



Political Will for Peace (PWP) is a new global citizens' campaign creating the political will to remove Russia from the United Nations Security Council for the crime of war against the nation of Ukraine, and war crimes against the people of Ukraine. The invasion of Ukraine has demonstrated the impotence of the United Nations if Russia remains a permanent member of the Security Council with full veto power. An organized campaign demonstrating the political will of millions of citizens, with a Unified Declaration to their national leaders, can force Russia to be removed from the Security Council, starting with an overwhelming vote in the UN General Assembly. The campaign's strategy of common sense, moral outrage, best practices, and communication technology can make this happen.

PWP is a single-issue campaign with a single goal. As such it can work in coalition with any group or individual that supports its one goal, removing Russia from the UN Security Council. This will attract broad support while preventing the campaign from being drawn into any other issue.

Everybody talks about need for political will. But few understand how political will is created. And fewer still get involved in the grassroots people-to-people community organizing that is required to create it. Political Will for Peace is committed to addressing the whole spectrum required to create political will, from media and public education, to organizing local groups and local activity that can directly shape national policies to achieve our global goal.

To accomplish our goal, we will; 1. Create a citizen's petition for our Unified Declaration in all 193 United Nations' member countries. 2. Organize people who sign it to participate in national groups, with web pages and video calls, that encourage writing to and meeting with their government representatives in various parliaments, congresses, and national assemblies. 3. Write and publishing opinions, editorials, letters to editors, podcasts, and position papers in all forms of public media to advocate for our Unified Declaration. 4. Organize community leaders, thought leaders, artists, and celebrities to speak out and take a stand. 5. Create the political will for a large majority of world leaders to direct their UN Ambassadors to vote to remove Russia from the UN Security Council.

PWP's strategy is to build a trans-national campaign with global communications and local teams of people supporting the United Nations' mission to "Maintain International Peace and Security." PWP will communicate with people in simple language that connects with their moral values, – We want a UN that stands against invasion and war – We want a UN that stands for the good of all – Our children deserve a world without war.

We will draw from the best practices of successful citizens lobby campaigns such as RESULTS International, the Citizens Climate Lobby, ONE, Global Citizen, CIVICUS, and the Millennium Development Goals (MDG) campaign. In 1990 RESULTS.org organized over a million people into candlelight vigils around the world urging world leaders to act at the UN. The MDG campaign organized over 173 million people around the world on one day to "Stand Up and Take Action" for the UN's development goals. ONE.org created a declaration / petition that millions signed onto with their full name, email, and zip code. With just this data ONE could identify and follow up with 200,000 people in California and 8,000 people in just one congressional district. We will engage allied groups around the world to work in coalition as campaign allies.

PWP will use new Internet, smart phone, and satellite technology to reach billions of people. Empowered by increasing access to global communications, there is a vital and growing global movement of people who will stand up, speak out, and act for systemic humanitarian goals.

Using proven organizing methods, we will harness the commitment of ordinary people, acting in their own common-sense self-interest for peace, to create the national and trans-national political will required to vote Russia off the UN Security Council.