

## CONCEPT PAPER

### **BEYOND DIPLOMACY: *Creating the Conditions for Truly Sustainable Peace***

A Global Educational Platform to Train Practitioners in  
and to Educate the Public about Peacebuilding

**Created and Produced by Spectrum Media and the Bridgeway Group, in Collaboration With  
The Institute for Human Security, The Fletcher School of Law and Diplomacy, Tufts University**

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 books can’t tell the whole story. Film makes the process and the people come alive. When people can *see* how peace is built, they understand it better and can apply the skills in their own lives.

Spectrum Media, the Bridgeway Group and the Institute for Human Security at the Fletcher School have partnered to develop a unique multi-media, educational program called *Beyond Diplomacy: Creating the Conditions for Truly Sustainable Peace*. The project will combine documentary storytelling with customized educational curricula organized around a dedicated web platform.

The program will include four multi-media case studies, each focusing on the story of a peacebuilding effort in one country. By telling a variety of stories about countries emerging from conflict, *Beyond Diplomacy* will demonstrate that peacebuilding techniques can work across cultures and in different conflict situations. We propose to create media-based case studies of four countries: Burundi, Colombia, Ireland and Sri Lanka.

This program will offer information, inspiration, skills and tools to enable the participants to learn to address conflicts peacefully themselves. What is unique about *Beyond Diplomacy* is that it will both describe peacebuilding and show how practitioners apply different techniques in different countries. It will demonstrate *how* peacebuilding happens by sharing stories from the field.

The principal audiences for this multi-media program are students of and professionals in diplomacy and development. There are many institutions and programs that could use *Beyond Diplomacy* for training and education purposes. The program could be used by multilateral institutions such as the United Nations, the U.S. Foreign Service Institute, equivalent diplomatic training and educational institutions in other countries, NGOs and other relief and development organizations, graduate programs in international relations, and war colleges around the world, all of whom increasingly recognize the need to understand and integrate peacebuilding processes in their programs.

Each country case study will include a variety of elements, including a collection of videos of varying lengths—some 30+ minutes to describe the broader context, others 2-3 minutes focusing

on specific topics or particular individuals. Video showing the actual work of peacebuilding and the people who do it will be carefully woven together with customized educational curricula exploring the tools used in each case, such as building strategic trust among parties in conflict or trauma healing techniques for affected communities.

At the heart of every case study, there is a powerful story that needs to be shared about the struggle of human beings to reconcile and heal from violent conflicts. The videos will make these stories come alive; the educational curricula will turn them into rich learning experiences.

Production of *Beyond Diplomacy* has already begun. Jamil Simon, the media producer for the project, filmed in Burundi for four weeks with a local camera crew to make a film on peacebuilding. They shot most of the film just before Burundi's fragile peace collapsed following the election crisis. They were able to capture remarkable video of former presidents and generals who were inspired by the decade of peace and reconciliation work done there. All four countries have unique and compelling stories.

*Beyond Diplomacy* will include the production of a 90-minute documentary that will distill the stories of peacebuilding from the four countries into a single narrative. The feature length documentary, to be broadcast nationally and internationally, will show viewers how peace is built in different conflict zones around the world and what is possible when warring factions learn to resolve conflicts without violence.

Liz McClintock of the Bridgeway Group will lead the effort to develop interactive educational curricula, collaborating closely with IHS/ Fletcher and Fletcher faculty members. Ultimately, all the material will be organized around a dedicated web platform that will become the main channel for disseminating the information globally, using interactive media formats that lend themselves to web learning. The program will give students and peacebuilding practitioners access to a platform to share their work, their success stories, and the challenges they have faced, as well as provide opportunities to learn from one another.

We estimate that the initial research and development stage for this ambitious project will take approximately 6 to 9 months of work. During this time we will research the countries, identify key players, plan and budget the shoots, and develop a full, detailed proposal. Equally important, using video from Burundi, we will create a sample content module, which will show how we plan to integrate the digital media and the curricula. This module will be included in the proposal as a proof of concept. We will also interview academic leaders about how they might use this program in their own teaching.

The media production and curricula design for the four country case studies and the 90-minute documentary will take 3.5 years to produce; parts of the program will become available for use 12 to 18 months from the start date.

The integrated multi-media platform will ensure that *Beyond Diplomacy* will become a valuable resource that will endure and continue to serve students and practitioners for many years beyond its completion.

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