

A CONCEPT PAPER



A Feature Length Documentary Film  
Featuring Stories About Peacebuilding  
in Northern Ireland, Sri Lanka, Colombia, and Burundi



A Global Education Program To Inspire  
the Public and Educate Practitioners About Peacebuilding

PRODUCED BY

**SPECTRUM MEDIA**

THE  
Bridgeway Group

IN COLLABORATION WITH

  
THE FLETCHER SCHOOL  
TUFTS UNIVERSITY

IHS | Henry J. Leir  
Institute for  
Human Security

## **BEYOND DIPLOMACY: *Building Sustainable Peace***

“Peace is not the product of a victory or a command. It has no finishing line, no final deadline, no fixed definition of achievement. Peace is a never-ending process, the work of many decisions.”

*Oscar Arias – Former President of Costa Rica, Winner of the Nobel Peace Prize*

While the concept of “peace” is highly valued, few people understand how peace is achieved or what the peacebuilding process entails. How do former warring parties implement a peace accord? What are the steps to building reconciliation between communities who’ve committed terrible atrocities against each other? Why do some approaches work in some places, but not in others? There are many books and articles on the subject of peacebuilding and conflict transformation, yet while books often describe a methodology, they do not allow the reader to bear witness to the impacts of a successful peacebuilding process. A film, complemented by an education program and digital platform, can make the process and the people come alive. **When people see and engage with stories showing how peace is built, they will better understand how to achieve it.**

Spectrum Media and the Bridgeway Group, in collaboration with the Institute for Human Security at the Fletcher School, have partnered to develop *Beyond Diplomacy: Building Sustainable Peace*, a two-part program that includes the production of a feature length documentary focused on peace processes in four countries and the development of a state of the art global education program on peacebuilding. The project will combine compelling storytelling with customized education curricula, organized around a dedicated interactive web platform and in-class learning.

**Each country has a unique and powerful story that needs to be shared, about the struggle of human beings to reconcile and heal from violent conflicts. The documentary film will make these stories real and tangible; the education curriculum and interactive web platform will turn them into rich learning experiences.**

### **Part 1: The Film**

*Beyond Diplomacy* will distill the stories of peacebuilding from four countries into a single narrative. Developed and produced by Spectrum Media, the film will profile the peacebuilding processes in Northern Ireland, Colombia, Sri Lanka, and Burundi: Four countries on four continents, reflecting four different cultures and four different paths toward peace. Burundi is moving away from the fragile peace it achieved before 2015. Colombia is moving towards peace. Northern Ireland and Sri Lanka have achieved peaceful resolution to their violent civil wars, but important issues remain unresolved.

There is something especially revealing about telling these four stories in one film. The film, intended for a global audience, will offer viewers powerful stories of peacebuilding and reconciliation, showing what it takes to achieve peace, and how easy it is for that hard-won peace to fall apart. The breadth of experiences related in the film will demonstrate that peacebuilding techniques can work across cultures and in different conflict situations.

Production of *Beyond Diplomacy* has already begun. In 2015, the team spent four weeks in Burundi documenting that country’s fragile peacebuilding process, just prior to its collapse. A [preview video](#), including the remarkable footage shot during that visit, demonstrates the need for individuals, nations, and multilateral organizations to invest as heavily in peace as we do in war.

## **Part 2: The Global Education Program**

Peacebuilding is an incremental process, facilitated by effective communication, negotiation, and conflict management skills. As audiences learn about the value of peacebuilding through the film, they also need to have the opportunity to acquire the skills of peacebuilding, so that they might apply them in their own work, countries, and cultural contexts. These skills can be learned and are more effectively integrated into a practitioner's repertoire when accompanied by interactive learning tools.

The Bridgeway Group will lead the effort to develop the *Beyond Diplomacy Program's* interactive education curriculum, collaborating closely with faculty at IHS (the Fletcher School). The curriculum will be organized around a state of the art, multimedia, education platform and complemented by in-class learning opportunities, designed to teach peacebuilding skills to students and practitioners.

The footage captured for the documentary will form the basis of four multi-media case studies, each describing the peacebuilding process in each of the four countries featured in the film. Every country case study will include a variety of elements: ranging from a collection of videos of varying lengths—some 30+ minutes to describe the broader context, to others only 2-3 minutes and focusing on a specific topic or a lesson from a particular individual. The result will be an artfully woven tapestry that combines the video showing the actual work of peacebuilding and the people who do it with the customized education curriculum that explores the skills and tools used to achieve peace in specific cases, such as building strategic trust among parties in conflict or trauma healing practices for affected communities.

Another key component of the education program will be the creation of a digital platform for students and peacebuilders to share their work, their success stories, and the challenges they face. The platform will provide peacebuilders with opportunities to learn from one another. This integrated multi-media platform will ensure that *Beyond Diplomacy* becomes a valuable resource that will endure and continue to serve students, practitioners, and teaching institutions for decades after its completion.

The principal audiences for this educational program include students of diplomacy and development, as well as peacebuilding practitioners and professionals. There are many institutions and programs that could use both *Beyond Diplomacy's* curriculum and its digital platform as resources to supplement their own curricula, such as SAIS, UNITAR, the U.S. Foreign Service Institute, equivalent diplomatic training and educational institutions in other countries, and graduate programs in international relations.

### **Project Phases**

*Beyond Diplomacy* is an ambitious, five-year, four-phase program: Phase One (9 months) includes on-site research and production planning, design of a preliminary module for the education program, and the development of a proof of concept; Phase Two (20 months) will entail the shooting and editing of the 90-minute documentary. Phase Three (16 months) Distribution of the film and completion of the curriculum and digital platform; Phase Four (15 months) will include the rollout of the educational program in five partner institutions and the expansion of the film distribution. The program evaluation process will also be concluded in the fourth phase.

The program team is requesting \$225,000 to complete Phase One of the *Beyond Diplomacy Program*. We estimate that Phase One for this bold project will take approximately 9 months. During this time we will conduct research in each country, identify key players, plan and budget the shoots. Using video we shot in Burundi, we will create and test a sample content module, which will show how we plan to integrate the digital media platform and the curriculum. This module will be tested and evaluated at the Fletcher School and eventually included in the larger program proposal as a proof of concept.

During Phase One, we will interview academic leaders about how they might use this program in their own teaching. We'll also identify five educational partner institutions, which will ultimately rollout the global educational program. Finally, baseline data will be gathered in Phase One for a robust evaluation of the entire concept and its implementation.

## Current Advisors and Partner Organizations

### Advisors

- **Melanie Greenberg**, President and CEO, Alliance for Peacebuilding
- **Chic Dambach**, Woodrow Wilson Visiting Fellow, Former President, Alliance for Peacebuilding
- **Ambassador Rick Barton**, Diplomat, Author of *Peace Works: America's Unifying Role in a Turbulent World*
- **Michelle Breslauer**, US Director of Institute for Economics and Peace
- **Susan Hackley**, Managing Director, Program on Negotiation, Harvard Law School
- **Steve McDonald**, Global Fellow, Woodrow Wilson International Center for Scholars
- **Steven Youngblood**, Director of the Center for Global Peace Journalism

### Partner Organizations

- Alliance for Peacebuilding (Pending)
- Institute for Economics and Peace
- The Institute for Human Security, Fletcher School of Law and Diplomacy, Tufts University
- The Center for Global Peace Journalism

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