

2017

YEAR IN REVIEW



PTC Nobel Design Team Eileen McPhillips Portner, Stephen Portner, Joyce Beck, and Philomena Blees prepare for and attend Forum on "Across Dividing Lines: Indigenous peoples' rights within the context of social justice and environmental protection. The team included subject matter experts Richard Barrett, Annalise Jenkins, Lawrence Ford and Nilima Bhat, and was supplemented by PTC support team Erin Martin, Ken Beck, Jake Collmann, Kathryn Spradlin. PTC proudly partnered with New Generation Power International as Event Partners for the Nobel Peace Prize Forum-Oslo 2017, and were joined at the event by NGPI leaders Dr. Chirinjeev Kathuria, Chairman and Founder, Nisha Miglani, President and Co-Founder, and Manish Miglani, Senior Advisor to the Chairman.

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2017 YEAR IN REVIEW

As we look back on the previous twelve months, it is with gratitude and humility that we share the inspiring stories and growth of our impact our supporters have made possible. After Peace Through Commerce's unprecedented prior year, we knew stepping into 2017 that our mission and vision would be met with unparalleled opportunities and challenges. The world needs more collaborative, consciousness-informed peacebuilding now more than ever,

and our efforts concentrated on ways to radically disseminate our Matrix of Peace Systems Model™ through both thought leadership and on-the-ground examples of our Model in motion.

Our two key 2017 goals were:

- Elevate and disseminate the Matrix of Peace Systems™ Model with a wider audience
- Renew our commitment to on-the-ground work through our Fellowship Program

OUR VISION & MISSION

Our Vision: a world of evolving consciousness, prosperity and peace for all.

Our Mission: to create, teach and facilitate solutions to complex challenges that raise consciousness, advancing prosperity and peace.

We fulfill our mission through the use of our multi-sector peacebuilding technology, the Matrix of Peace Systems Model.



THOUGHT LEADERSHIP & APPLICATION

HIGHLIGHTS FROM THE USE OF OUR MATRIX OF PEACE SYSTEMS MODEL AT THE NOBEL PEACE PRIZE FORUM OSLO



Peace Through Commerce along with New Generation Power International became the title event partner of the Nobel Peace Prize Forum Oslo for the next three years. This provided PTC with a fortuitous opportunity to analyse the Nobel Peace Prize Forum proceedings by applying the Matrix of Peace Systems Model™.

The 2017 Nobel Peace Prize Forum Oslo, “Across Dividing Lines”, addressed Indigenous Peoples’ rights within the context of social justice and environmental protection.

2017 marked the 10th anniversary of the adoption of the UN Declaration on the Rights of Indigenous Peoples, as well as the 25th anniversary of Dr. Rigoberta Menchú Tum receiving the Nobel Peace Prize in recognition of her work for peace and reconciliation across ethnic, cultural and social dividing lines. The stated goal of the Forum was to shed light upon the conflicts and interests at stake and provide a platform for dialogue and experience-sharing. It was not to re-litigate or settle disputes. A copy of our Matrix of Peace Systems Model™ analysis and full video recording of the Nobel Peace Prize Forum proceedings are available on our website.



FELLOWSHIP PROGRAM

IN 2017, WE RENEWED OUR COMMITMENT TO ON-THE-GROUND WORK THROUGH REVIVAL OF OUR "ACCELERATING WOMEN ENTREPRENEURS" PROGRAM



In 2017, The Fellowship Program - extended our initial pilot program from 2009-2010. The Fellowship Program aims to support on-the-ground peacebuilders through consciousness work, training in our peacebuilding technology, and importantly, economic development and business partnership "across conflicts".

Currently based in Israel and the West Bank, the Fellowship Program awards recipients with training and support to grow their entrepreneurial businesses, leadership and peacebuilding skills, as well as personal development. This year, we activated two Fellowships.

Our first Fellowship recipient is Fatina Anani, an entrepreneur in Hebron in the West Bank. Her business is on Facebook under the name: Palestinian Olive Oil Soap, Dana company.

Fatina has a seemingly simple goal: to make and sell artisanal soap. This goal is complicated by her status as a Palestinian women, which severely reduces her market and reach. Ultimately, Fatina would like to expand her business to be able to provide full-time employment to other women in her community - but as of yet, she has been only able to provide part-time seasonal work.

With the help of PTC's Fellowship, Fatina has been able to purchase a larger mixer, molds and bring water and plumbing to a new shop so that she is positioned to produce more soap. To help her expand her market, PTC is assisted her to attend a Palestinian market in Qatar in April 2018, as well as supported her in finding a distributor for her products.

A seemingly simple goal made impossible by intractable conflict is becoming solvable through PTC's support. As a peace advocate in her community, Fatina's leadership is able to inspire those around her as she works to provide economic opportunities for other women.

Our second Fellowship recipient is Together Beyond Words, Playback Theater Program, led by founder Nitsan Gordon.

In a video moderated by Nitsan, she explains the purpose of her business and how its programs work to support peacebuilding and consciousness work in the midst of conflict: <https://vimeo.com/131073082>.

Peace Through Commerce has worked with Nitsan since its inception in 2009, and has participated with Together Beyond Words in several workshops here in the United States and in

Israel and the West Bank. The Fellowship Award for 2017-2018 will allow PlayBack Theater to grow its reach, and simultaneously work to support local artisans who will be selling their products at the events.

The Fellowship will enable Nitsan and Together Beyond Words to extend Peace Through Commerce's mission by creatively leading peace dialogues in their communities and assist entrepreneurs in expanding their markets and working with (and thereby humanizing) "the other".



ENGAGEMENT & OUTREACH

IN 2017, PTC WAS REPRESENTED AT:

- 2017: May 15-16. Business for Peace Award Summit attended by CEO Stephen Portner and PTC President and Matrix of Peace Director Philomena Blees as Ambassadors for the PTC and the Matrix of Peace at City Hall, Oslo, Norway
- 2017: Sept. 21. Philomena Blees attended launch of PTC Incubator Social Evolution, Inc. and serves as ambassador for Matrix of Peace Systems Model, Austin, TX
- 2017: Oct. 10-12. President and Matrix of Peace Program Director Philomena Blees attended annual Conscious Capitalism CEO Summit where she co-hosted round table "Peace and Prosperity Through Food Focused Business" with Griffith Foods Chairman Brian Griffith, Austin, TX



SHAKTI LEADERSHIP FELLOWSHIP

IN 2017, PEACE THROUGH COMMERCE BEGAN THE PROCESS OF INCUBATING THE SHAKTI LEADERSHIP FELLOWSHIP PROGRAM



From March 2017 to March 2018, President and Matrix of Peace Program Director Philomena Blee entered the inaugural Shakti Leadership Fellowship Class 2017 led by Nilima Bhat. Nilima is a PTC Board Director and author of book *Shakti Leadership: Embracing Feminine and Masculine Power in Business*. The Shakti Fellowship is a program designed for women change agents and social innovators.

Peace Through Commerce announced the incubation of the Shakti Leadership Fellowship advanced leadership program for women in 2018, jointly certified by the Conscious Leadership Academy, University of San Diego.

GOALS FOR 2018:

1. **Successful partnership with the Norwegian Nobel Institute**, using the Nobel Peace Prize Forum Oslo as an opportunity to utilize our peacebuilding technology to analyze key issues and make recommendations for sustainable peace.
2. **Continue our Fellowship Program**, supporting existing recipients to become peacebuilders and entrepreneurs and launching new Fellowships to worthy applicants.
3. **Incubate, launch and help promote the Shakti Leadership** advanced leadership course for women change agents and social innovators which will include PTC teaching the Matrix of Peace Systems Model™

SPECIAL THANKS

TO OUR SUPPORTERS



PHILOMENA BLEES
PRESIDENT



JOYCE BECK
2018 INCOMING BOARD
CHAIR



NILIMA BHAT
SHAKTI LEADERSHIP
FOUNDER

Thank you to all our supporters who make it possible for us to share the message of Peace Through Commerce on a global stage. We would like to give special recognition to our supporters and funders, staff, board, and advisers including our:

Subject Matter Expert invitees of Peace Through Commerce:

- Nilima Bhat, co-author with Raj Sisodia of Shakti Leadership: Embracing Feminine and Masculine Power in Business
- Richard Barrett, British author who writes about leadership, leadership development, values, consciousness as well as cultural evolution in business and society, including Love, Fear and the Destiny of Nations
- Kristin Engvig, founder, managing director and thought leader for WIN & WINConference.
- Lawrence Ford, CEO and founder of Conscious Capital Wealth Management and who is a practicing shaman
- Annalise Jennings, Principal of Dynamic Exchange. Since 2009 she has worked extensively throughout Cape York Indigenous communities facilitating community growth, economic development and environmental sustainability.

Peace Through Commerce greater support team

Ken Beck, Mayor of Volente, Texas, former CEO The Crossings
Jake Collmann, videographer and photographer
Erin Martin, COO of Peace Through Commerce, Inc.
Kathryn Spradlin, on the ground coordinator
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