World Peace Prayer Society. He is the great-grandson of Prince Kinmochi Saionji, who was twice Prime Minister of Japan during the Meiji Period. Mr. Saionji holds a BA in Economics from Gakushuin University in Japan and an MBA from Michigan State University in the U.S. From 1974 to 1986, he worked in the international division of bearing manufacturer NSK. He serves as a member of the Japanese National Commission for UNESCO, an Ambassador of the World Wisdom Council, and a member of the Board of Trustees of the Foundation for Cultural Heritage and Art Research, among others. In 2007, Mr. Saionji was awarded the Cultural Prize of the Dr. Lin Tsung-i Foundation of Taiwan, in recognition of his contributions to world peace.



Masami and Hiroo Saionji receive the Philosopher Saint Shree Dnyaneshwara World Peace Prize in Pune, India

## How You Can Participate

### Become a member

The Goi Peace Foundation is a public benefit nonprofit organization supported by members who share its aims and vision. Supporting membership is open to both individuals and organizations, with an annual membership fee of 10,000 Japanese yen for individuals and 50,000 yen for organizations. Donations are also accepted with gratitude.

For more information about our membership and activity schedule, please contact us or visit our web site: [www.goipeace.or.jp](http://www.goipeace.or.jp).

### Other ways to get involved

- ✓ Participate in lectures, forums, and other events sponsored by the Goi Peace Foundation.
- ✓ Embrace the spirit and aims of the *Declaration for All Life on Earth* and apply its guiding principles in your everyday life.
- ✓ Organize activities in your own community to raise awareness and promote a culture of peace.

## Foundation Profile

### Established

March 1999

### Legal Status

Public Interest Incorporated  
Foundation authorized by the government of Japan

### UN Status

NGO in Special Consultative Status with the Economic and Social Council of the United Nations  
Foundation maintaining official relations with UNESCO

### Financial Resources

Supporting membership fees, donations, other

### Supporting Membership

7,000 individuals  
100 organizations

### Offices

#### Headquarters

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E-mail: [info@goipeace.or.jp](mailto:info@goipeace.or.jp)

#### European Office

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Fax: +49 (0)89-3600-4313  
E-mail: [goipeace@web.de](mailto:goipeace@web.de)

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Masami Saionji

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Aikido Doshu

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Nanako Seki

Chairperson, U-Sin, Inc.