



*"Forget China, India, and the internet: economic growth is driven by women."*

*– The Economist*

An Introduction to the  
Accelerating Women Entrepreneurs (AWE)® Program





**AN INTRODUCTION TO THE AWE® PROGRAM**

**What is AWE?**

Accelerating Women Entrepreneurs® (AWE) is a unique and ground breaking initiative of Peace Through Commerce®, Inc. (PTC). PTC's mission is to educate, train, and collaborate about how to achieve sustainable peace based on the Matrix of Peace™. The Matrix of Peace is a model which teaches of the importance of the inter-dependent existence of a robust marketplace, a healthy community, and a conscious culture. AWE's goal is to work with rising female leaders and entrepreneurs to become "sustainable peacemakers" trained in the principles of the Matrix of Peace.



*"Surely more can be done to expand the level of support from financial institutions . . . [t]hrough the many micro credit schemes that are being promoted. Women need more than this – they need more access to markets, more access to technology, and more management training to scale up their trading activities and potential."* <sup>1</sup>

Her Excellency Ellen Johnson-Sirleaf

*"There is power in women coming together as political leaders and leaders in multilateral organizations, civil society and business. Women are at a moment in history where their numbers could make a difference in the way governments and others address the questions of war and peace, and . . . terrorism, poverty, climate change, and migration."* <sup>2</sup>

Mary Robinson, Former President of Ireland and United Nations



**AWE Global:** An initiative to catalyze a global campaign to attract attention, energy, and resources to support women entrepreneurs worldwide to exponentially accelerate their number, scale and positive impact around the world. PTC believes that women are key to accessing Peace Through Commerce due to the powerful role they play in advancing broadly distributed prosperity and peace. Women are what make AWE a groundbreaking initiative of PTC.

**AWE Local:** An initiative to work at a local level with women who enter the AWE Peacemaker program. Upon completion, AWE Local will provide 3 tracks of empowerment that combine training and support as entrepreneurs, civic leaders and conscious citizens.



*"As I have observed in places around the country and around the world, when women become full economic partners in their communities, they are likely to become philanthropists as well."* <sup>3</sup>

US Secretary of State Hillary Rodham-Clinton



**AWE NETWORK**

**AWE Local**

**AWE's First Fellowship: Beyond Words Organization of Israel and Palestine ("BW").** Since 2009, AWE has worked with BW, a woman's empowerment and peace organization operating in Israel and the Occupied Territories.

For over 16 years, BW has brought Jewish and Arab women together to reduce prejudice, empower women, and build peace. AWE and BW are collaborating to create AWE classes in Israel designed on the Matrix of Peace. Our intention is to graduate women as leaders in their communities with the knowledge and consciousness to use their leadership positions to effect sustainable prosperity.



Naama Alsana, Desert Weaving and Odeia Dooshi Libman of Odeia Jewelry, Jewish-Arab Product

**AWE Contributors and Alliance Partners**

Contributors to the design of AWE's Global initiatives include a broad array of leaders and organizations from a wide spectrum of backgrounds assembled by PTC in 2007. They include diplomats, ambassadors, the World Bank, the United Nations Foundation, the U.S. State Department, Fortune 100 corporations, and successful women entrepreneurs. Initial project designers include Women Thrive Worldwide, the Whole Planet Foundation, CHF International, Educate Girls Globally, EBay's World of Good, Inc., the Nike Foundation, and the Business Council for Peace (Bpeace).

Alliance partners include Esalen Institute, ACT Women, Dr. Jean Houston, and Dr. Timothy Fort of George Washington University's School of Business. Special recognition for AWE's planning, funding and success goes to John Mackey, CEO of Whole Foods and co-Founder of Conscious Capitalism, Inc., Michael Strong, co-Founder of Conscious Capitalism, Inc., Jeff Klein of Working for Good, and Nitsan Gordon, Founder of Beyond Words.



From left to right: Deborah Morin, John Mackey (founder of Whole Foods Market and co-founder of Conscious Capitalism, Inc.), Monica Yunus, Professor Yunus, Philip Sansone (executive director of Whole Planet Foundation), and Professor Latifee .

**Why women?**

The success of Grameen Bank and other microcredit institutions proves that when women are provided access to capital and appropriate support, their families and communities flourish.

As reflected by Dr. Yunus' and Grameen Banks's 2006 award of the Nobel Peace Prize, the microfinance model of lending is sowing the seeds of entrepreneurial culture among millions of women around the world and moving them from poverty to prosperity.

For the past several centuries, the combination of entrepreneurial culture and Economic Freedom\* have repeatedly created tremendous wealth, lifted millions of people out of poverty, and fostered profound innovation and evolution of technology, culture, and human capacity.

At last count, out of \$69 billion of overseas development assistance, only 3.6% was earmarked for gender equality.

\* See Fraser Institute's Economic Freedom of the World Project



# Peace Through Commerce, Inc.



## MATRIX OF PEACE™

*Our model for teaching and describing the conditions that lead to sustainable peace*

**Matrix of Peace™**  
*A Robust Marketplace + A Conscious Culture + A Healthy Community = Sustainable Peace*



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