

# 2013 Annual Report of China World Peace Foundation

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## ●Address by the Chairman of the foundation

Year 2013 is very important for China World Peace Foundation.

--Looking back 2013, China World Peace Foundation, based on the mission of "international, neutral, cooperation and public welfare", has microscopically positioned itself as a platform of using peaceful development to lead diplomatic public welfare.

"Peace Garden" – the international stateroom in Beijing, invested and built by China World Peace Foundation, is the base of it. Facing the current international situations like multilateral constraint in politics, tripartite confrontation in economy, checks and balances in military, diversity of culture, inter-amalgamation of different values, changeable and overlapped interpersonal relationship, and our guideline is to enhance our ability building, integrate best quality resources, deepen our cooperation and specify our operation mechanism to serve the country and the world. We have walked out a development road of "Peace Garden-Harmony-Peace".

We proposed that China is part of the world, and should be responsible for the world; China is also part of human, and should dedicate itself to the human.

Now the world has changed to be strange and familiar, different and similar. The basis world once it relied on has been changed. However, opportunities and challenges are coexisting. Peaceful development has provided more extensive space for social reform, dialogue of civilization and economic cooperation in China. Our social responsibilities then become extremely important. China World Peace Foundation has set up friendship organizations with governments of different countries and international organizations through people to people diplomacy to extensively exchange ideas on the aspects of art, education, sports, health care and environment protection etc., to provide investment and help and to serve the world people actively.

Thereupon, our practice target is to build China World Peace Foundation an important international organization uniting governments and enterprises of different countries to realize UN MDGs. As an international NGO, China World Peace Foundation is going through an important institutional innovation in the development history of NGOs in China. China World Peace Foundation is striving to be the vital force in public welfare and philanthropy cause of international society. It keeps performing its responsibilities and mission, interpreting its

values and concepts with its actual deeds which have elevated its status and image. Besides that, China World Peace Foundation has set up partnership with other international organizations and worked with governments of different countries to open up a new way of sharing the fruits of world economic and social development. The founder of modern foundation theory Andrew Carnegie put forward in his book "criterion of fortune" published in 1889 that, the traditional foundation concept of concerning only about charity cause and fortune accumulation should be broke through. The foundation shall strongly support those promising researches and invention in the long run. China World Peace Foundation put emphasis on developing itself into an international NGO hub for networking other foundations to achieve common development.

Looking back 2013, China World Peace Foundation has gained support from governments and international organizations in 178 countries. The foundation microscopically positions itself as a grant-making foundation. In the ecological chain of the whole public welfare industry, China World Peace Foundation is always playing a role of "seed foundation", providing fund and resources. Through people-to-people diplomacy, social investment and multi-field multi-aspect resources, China World

Peace Foundation has supported international public welfare cause, drove social innovation and made every effort to fulfill the mission of MDGs.

China World Peace Foundation theoretically puts forward the concept of Five Unity which is necessary if it wants to become the leader of international community charitable public welfare cause. They are: unity of theory and practice, unity of tradition and modernism, unity of nationalism and internationalism, unity of professionalism and institutional capability, and unity of beyond benefits and credibility.

China World Peace Foundation proposes interaction on the practice of "Peace plus One" concept. This unique concept and the achievements achieved by China World Peace Foundation in accelerating the implementation of UN MDGs have been given much attention by the international community. The development concept of Peace plus One and its practical experience have provided instructive revelations to other developing countries, e. g. clearly establishing the preferred orientation of people's livelihood, always sticking to the effectiveness of government-led, and improving the cooperative mechanism of uniting international organizations and enterprises together to take full advantage of their resources. In 2014 China World

Peace Foundation will make efforts to promote Peace plus One concept, orderly conduct all-round, multi field international cooperation, innovate sustainable development mode through sharing value, use inheriting the traditional culture, developing modern civilization and building green environment etc. as its starting point, and use forum + club + industry mode to coordinate and promote the friendly communication between developed countries, international organizations, multinational enterprises with conflict areas and developing countries. With the support of financial institutions and social organizations, the foundation coordinates the allocation of international resources and win-win cooperation to help impoverished countries and disadvantaged groups. Someone said that foundation is an immortal cause while some scholars believed that personal life can be ended at anytime but the function of foundation keeps pace with the times. The personal dream may not be realized during one's life, but the foundation system can make people's dream come true in the years to come. Nowadays, the internal governance of China World Peace Foundation has gradually been moved toward scientization and specialization, and has gradually gained extensive approval and support from the worldwide cooperation network. China World

Peace Foundation has perfected its theoretical and practical system step by step, making them much more closely tied together. The function of the foundation will be extended unprecedentedly. The professional operation mode of the foundation tends to be more comprehensive. China World Peace Foundation will concern more about macro environment and social structure as improving social equality and justice has become a new historical mission. There are two important quotes which were put forward through observing the universe and social phenomenon by the Chinese and foreign sages. One is from Aristotle who used “rare, praiseworthy and noble” to describe donation activities. The other one from the founding Monarch of Shang Dynasty Tang, who was 1200 years earlier than Aristotle, said “If you can make things better for one day, you should make them better every day and never stop doing this”.

When the sun rises again from the east, China World Peace Foundation will step into 2014 with big strides by going with the rhythm of Chinese Dream and accelerating the implementation of UN MDGs, which is just like a Chinese poem says, “A time will come to ride the wind and cleave the waves; I will set my cloud-white sail and cross the sea which raves.”

## ●Roadmap of an international volunteer team

After ten years of struggling, China World Peace Foundation has won widespread support from international society through organization construction, civil diplomacy and innovative public welfare programs.

Our tenet: international, neutral, cooperative, public welfare

Our public welfare mode: Peace plus One

Our target: serve the country, serve the world

Our mission: everyone in the world has hopes and dreams, which will make the society more hopeful.

This is a time in need of thoughts.

This is a world in need of thoughts.

The world is full of contradictions in this era. Everything seems to be changing and it is definitely changing. People in this era concern more about the quality of life. They become more fastidious. Especially after the precipitate global financial tsunami attacked in 2008, people were shocked and totally changed from thoughts to acts, values to pursuits, and spirits to desires. The earth became silent overnight. People fell into deep thoughts, where would the world go? Where would human being go?

From then on, Mr. Li Ruohong, the founder of China World Peace Foundation started his continuous and deep thinking. If the world is moving and all things on earth are changing, governmental diplomacy, parliamentary diplomacy, public diplomacy and civil diplomacy shall also keep paces with times. Mr. Li believes that an era of multidimensional diplomacy has arrived. He has been deeply inspired by summit diplomacy which means during the establishment of international political and new economic order, national leaders wish to build good “personal” relations with others through summit meeting, international conferences and visits. They prefer to reduce national contradiction and conflict and maintain world peace by collect thought sparks in tolerance and compromise.

The “Peace plus One” mode proposed by Mr. Li Ruohong has become the most easily-popularized and most effective reproducible case in public-benefit diplomacy.

China World Peace Foundation believes that general public has a natural distrust or even aversion toward direct simple propaganda of the governments in other countries. All the successful people-to-people diplomatic cases in the history were planned by the government but implemented by semi-official and civilian powers. Along with globalization process,

non-governmental organizations of different scales have been walking onto international stage and playing more and more important role. They not only formed and developed their own self-independent diplomatic policies (e.g. supranational public diplomacy practice of UN, public exchange strategy of EU, image promotion activities of NATO “public diplomacy department”, etc.) but also turned themselves into important participants of civil diplomacy and public diplomacy. China World Peace Foundation is welcomed by China and the international community because of its “neutral”, “independent”, “credible” and “pragmatic ” image.

Civil diplomacy and public diplomacy implemented by NGOs have unique advantages. That’s because they perform responsibilities in the name of “global citizens” who are “neutral and universal”. Generally speaking, they are the symbols of general morality and international justice and have good prestige and image in international society. NGOs can be considered as the instruments or channels for the country to build and improve its image. Some of the NGOs are extraordinarily good at influence foreign publics. Although not all of them are successful, it is an indisputable fact that the NGOs, no matter big or small, have exerted larger and larger

influences on foreign publics through their increasing international networks. Governments of different countries have noticed this and now begin to take advantage of them to conduct people-to-people diplomacy and public diplomacy.

Today in China "survivability" pressure decreased significantly, "developmental" pressure highlighted in an all-round way. "To feed people" is "not a subject of giving less but a matter of inequality". Social equity and justice are the bitter "greens" behind brilliant achievement. With its economic growth, China developed itself from a poor country to the world's second largest economy in the past 30 years which was completed by many developed countries in hundred years. Thus China would be more tightly linked with world development and play more prominent role in international society with higher expectations from outside world. Identifying the position of China needs to understand hardship and bitterness first. Hardship brings people confidence and strength, while bitterness brings people sobriety and rationality. For an ambitious country and nation, chewing bitterness is also a kind of happiness.

The rational, sober and scientific glory of China represents the glory of human progress. Although China still faces a lot

of difficulties and weaknesses, the present glory carries infinite hope of development of human being. The continuous rapid development of China benefits from world peace and development. In the meanwhile development of China provides precious opportunities and extensive space for other countries. The development which China seeks is scientific, peaceful, open, cooperative and win-win development. China has become positive participant, constructor and contributor in the international system. China advocates the concept of human destiny community which means giving consideration to other countries when pursuing the benefit of one's own nation and promoting common development of all countries during self-advancement. China shall take on international responsibilities equivalent to its great power status.

We have clearly realized that the important role which China World Peace Foundation plays in international and regional cooperation and exchanges is relied upon the particularity and freshness of the organization. In countries where foundations are not that fully developed, the aims of foundations are not international and regional communication only, but making use of that to integrate resources, use existing advantages, draw on each other's strength, find out peaceful development ways

and harmonious values led by the foundation, and promote social development, so that China World Peace Foundation can prevent useless efforts during development process. By keeping pace with modern international foundation partners, conducting social innovation and leading Chinese NGOs and entrepreneurs to contribute to international public welfare cause, China World Peace Foundation will achieve orderly healthy development.

☆**Academic research and organization construction**

Stick to the unity of theory and practice, i. e. the integration of theory and practice, the unity of knowing and doing. In the West, theories came before practice for foundations. However, China World Peace Foundation follows the principle of practice along with theories. China World Peace Foundation takes the scientific spirits and values of serving public benefits as its guidance, and professional knowledge as its basis. Looking back at the history of foundations in the world, it was a refinery process from being non-professional to professional. NGOs of different countries in different backgrounds and different periods of history have obvious different characters of that time. So does China World Peace Foundation. It theoretically holds the definition, function,

status, structure, method of foundation, as well as the relation and activity routines with governments and social organizations in different countries. In practice, it pays attention to public welfare programs. By linking theory with practice, China World Peace Foundation makes efforts to integrate public welfare resources supported by government and participated by enterprises, media, volunteers, and law and finance departments of the third parties. Relied on the platform of NGO, the society shall shift the focus to investment-oriented foundations that can influence those influential people. Gradually let them become the resources provider to the public welfare and charity organizations. They support, monitor and constraint each other, forming clear cooperative relationship to promote extensive launch of international public welfare programs and volunteer services, and improve the publicity, transparency, honesty and efficiency.

**Stick to the unity of tradition and modernism, i. e. unity of ancient and modern world.** Innovation of social benefit is inseparable from profound traditional deposits. Traditional Chinese culture is an important element for the innovation of Chinese social benefit programs. By inheriting traditional

culture and keeping pace with times, China World Peace Foundation shall build its culture to meet the demands of modern development. The history and traditional culture of people helping disadvantaged groups or their neighbors to pull through difficulties described in “The Commonwealth State” written by Confucius, “To the Best of the World” written by Mencius, “Lu Asks” written by Motse, and “The Analects of Confucius” reflect the rich cultural meaning of charity in Chinese history. China World Peace Foundation devotes itself in helping people in conflict areas and poverty-stricken areas, helping disabled people, offering relief to natural disaster-hit areas, supporting the development of traditional handicraft industry, investing in programs of water resources and infrastructure, narrowing down the gap between rich and poor, rural and urban, solving aging problems, and so on. Dealing with newly emerged problems during social transformation is not only the potential mission of the foundation, but also an important way to influence government and drive enterprises to explore an innovative sustainable development mode. China World Peace Foundation shall intensify its assistance to international public welfare programs and conduct win-win cooperation with its partners, making itself the leader of innovating

international public welfare cause.

**Stick to the unity of nationalism and internationalism, i. e. unity of local and western culture.** Innovation of social welfare must be based on traditional Chinese culture, carrying forward the fine national culture, and exchanging with world advanced cultural achievements. In an increasingly growing globalized world, people are much more dependent on each other, cultural differences are inevitable. Dialogue among civilizations is based on the recognition of differences and diversity of the world. As for China World Peace Foundation, being able to integrate into a tolerant and mutually respectful dialogue between civilizations in different environment is a vital skill. Chinese traditional culture always influences the Chinese people's behavior and thinking patterns. Practices of China World Peace Foundation were able to exert its effect in broad Chinese cultural context and specific cultural field. The development of the Foundation must be based on a deep understanding of Chinese traditional culture and practices. Facing the changes of discourse system and knowledge structure brought by the globalization, the foundation shall explore the differences between Chinese and Western culture and the influences brought by philosophical differences on China, and

build itself an effective foundation with the ability to form an international dialogue which is suitable for China's national condition at the same time.

**Stick to unity of professionalism and institutional capability, i. e. professionalism and institutional capability is an essential prerequisite for the development of China World Peace Foundation.** Only professionalism can help to improve the credibility of public welfare cause and the trust of donors to the execution capabilities of public charity projects, so as to stimulate the enthusiasm of the whole society to participate in social-benefit programs. The core of professional is specialization which is the basis of China World Peace Foundation for efficient operation. Honesty, interpersonal skills, analyzing ability, creativity, spiritual outlook, sense of balance and proportion, and sympathy are all inseparable from specialization; establishing relations with applicants, writing letter of intent for project inspection, refusing or replying to the letter of intent, making field trips, writing statement of funding documents, managing project and expanding influence after completion of the projects are all inseparable from specialization; investment cost accounting, comprehensive planning, logic model, strategic communication

are also inseparable from specialization. China World Peace Foundation shall build its adaptive capacity to strategic management, human resource management, business operation management and financial operation management; establish cultural norms, create brand, construct organizational capacity, cooperation mechanisms and evaluation system, and maintain ongoing reform momentum and acceptance of new ideas. Further than that, it should also strictly monitor and test those new ideas, face up to mistakes and the risks, empower itself with creative responsibility, and finally make itself a respectable international volunteer team.

**Stick to the unity of beyond benefits and credibility, i. e. social benefit and public credibility construction beyond self-interest is the important idea and practical action of China World Peace Foundation.** Beyond the interests is very important for anyone, that's because it leads human to get great wisdom. The benefit of the international society and the benefit of mankind are the targets and principle of China World Peace Foundation. Credibility is the influence and appeal emitted from China World Peace Foundation that must be considered as China World Peace Foundation's vitality. China World Peace Foundation needs strong support from international

society to accomplish its mission. Credibility is the core element for its survival and development. China World Peace Foundation is making effort to establish an efficient structure, accomplish its mission and vision, perfect self-regulatory mechanism, adhere to strict self-discipline, promote resource sharing and information exchanging, collect internal performance information and external performance information to support feedback management system, and consciously accept social supervision and evaluation, cooperate and communicate with different nationalities, different religions and different cultures. Based on pioneering spirit, critical quality and prospective vision, China World Peace Foundation walks at the forefront of society. It uses the known to create new knowledge, publicize social ideals, and promote the construction of social democracy and social credibility, gradually becoming a leader of international social welfare innovation.

**☆Innovate social responsibility with “diplomatic public welfare programs”**

In the work report submitted by Former U.N. Secretary-General Kofi Annan in 1997 on the 52nd session of the UN general assembly, he had explained eight major factors in

the world development. Among which the fifth factor was "the rapid development of transnational civil society organizations, and the increasing role of non-governmental international organization". The development of modern science and technology, the upgrading of communication technology and transportation tool, make the international communication even quicker and more convenient. Free trade brings the economic development and globalization of social problem which make non-governmental international organizations unusually active, especially in the fields of population, education, poverty alleviation, environmental protection, climate, science and technology, women and children protection, humanitarian aid, etc. Only government or international intergovernmental organizations alone can not face all these problems. So, this has provided a broad potential space for the non-governmental international organizations. At the beginning of China World Peace Foundation, Chairman Li Ruohong has chosen "diplomatic public welfare" as its starting point. It began to focus on peace and development, peace and security, economic development, global environmental governance and climate change, human rights, international law and other major areas. Chairman Li Ruohong put forward that to use China World Peace Foundation as a platform, to innovate

international social responsibilities, make foundation an international social service provider, neutralizer for international social contradictions, integrator of international resources, reflector for the international community request, executor of the international social responsibility and the promoter of social responsibility innovation to closely link the “diplomatic public welfare”, “international volunteers” and “international social responsibility”.

Then, to accelerate the implementation of the United Nation’s MDGs became the core target of China World Peace Foundation’s “diplomatic public welfare”, “international volunteers”, and the “international social responsibility”.

When mankind enters the rapid developing 20th century, continuous poverty undoubtedly becomes the greatest threat and challenge for social development. Throughout the world today, many wars, conflicts, social unrest and regime changes are directly related with the existence, lasting or even deterioration of poverty. Thus, poverty is of course a problem must be faced and solved together by international organizations around the world especially those in developing countries. In September 2000, “Millennium Development Goals”

were proposed at the United Nations Millennium Summit, got a firm commitment from 192 Member States. It fully reflects the consensus of the international community and collaborative efforts in this regard. Leaders of developed and developing countries have pledged to achieve these closely-related goals by 2015.

The United Nations MDGs are the consensus and the mission of international community to narrow the North-South gap and to promote common development. It carries the thousand year's good wishes of human being to unite against hunger, disease and poverty. Today, the MDGs have become the primary standard in measuring global development process and an important framework for international development cooperation. Currently the Millennium Development Goals have been implemented for 13 years, only more than one year left till the deadline 2015. In July 2012, the United Nations issued "2012 Report on Millennium Development Goals ". The report said that by 2010, the proportion of the world's population with extreme poverty and a lack of safe drinking water reduced more than a half compared with that in 1990. More than 200 million slum dwellers' life was significantly improved. Primary school enrollment rate of both girls and boys were almost the same.

This means the first, third and seventh item of the UN MDGs has already been achieved three years ahead of the deadline. But at the same time, emerging issues and challenges are still very severe.

Millennium Development Goals are very typical people-centered objectives and content system from the perspective of humanity itself. As described in "We Public: the Secretary-General's Millennium Report," the most important change in the thoughts and actions of the Millennium Development Goals is that "All of our work must be people-oriented. Let all people no matter men or women, old or young around all countries in the world has the ability to improve their lives. No calling is nobler than this and no responsibility is more important than this. As long as we do so, ... Everyone is allowed to share its opportunities." MDGs are guided by the value of "freedom, equality, solidarity, tolerance, respect for nature and shared responsibility". It highlights the exploration of development meaning from the perspective of human itself.

During the implementation of United Nations MDGs, China World Peace Foundation is profoundly influenced by people-centered and sustainable development philosophy. Thus,

China World Peace Foundation has formed a unique development philosophy---Peace plus One which has referential significance to other developing countries. Next year will be great opportunities for China World Peace Foundation to promote its development concepts and experiences into organization criterion and principle of international society.

In 2013, China World Peace Foundation has finished its basic hardware and software work in the process of implementing the UN Millennium Development Goals.

**●Starting from: Accelerate the achievement of UN MDGs through Peace plus One mode**

On September 23, 2013, Mr. Li Ruohong, Chairman of China World Peace Foundation and his party participated the high level forum of accelerating, expand cooperation and promote development goals which was held at United Nations headquarters and was presided by UN Secretary General Ban Ki-Moon. Mr. Li Ruohong, Chairman of China World Peace Foundation has introduced how the NGO founded by him did foreign public welfare creatively, how to make international exchanges in the field of culture, education, sports and health care to promote the conceptual communication and credit cooperation, to support and help the disadvantaged countries and the vulnerable groups.

He proposed to use public welfare mode of "Peace plus One" to accelerate the implementation of MDGs.

Adhering to the road of peaceful development, and under the guidance of striving to promote the building of a harmonious world, China World Peace Foundation innovates its "Peace plus One" mode in the process of implementing MDGs of the United Nations. In 2013, China World Peace Foundation has organized and participated in 165 international exchange activities, has met 12 head of States, political VIPs and leaders of international organizations, has received delegations from 217 countries and organizations (87 national delegations and 130 governmental and non-governmental delegations), and has had talks with more than 1700 persons.

The foundation has organized a variety of activities. Its institutional credibility has been further improved. Steady and breakthrough progress has been made about key projects while building its entity. Entity construction is the sally point of China World Peace Foundation for seeking sustainable development in its public welfare causes.

- a) The public-raising foundation invested by China World Peace Foundation has been supported by the tax administration of Chinese government;

- b) The Foundation has invested in youth sports training;
- c) The Foundation has invested a hospital;
- d) The Foundation has invested in setting up the museum;
- e) The Foundation has set up the special fund for South American countries;
- f) Cooperated with China National School of Administration and has established the special fund for international communication and training;
- g) Has set up a love club mainly with members from foundation's advisory council like ambassadors, experts, artists, and entrepreneurs;
- h) Improved and newly built diversified and individualized electronic network as its cooperative and popularizing carrier, and has become partner with multinational medias;
- i) Has set up the third party platform for legal and financial services.

International exchanges are increasing, the organization which the foundation belongs to and its cooperative organizations have unique advantages. They are as follows: China-Morocco Ibn Battutah Friendship Association, China-Tunisia Entrepreneurs Association, China-Senegal

Friendship Association, China-Cote d'Ivoire Friendship Association, China-Nepal Culture Exchange Association, DPR Korea-China Economic and Cultural Exchange Association, Guinea-China Friendship Association, China-Chile Friendship Association, Research Center on International Relations of University of Alberta, Canada, Peace and Education Center of Victoria University, Switzerland, China-Pakistan Science and Development Center, Mexico-China Cultural Exchange Center, American Silicon Valley Hi-Tech Innovation Council, Liechtenstein National Governance Foundation, Peace and Sport, Football is More, World Boxing Organization, Montessori Model UN, China NGO Network for International Exchanges, China Association for International Friendly Contact, China Society for People's Friendship Studies, China National Committee for Pacific Economic Cooperation, China National School of Administration, Beijing University, Beijing Foreign Studies University, University of International Business and Economics, Beijing NGO Association for International Exchanges, Beijing People's Association for Friendship with Foreign Countries, Beijing Association of Enterprises with Foreign Investment, Beijing Association for International Friendly Contact, Beijing Red Cross Society, as well as several provincial

governments, China Overseas Chinese Entrepreneurs Association, China Development Bank, Export-Import Bank of China, relevant policy research institution of the central Government, and China Association of Enterprises with Foreign Investment, etc. China World Peace Foundation has built the social economic development system through resources integration. Its role and value in serving the world and serving the peace cause are clear.

China World Peace Foundation actively explores the long-term mechanism of international non-governmental exchange by using its unique advantages. It conducts international exchanges by organizing diversified characteristic programs, such as: forum, exhibition, on site investigation, performance, painting, photograph shooting, on site visit, travel, cooking, tea art, golf play, table tennis play, DIY and so on. It has organized the multiple work groups to pay friendly visit to Africa, Europe and America. In international exchanges, foundation, insists on combining people-to-people diplomacy and public welfare undertakings, enhancing international multilateral exchanges, sharing the quality and connotation of value goal and the social responsibility. The foundation has vigorously promoted the

process of internationalization through its cooperation with governments of different countries, international organizations and with the embassies in China.

Pay attention to its brand construction, expand public welfare projects and get more things done for international exchange. Accelerating the implementation of UN MDGs is the basic working principle of China World Peace Foundation. It has not only signed cooperative framework agreements with governmental organizations of several countries, non-governmental organizations and international organizations, but also deepened the key projects on culture, sports, economy and others, and strived to do more practical work to promote the cause of peace.

**Use "Peace Plus One" mode to accelerate the implementation of UN MDGs:**

#### **☆Peace and Art**

The prosperity of art is a reflection of social peace and harmony. Through higher spiritual pursuits it achieves soul communion of people from different countries and different races. In 2013, China World Peace Foundation cooperated with artists and arts groups from different countries and areas, carefully worked at projects with international art

communication, social responsibility and international culture festival activities as its subjects, and made the tree of "peace and art" in full blossom.

- a) Together with the Art Academy of China Association for International Friendly Contact, China World Peace Foundation has had international art exchanges in "Peace Garden Museum". Diplomats from more than 30 countries, concerned leaders of Party, Government and Army, Artists, CEOs of multinational enterprise and celebrities from all walks of life have participated in the activity and large classic art album of 108 famous Chinese painters and calligraphers were presented to the participants;
- b) Together with Slovenia Embassy in Beijing, China World Peace Foundation has jointly organized Slovenia 2013 liberal arts and tourism promotion event in "Peace Garden Museum";
- c) Together with artists from South Korea, Haiti, Tunisia, Chile, the United States, France, the Dominican republic, panama, Malaysia, Cambodia, Monaco, Senegal, DPR Korea, Congo (the Democratic Republic), Nigeria, etc. China World Peace Foundation has arranged various forms of art activities to promote the international art exchanges;

- d) Together with Morocco Embassy in Beijing China World Peace Foundation has held a Chinese and Moroccan artists' painting exhibition. What is more, it has held South Korea-China Ceramic Craft Exhibition, Latin American countries' culture festival, friendly talkfest of senior officials and experts of China and the United States government, economic and cultural celebration between DPR Korea and China, the 10<sup>th</sup> anniversary of the celebration and exhibition on intangible cultural heritage protection held by UNESCO;
- e) Together with Ethiopian Ambassador who is also the Head of African Union, China World Peace Foundation co-sponsored a week-long "Across the Lines " Chinese and African painting and photography exhibition which was the follow-up activities of African Union in China to celebrate its 50th anniversary as well as 2013 Pan-African movement. The photography art exhibition was commonly supported by the mission of African Union and by the ambassadors and diplomats of African countries in China. It enhanced the art exchange between China and Africa and promote the mutual understanding between people's of China and African countries;

- f) Together with Beijing People's Association for Friendship with Foreign Countries, we have hosted the retrospective exhibition to mark its fifth anniversary on "Beijing in the Eyes of Foreign Friends" photography cultural activities and 2013 award-winning works exhibition. Total 4168 photographs from 57 countries participated in this activity. It recorded and showed the harmonious and happy life today and the hopeful life tomorrow in the perspective of foreigners. As a traditional project, it has become a grand party of communication for photography lovers;
- g) Some of the Caribbean countries did not establish diplomatic relations with China, but they are still the member of the international community. So across the governmental diplomacy to promote folk culture and economic cooperation is the advantage of China World Peace Foundation as an international NGO in China. The Foundation has held Grenada films reception and has created good conditions for interaction between Chinese entrepreneurs, financiers, artists, and media with the Caribbean countries. We have also invited the Trade Representatives from Haiti, the Dominican Republic and Panama with their family to gather in "Peace Garden Museum", to taste the wine and have

their local featured food together, to exchange ideas through cultural diplomacy and equal dialogue.

We put forward that "beautiful art is without border. Although the culture is different in different countries, the smile is the same". Through open and wide range of cooperation, we have promoted the regional folk friendly interaction with different artistic theme. We have chosen some large-scaled cultural groups which were suitable for cultural exchanges and corresponding governmental departments as well as well-known enterprises from the exchanging photography, music, art, pottery and national art delegations coming from five continents. We tried as far as possible to meet their requirements of showing their countries' art comprehensively to the international community by using China World Peace Foundation' s platform which has concentrated resources, wide influence, and support of its own strength.

### ☆Peace and Education

Educational development directly reflects the level of self-improvement and economic development of a country. It is related to the improvement of people's livelihood and social responsibility. Applying of educational resources will also affect cultural awareness of the international community and

the embodiment of comprehensive national strength. In 2013, China World Peace Foundation has made outstanding achievements in foreign education communication. Its international and domestic partners are increasing.

a) Every May and July we organize activities like Symposium, dialogue, visiting Peace Garden Museum and international Friendship Trees and seeing art performances for graduate students from prestigious institutions like University of Alberta of Canada, Victoria University of Switzerland, Columbia University of the United States, National University of Science and Technology of Pakistan, Beijing University, etc.. We irregularly invite concerned Chinese government officials and experts of diplomacy, culture, science and technology, finance, environmental protection fields to join the students for the academic discussions on the dynamic condition of regional peace, on traditional culture and modern civilization, on construction and environment protection, on democracy and the rule of law, healthy lifestyle, desertification control, fresh water resources, air pollution, the development of small and medium-sized enterprises and social responsibility, etc.. Many constructive suggestions have been put forward to some governments and academic institutions.

b) China World Peace Foundation has signed the cooperative agreement with Montessori Model UN organization and planned to publish three volume of children' s fable which should be based on the most popular children' s stories from all member states of the United Nations. The purpose is let the children in the world can exchange ideas and learn from each other by reading children' s stories.

c) Together with Chaoyang District Youth Activity Center and some international schools, China World Peace Foundation has encouraged students aged 5-16 to paint with the theme of peace. The foundation will build a platform for them to do painting and art exchanges with international teenagers. The foundation will also recommend excellent works to participate in international competitions and arrange exhibition for them. The foundation has formed the international education alliance with the existing education resources to research on the international focused issues and social economic development issues needed by developing countries and to create opportunities for the exchange of international academic achievements.

### ☆Peace and Sport

Sport diplomacy is the important strategy of people-to-people

diplomacy and public diplomacy. Sport as a "universal language" loved by the public around the world, there is no doubt that it becomes the most regular and effective way of communication among various civil organizations of different countries and plays the irreplaceable important role than other cultural exchanges.

a) The celebrity delegation led by Mr. Jack Brewer, the retired American football captain and the delegation of Professional Basketball Alumni Association have visited China World Peace Foundation with the aid of using the platform of the Foundation to promote the popularity and professionalization of American football and basketball in Asia, and to reach cooperative agreement on project training and event promotion. China World Peace Foundation has set up a public welfare project together with "One World Football Project" to support them donating ten hundreds football to China, and together with our partners to distribute those footballs to the children in the remote and poor areas of China. China World Peace Foundation is deepening the Asian American cultural exchanges through its public welfare mode.

b) Mr. John Duggan, Vice President of the World Boxing Organization which has 102 countries as its members has led a

delegation and visited China World Peace Foundation. He expressed his thanks to Mr. Li Ruohong, Chairman of the Foundation for his public welfare concept of "using the power of justice to maintain social equity and the world peace". On behalf of WBO, Mr. Duggan has presented a gold belt- the highest honor of professional boxing to Mr. Li Ruohong to recognize the contribution to the peace cause made by China World Peace Foundation during its cooperation with WBO. China World Peace Foundation has reached several agreements with WBO to support Chinese boxing athletes to enter international professional ranks, and to promote the relevant events and industry.

c) China World Peace Foundation has participated in the international forum hosted by "Peace and Sport"-*L'Organisation pour la Paix par le Sport* under the High Patronage of H. S. H. Prince Albert II of Monaco and has joined the "Together we are Stronger" international forum launched by "Football is More" Foundation of Liechtenstein Prince. Mr. Li Ruohong, the Chairman of the Foundation has given a keynote speech on the Forum in the title of "No Social Economic Development without Partners". On behalf of China NGOs, he has established the unforgettable friendship with head of states, politicians, and athletes who were on the forum. Together with "Football is More"

Foundation of Liechtenstein and the Zayed High Organization of the United Arab Emirates, China World Peace Foundation will organize a football team of Chinese young people of special need to join football match and exchange ideas with other Europe and the Arab countries in May and November of 2014. Let people with disabilities have the same opportunity as healthy persons to enjoy international exchange, sport, and happiness.

d) China World Peace Foundation expands unceasingly its "Peace Ambassador" team. It invites world famous athletes and Olympic champions to be its "Peace Ambassadors" to encourage adolescents and special need groups with healthy psychology and positive spirit through sports, and let the model role of champion into full play.

e) The foundation has hosted the "Peace Cup" International Golf Tournament continuously for fourteen years. The theme of the tournament of year 2013 were "Sports Promote Peace; Public Welfare Causes promote Cooperation; and Co-Constructing World City". The tournament was concerned and supported by international societies. More than hundred Ambassadors and diplomats, CEOs of multinational enterprises and celebrities of all fields both internally and internationally joined the event. After the match China World Peace Foundation gave all

the obtained donations to Maldives Olympic Committee for their youth drug treatment program according to the proposal of Maldivian Government.

In order to strengthen the physical quality training for the teenagers, China World Peace Foundation has completed its plan of choosing training bases in Europe and in America. In the summer of 2014 the training bases will be officially open for operation.

### ☆Peace and Health

No matter being rich or poor, the awareness of caring for life will be reinforced along with social, economic and cultural development.

- a) In accordance with UN Millennium Development Goals of reducing child mortality, improving maternal health and combating HIV, China World Peace Foundation has arranged academic investigation and talks with leaders of Polish Chamber of Commerce, well-known medical team from the United States, United Kingdom and South Korea, the health and medical departments of the Chinese government and industry associations, Beijing Red Cross Society and experts of medical and health care fields and has reached common view on issues of human health, medical assistance,

health planning, integrative medicine and traditional Chinese medicine training. The Foundation will rely on the entity of its partner to start its operation.

b) China World Peace Foundation and China Medical Women's Association organized an international forum in Beijing with the theme of "care and rescue". When participating in 2013 World Health Expo in Shanghai, the foundation proposed to promote exchanges and cooperation in the field of medical and health, to promote sustainable development of international health industry and human health cause, and to help poor countries and disadvantaged groups with these health concepts.

c) China World Peace Foundation has invested and established a Beijing Peace and Health Development Center. As the professional research institute on China and world health care issue under the new situation, it optimizes the cooperation projects by promoting the three-dimensional emergency measures in the spirit of "humanitarian philanthropism" which benefits the livelihood of the people. Beijing King's Garden Hospital is located in the Diplomatic Area of Beijing and is one of the international medical health care projects of China World Peace Foundation. It

keeps good contribution records on providing free help to leukemia patient, blind Tibetan child, deaf and mutes school as well as foreign friends.

- d) China World Peace Foundation has signed agreement with Beijing Association of Physicians on project cooperation. They will provide academic and clinical experience from more than 100 medical experts to support the Foundation and will provide door-to-door service regarding the elderly medical green channel, chronic and stubborn disease prevention, combining traditional Chinese and western medicine in treatment of intractable diseases to serve of the people's livelihood and to win the foundation's premium image.

At the same time, China World Peace Foundation also has given much attention to the international exchange on economic and environment protection fields in 2013.

- a) China World Peace Foundation has signed a cooperation agreement with Morocco Diplomatic Foundation. The aim was to take measures and cooperate for the social and economic development of the two countries and even for the other countries in the world. Both sides decided to jointly host international forums, conduct cultural exchanges, develop sports and education, lead entrepreneurs in investment and

trade, and at the same time take social responsibility.

- b) China World Peace Foundation has taken Chile Ambassador and his party to Shandong and Heilongjiang for visits to promote the local government and entrepreneurs to pay much attention to South American countries to stimulate investment and trade through public diplomacy and to create more conditions for Chinese enterprises to go abroad and world.
- c) When the principal representatives of Boao Asian Forum and China National Committee for Pacific Economic Cooperation as well as some Asian government delegation visited China World Peace Foundation, they have reached a consensus on Asian Economic development and public welfare projects. Together with the Foreign Ministry of China and U. S. Embassy in Beijing, China World Peace Foundation has held a “Forum on Chinese Enterprises Invest in the United States” . Government officials of both countries and experts had active discussions with the participants on the issues of financial investment, law, public relations and taxation. Through this discussion, more and more Chinese companies would expand their overseas business, would strengthen multilateral cooperation, and would get mutual benefit and win-win results.

- d) China World Peace Foundation together with the chief principals from China National Development and Research Commission and Beijing Municipal Government had discussions with the chief representatives of Montreal Bank of Canada, HSBC of Hong Kong, Citibank of the United States, Cisco Group and Samsung Group as well as famous entrepreneurs from China mainland, Hong Kong, Macau and Taiwan on world financial situation, investment opportunities in China and the development future to promote the complementary advantages between regions, to solve the problems in progress, to reduce conflicts, and to make great contribution to the world economic recovery and peace.
- e) China World Peace Foundation also had meeting with Tunisian delegation comprised of governmental officers, entrepreneurs and artists. They have reached a number of cooperation agreements in social, economic, environment protection and cultural aspects, aiming at promoting government-to-government and people-to-people exchanges and cooperation.
- f) By respectively the exchange visit with the DPR Korean government delegation and the South Korean government delegation, China World Peace Foundation has discussed

cooperation expectations on the people's livelihood, tried to ease the conflict tension, and to promote peaceful development through love and action.

All series of activities of "Peace Plus One "which we held and all the innovative projects we put forward to promote the social responsibility have international and brand effect and have won extensive support and participation from governments of different countries, international organizations and non-governmental organizations, enterprises and the partners. This not only makes us moved, but also inspires our confidence and strength.

## ● Conclusion

Globalization is not only the historical background and social environment but also provides technical base and theoretical path for the rising and development of civil diplomacy and public diplomacy. This is bound to bring new opportunities and challenges to civil diplomacy and public diplomacy.

In 2014, China World Peace Foundation will further perfect its theory and practice systems; complete its strategic plan; summarize its remarkable achievements in achieving Millennium Development Goals and share the Peace Plus One development ideas and experience with other developing countries and international organizations. The foundation will put key emphasis on building itself a hub of international NGO organizations and considering organizations of different kinds as its own partners to jointly promote the development of international NGOs.

At the same time, the foundation shall seize the opportunities brought by new development trends of private diplomacy and public diplomacy:

First, network diplomacy will become an important part and realization form of civil diplomacy and public diplomacy. The

main pillar for globalization is the added-value of brought by the development of optical fiber, cable, and satellite communications. Process of globalization brings many deep-seated problems to diplomacy in future. E. g. how would a country exchange, find, target and use information. This trend provides a broad development space and technical support for future diplomacy (network diplomacy). Compared with traditional media like television, radio and newspapers, internet has a prominent advantage of providing information instantaneously and allowing people to share. Information is never one-dimensional or lack of option. Any international subject can easily overcome the space barriers for information transmission and send out or obtain important information in the first time. Therefore, network becomes a convenient and flexible tool that civil diplomacy and public diplomacy can take advantage of. While providing an important platform, internet brings new challenges to civil diplomacy and public diplomacy. Firstly, internet provides an extremely free space that none of any other media can compare. This makes it impossible for any country to achieve government control in real sense. While international language information occupies most of the network, there is a possibility that some countries

or people may slander others and enhance their own reputation through internet. Secondly, sensitivity of internet brings opportunities and challenges to civil diplomacy and public diplomacy. Thirdly, as a new platform for civil diplomatic and public diplomatic information exchanges and communication, network has its vulnerable side.

Second, the acceleration of globalization provides more organizations and individuals with the opportunity to participate in civil diplomacy and public diplomacy. General public plays an active role in civil diplomacy and public diplomacy, more than a passive target of the government's foreign policy. Individuals and groups can directly participate in international politics through internet and play its role through global civil society no matter independent from the government or not. On one hand, general public and non-governmental organizations are important target groups for civil diplomacy and public diplomacy activities. They can affect the civil opinions of the target country as an indirect tool. On the other hand, non-governmental organizations and enterprises are important executors for overall governmental diplomacy. They conduct people-to-people diplomacy and public diplomacy through culture and arts, education, sports, health care, and other

areas. They make diplomacy a part of their life like the saying goes “ countries relation lies on the people” .

Third, civil diplomacy and public diplomacy will take on a wider range of topics. “New Civil diplomacy” and “new public diplomacy” are no longer just “ self propaganda, expand friendly intercourse”, or the economic interests of the relations between the countries. There are also efforts to establish relations with civil society actors of other countries, and to promote relations between domestic and international nongovernmental organizations. Therefore, in order to better accomplish these more complex and meaningful missions of civil diplomacy and public diplomacy, China World Peace Foundation has to be good at cooperating with other departments and organizations, especially has to be neutral, independent and initiative as a non-governmental organization. The foundation shall work with official and non-official institutions and play its role as “Peace Ambassador” in its global network and launch more activities on civil diplomacy and social investment. To establish contact with transnational civil society will become a part of our key work. In Palmerston’ s era, the assertion of “no permanent friends” could be right, but today’ s diplomatic art must include the

efforts of letting the people of other country to stand on our side. For the protection and realization of global interests, the countries today need to have "permanent friends" in other countries. China World Peace Foundation shall not only understand the public opinions abroad and let China's foreign policy, Chinese history and national conditions known by international community, but also establish good image and reputation in international exchanges, achieve international recognition and cooperation, in order to build a peaceful harmonious international society.

Fourth, people-to-people diplomacy and public diplomacy are the important approach for the international communities to turn the corner. When regional tension and confrontation are there, the role of the civil diplomacy is more prominent. There is no winning or losing in the war, the only suffer and injury are the feelings of the people and the interests of the people. In the 21st century, the international family is a grand alliance of anti-war. To solve the problems in those conflict countries and areas people need to go through five steps like moderation- reconciliation- friendship - harmony-and harmony in diversity. Civil diplomacy is a multielement diplomatic form which has been and will continue to be a cognitive form of

diplomatic public welfare theory and practice in the communication of different cultures, in the promotion of the cooperation between countries and communities, and in the meaning of peaceful dialogue among civilizations and action to solve difficulties and hot issues in conflict areas, disadvantaged countries, and vulnerable groups, to achieve social inclusion.

“Sailing on the sea of inscrutability, steer your boat in favour of the wind.” China World Peace Foundation as an international volunteer team will carry on the banner of peace, development, cooperation, and win-win, promote the spirit of equality, mutual trust, tolerance, mutual learning and the whole world hand in hand, carry out even more proactive diplomatic public welfare projects, expand confluence of the interests of all parties and countries. The diplomatic public welfare content of China World Peace Foundation will be richer, and its structure will be more extensive, and its pragmatic steps will be more solid.

The international volunteer team of China World Peace Foundation has confidence, wisdom and strength but knows as well that it still has long way to go...