

Making the World Better for Future Generations

# SUNHAK PEACE PRIZE



1. Vision of the Sunhak Peace Prize



### True Parents Speech



"The Sunhak Peace Prize for peace of humanity"

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

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





#### Vision of the Sunhak Peace Prize

# Realize Peaceful World Based on True Love

# Lead the 21st century civilization of peace

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



# Create the Culture of Peace in Cheon-II Guk

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

# The Peace Ideology of True Parents

1. Vision of the Sunhak Peace Prize





# Internal & External mission of the Sunhak Peace Prize

# Lead the 21st century civilization of peace

# Spreading Peace Achievements

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

Raise global awareness of TPs' achievements

### Building a Network of Peace

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

Expand the concept of solidarity

# Inspiring Self-respect

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

Inspiring self-respect and hope

1. Vision of the Sunhak Peace Prize





2. Branding of the Sunhak Peace Prize





# Brand Asset of the Nobel Peace



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

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



# Sunhak Peace Prize Branding Process

Centering on the peace vision of the Sunhak Peace Prize

# Becoming the most prestigious peace award in the world

Vision Identity Concept Strategic Promotions

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



Peace Vision

# [ One Family Under God ]

Humanity is a family community of love spanning successive generations

### RECIPROCITY

between current and future generations

'One Family'

Respect for human rights

Resolution of conflict

Ecological conservation





Identity

### [ Peace Prize for Future Generations]

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



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





Concept

# Main Concepts

### **Future Oriented**

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



# Transcending All Barriers

Beyond all boundaries, promote a world-wide peace culture



### Sustainable

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



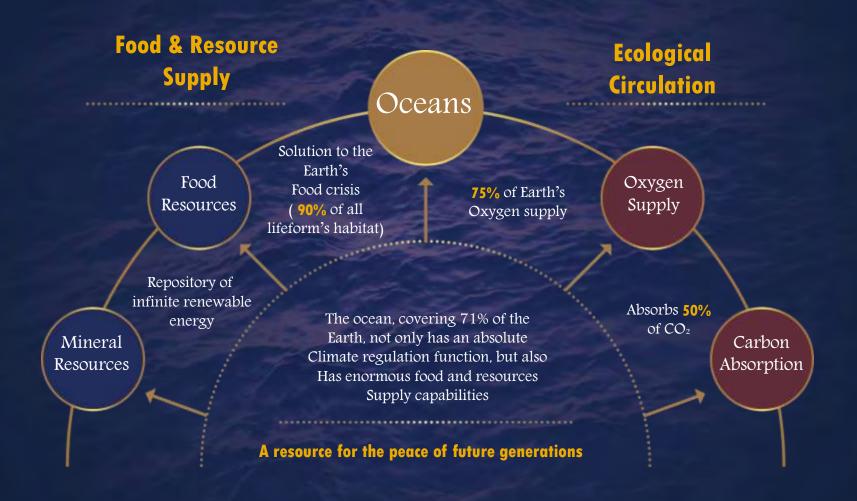




# 3. Ocean Providence and 2015 Award Theme



### Importance of Future Peace and Oceans







# True Parents' Future Peace Vision : Ocean

Beginning of ocean providence with Cheon Seung Ho

"Cheon Seung Ho was an exceptional boat.

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

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

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





# True Parents' Future Peace Vision : Ocean

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



"Where can we find the solution for the serious problem of hunger?

The ocean is the new resource repository. I think of it as catching fish for humanity. So we are catching krill shrimp in Antarctica and creating powder (fishmeal) trying to save humanity dying of starvation."





### True Parents' Future Peace Vision

Ocean

The Pacific Rim

KOREA Ocean Development

**JAPAN** 

USA

5

BRAZIL

#### Sea food development

Developing sea food resources as a solution for hunger

Researching and developing support industries like shipbuilding, fisheries, and aquaculture KOREA: Yeosu, Jeju development

USA: Hawaii, Alaska development

**BRAZIL**: Pantanal development

#### Ocean leisure & education

Promoting co-existence with the sea as a joyful vocation

Practical education of ocean skills like fishing and sailing

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

3. Ocean Providence and 2015 Award Theme





### True Parents' Future Peace Vision: Ocean

Shipbuilding industry

Leisure: Maritime education

Fisheries & Aquaculture industry

1. Shipbuiding technique R&D

#### Research

Fiberglass technique Resin plaster molding technique patents

#### Shipbuiding, Shipping

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

#### **Key vessels**

Cheonseungho New Hope Cheonjeongho Wonmo 2. Leisure Industry & Training Marine Experts

#### Fishing tournament

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

#### Marine leisure agencies

The Ocean Resort Geomundo Island Hotel Cheonghae Garden Training Center

#### Marine expert training

US maritime leadership training Yeosu maritime leadership training 3. Leisure Industry & Training Marine Experts

#### **Fishery processing**

Alaska ISA NY SEA PRODUCT IOE Aesthetic industry

#### **Fisheries**

Ocean Peace Inc True World

#### **Aquaculture**

Massachusetts lobster farm Jeju Asia Forum

Pioneering model of ocean development that humans can coexist peacefully

3. Ocean Providence and 2015 Award Theme





Theme of the 1st Sunhak Peace Prize

Solution for future crises

The future peace of humanity depends on the

OCEAN

True Parents' peace vision for the ocean





# 4. Process Report





### Sunhak Peace Prize Committee Inauguration

August 11, 2014 Korea Press Center

**Attendance** 

170 people

**Key attendees** 

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

Media coverage

3 radio stations, 14 media,
27 journalists







### Sunhak Peace Prize Candidate Reception Status

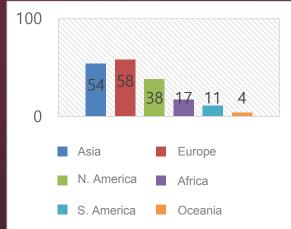
Continent	Nation	No.	No. by Continent	
	Austria	3	58	
	Belarus	1		
	Belgium	2		
	Czech	1		
	Denmark	3		
	England	4		
	France	7		
	Germany	7		
	Ireland	3		
	Israel	3		
Europe	Italy	4		
	Macedonia	1		
	Malta	1		
	Netherlands	2		
	Norway	2		
	Russia	2		
	Slovakia	2		
	Spain	2		
	Switzerland	7		
	Ukraine	1		
North	USA	33	38	
America	Canada	5	38	
	Argentina	2		
	Brazil	3		
	Costa Rica	1		
South America	Cuba	2	11	
7 111101100	Ecuador	1		
	El Salvador	1		
	Nicaragua	1		
	Australia	1		
Oceania	Marshall Islands	1	4	
	Palau	1		
	Solomon Islands	1		

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

# Total Submitted Applicants 66nations, 182 people

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

#### **submitted Applications by Continent**





### Press Release Regarding Timor-Leste Donation

세계일보

2015년 01월 14일 수요합 002면 중합

# "선학평화상은 인류의 희망" 동티모르, 10만달러 기부

구스마모 총리 "평화사상 동참" 각료회의 상정 만장임치 승인 흥일식 위원장 "지구촌 큰 율립"

在快车70A at 152 Manager com

문화모드 함께가 선택하상하였으며 선택인되게 기급으로 10시되는데 이 (00개성) 제 가수였다. 생태모르는 2002년 인도네스아에서 독립해 '에서아 어서 가장 많은 나라'로 하였다. 선택에 화성은 세계점화용됩기본인한 문선병 문제인 현취를 기관되지 한테자 중요가 본대의 현취를 기관되지 한테자 중요가 등에 기계한 원모로, 2015년부터 비선 본대의 원이 기계한 원모로, 2015년부터 비선 본대의

한테 화상하였다는 종리모르 사나 나 구스마오바 사건 하려가 보는 건 당되면서 수 해변하실 함시기를 하 한 당신리 기부에 관한 인권을 한격 상 해외 인원에서는 중인을 바였다고 1일 비했다. 이는 2014년 2월 여름 전 전 근로레스트라이어 역간 설득하여하기 당의 행사이 등사와 시나나 구스마오 중리가 유명의 하을 삼대로 한 바루다



DE TOIL

하면 화에 다르면 하다므로 가와는 함 다면 바 함께 "HCI 모드는 유교, 인수, 국가, 문화를 초합 한 변화시상과 변화

사회, 국가 가정한 비전을 당고 있는 선 파면보상이 하시에 대해 때로 기반계 해서하고, 그 보여 함께하고가 하다"라 "시에면당상 복심에 비만되려는 기부 만다"고 명시했다. 사나나 구스마오 등 이는 위원의 출범이 속사를 함해 "신해 원호상인 이미적인 살으로 종교, 연종 국가, 문화를 호텔해 편하여 국가의 세 개를 가실할 수 있다는 본관을 해지고 를 나고 있다"며 "의원의 등원로 원론 의 문화를 이용어를 중인하라고 말했다.

용민인이는 인도네시아 등적이 작은 성나인국, 인국가 118인원에 성급하다. 5년에 대한 인도네시아의 시민들지의 대한을 되고 가까스로 독립한 산원국이 다. 유민모드의 인터를 국내하셨는지, 2017 이 2014년 기준으로 보스타일에 2017년 기사금의 함당된 기지를 취직할 수 있다.

교이나 등전 등에 시한 등에 가면 되었다는 바면되어 이란 기사에 이렇고 등을사 한 건세가 되도의 독립자가이고, 현재 용화상은 첫세기의 지원한 때문지만적 통해 건인하기 이해 재원한 때문지만적 문화상을 하면서 "신하렴안성에 대한 형태모든 건부에 응한 지생가 지구는 에 곧 해택한 현재는 예정의 사건이라 고 할 수 있다"고 밝혔다. 본 위원자은 "만후 현하렴하상이 등대모든 뿐만이 나라 인데 세대의 편의 구안을 위해 있 전한 수 있도록 최대한의 노래을 경주 해변다"고 첫째였다.

위험의 단계자는 "현 에 등인 및 통자 가 무원한 "인독 한 가족(가는 Family Linder Good'의 평화 세계 로션은 위해 정신한 개인이나 단체가 수성 1982'가 라고 비했다. 상급은 나이지당에서 11 역하고 노랫테마상이 10개 크로테아 단계원이상 마소리다. 제1의 시장식은 소년 5월3일, 세계 그런은 인터센터인 Timor-Leste govt. donates USD100,000 to the Sunhak Peace Prize

H.E. Xanana Gusmao expressed his commitment "to join the peace ideology" of the Sunhak Peace Prize

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

- From Timor-Leste government press release

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





# Inaugural Sunhak Peace Prize Laureate Announcement Press Conference



**Event Title** 

Inaugural Sunhak Peace Prize Laureate
Anoouncement Press Conference

**Event Time** 

June 8, 12pm (US time)

**Event Venue** 

The National Press Club in Washington DC, US

Host

Sunhak Peace Prize Committee

Organizer

Sunhak Peace Prize Foundation

**Attendance** 

Around 130 people (US local press, Korean

correspondent in the US. etc.)

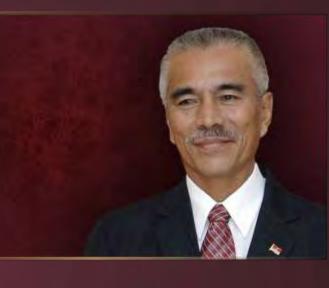




### 2015 Sunhak Peace Prize Laureates

### Anote Tong President - Kiribati -

A Global Leader Creating Peace at the Forefront of Climate Change







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





### 2015 Sunhak Peace Prize Laureates

# Anote Tong

A Global Leader Creating Peace at the Forefront of Climate Change

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

### Modadugu Vijay Gupta

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

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





### Inaugural Sunhak Peace Prize Laureate Announcement Korean Media Reports

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

**Washington Times** 







# Inaugural Sunhak Peace Prize Laureate Announcement Korean Media Reports: Broadcast



### Inaugural Sunhak Peace Prize Laureate Announcement Korean Media Reports: Newspaper

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

된양중

2015년 06월 10일 수요일 023면 사회

아노테 통 대통령, 굽타 박사 제1회 선학평화상 수상자로 선정

세계일보

2015년 06월 10일 수요일 001면 종합







기후변화 공론화 아노테 통 동남아 청색혁명

총재와 한학자 여사가 추진해 만들어졌다.

#### 朝鮮日報

2015년 06월 10일 수요일 A23면 사람들

통 대통령・굽타 박사

'성학평한상' 첫 수상자로 **경향신문** 

2015년 06월 10일 수요일 023면 사람





아노테 통·모다두구 굽타 '1회 선학평화상' 공동수상

통일교에서 제정한 선학평화상 1회 수 상자로 키리바시공화국의 아노테 통대통 령(62·왼쪽 사진)과 인도의 생물학자 모다 두구 굽타 박사(75·오른쪽)가 선정됐다.

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





# Inaugural Sunhak Peace Prize Laureate Announcement International Media Report: Newspaper

International journalists are interested in the new peace prize because it recognizes a sincere and novel awardee.

#### The Washington Times

\$1M Sunhak Peace Prize names first two win

Both laureates seek to protect at-risk populations

By Cheryl Wetzstein - The Washington Times - Monday, June 8, 2015





මහාගම්නා, ල්ලෙසුම පතු පතුවීම බාහාරයා නිස්තාරය නොල් අ නම්තුතුවෙන් ධ්රාප නිපාත් නිස්තුම් අනුගත් අපත් නිස්තාර පත්තර පත්තර නම් නමුත්ම වර්ණයට නිස්තුම් නිස්තුම් සිටිය මතිදුව සත්වේ ධ්රාප නිසා නිදමන්ගේ රාම්පාර්තයක්, ධ්රාප සමුත්ම විශේඛණය නගේ සම්බන්ධ අතුම් රාම්පාර්තයක්, ක්රමය දුරුණු විශේඛණය නම් නිස්තාවේ නම්ත් නිස්තුම් දැක්වා ක්රමයේ නිස්තා ක්රමයේ නම් පවති ආත්තර වෙන්නු වීම දුම්කුත කරුවරටම් ඔබ ගත්තු සත්ව කරුවල පිළිබඳ

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US Washington times

•India Newspaper, EENADU





# Inaugural Sunhak Peace Prize Laureate Announcement International Media Reports: Broadcast





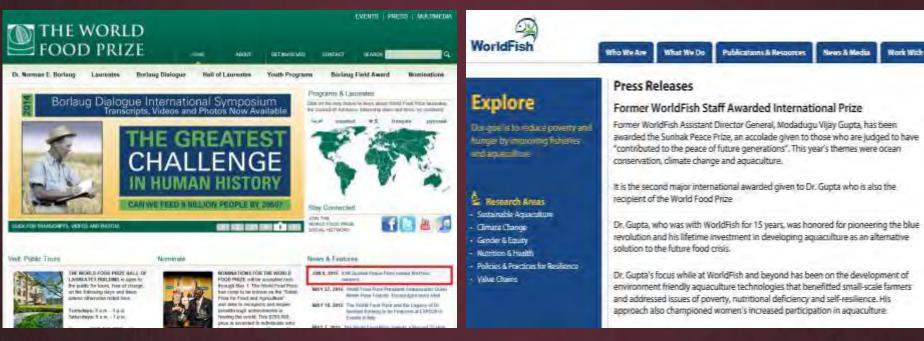
•Australia ABC Radio

•India TV 9





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



World Food Prize foundation website

WorldFish Center website
 (Organization cooperating with UN)





### 1st Sunhak Peace Prize Awards Ceremony



#### **Event Time**

August 28, 2015, 10am (Korea time)

#### Location

Grand Intercontinental Hotel in Seoul, Korea

#### **Attendance**

1,000 people (International VIPs, International leaders)

#### **Laureate Lecture**

August 29, 2015 (During the 2015 World Summit)

#### **Prize**

\$1,000,000 (US)







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

- from the declaration of the Sunhak Peace Prize -