

THE IHRC/CIDH 2006 BRAIN TRUST
International Human Rights Consortium

“The Art of Waging Peace:
Strategic Idealism or... Tragic Illusion?”

A three-day thematic meeting convened 19-21 May 2006
as guests of the University of California Los Angeles,
Los Angeles, California, USA

RECOMMENDATIONS and COMMITMENTS

Being respectfully submitted chronologically to the United Nations Human Rights Council, the UN Office of the High Commissioner for Human Rights, CIVICUS World Assembly WEB portal, Initiatives of Change, the UN Working Group on Indigenous Populations, the World Summit on the Information Society, Phase II follow-up, WIPO, the Permanent Forum on Indigenous Issues, UNESCO, and the International Service-Learning Conference and other NGOs and serious gatherings of people committed to positive change predicated on the principles of the Universal Declaration of Human Rights and inclusively working for just and sustainable global peace.

Preamble

Cognizant of the historic potential of the structural changes taking place within the United Nations, naming in particular the new **UN Human Rights Council**;

Strongly supporting the two distinct contributions of **the United Nations' Working Group on Indigenous Populations** (Independent Expert Studies with/concerning Indigenous Populations), referencing particularly the Draft Declaration on the Rights of Indigenous Peoples, E/CN.4/Sub.2/1994/2/Add.1 (1994) Part IV, Article 19, that “Indigenous Peoples have the right to participate fully, if they so choose, at all levels of decision-making in matters which may affect their rights, lives, and destinies, through representatives chosen by themselves in accordance with their own procedures, as well as to maintain and develop their own Indigenous decision-making institutions” and Article 33 that “Indigenous Peoples have the right to promote, develop and maintain their institutional structures and their distinctive juridical customs, traditions, procedures and practices, in accordance with internationally recognized human rights standards”; and the **United Nations' Permanent Forum on Indigenous Issues** whose distinct mandate is to examine Indigenous issues within the UN system; and

Particularly noting and encouraged by Article 38 that “Indigenous Peoples have the right to have access to adequate financial and technical assistance, from States and through international cooperation, to pursue freely their political, economic, social, cultural, and spiritual development and the for enjoyment of the rights and freedoms recognized in this Declaration”; and

Welcoming the **UN General Assembly** Resolution 56/183 (21 December 2001), which created the **World Summit on the Information Society**; and

Emphasizing the urgent need for the implementations of and for active links with all the **Millennium Development Goals**, highlighting in particular **MDGs** 1, 2, and 3 by encouraging greater utilization of the networks of NGOs and non-profits;

Drawing attention to the importance of including the private sector and civil society for the implementation and successful outcomes of the **MDGs** and **WSIS Phase 1 and II**; and

Recognizing that **WSIS** and its Programmes of Action and Recommendations will extend the positive results of the **International Year for the Culture of Peace**, continue the momentum of the **Decade of Human Rights Education** (see ECOSOC E/23 December 2003 Report of the Global Forum of Indigenous Peoples and the Information Society, para. 20.20 that Indigenous People “have the right to participate in all manner of Media and Information, Communication, Technology in Mainstream ICT Systems, national and internationally, in order to further strengthen our social and economic development strategies”, and para. 28.28 that Indigenous Peoples “are interested in producing multi-media education materials to assist in environmental education”, enhance and serve as a motor for the **2nd Decade of Indigenous People** and the **3rd Decade Against all Forms of Racism**, and encourage the launch of the **UN Decade of Education for Sustainable Development**; and

Affirming the importance of **cross-UN Agency co-operation**, especially the leadership of the **ITU, UNESCO, and WIPO**, for the effective implementation and monitoring of the actual achievements gained through **WSIS**; especially in the area of concern expressed in *the Draft Declaration on the Rights of Indigenous Peoples* E/CN.4/Sub.2/1994/2/Add.1 (1994) Part IV, Article 24 that Indigenous Peoples “have the right to their traditional medicines and health practices, including the right to the protections of vital medicinal plants, animals and minerals”, and Article 29 that Indigenous Peoples “are entitled to the recognition of the full ownership, control, and protection of their cultural and intellectual property. They have the right to special measures to control, develop, and protect their sciences, technologies, and cultural manifestations, including human and other genetic resources, seeds, medicines, knowledge of the properties of fauna and flora, oral traditions, literatures, designs, and visual and performing arts”; and

Encouraged by the *ECOSOC E/23 December 2003 Report of the Global Forum of Indigenous Peoples and the Information Society* and the continuation of the Office of the High Commissioner for Human Rights and the High Commissioner for Human Rights, H.E. Louise Arbour’s commitment to the fullest inclusion of

Indigenous Peoples in the preparation and participation for **WSIS**; expressing particular concern that attention be drawn to para. 36.36 which acknowledges that precedent World Summits and Conferences utilize the unqualified term “Indigenous Peoples”; and

Appreciating Her Excellency’s opening session remarks at the **2004 United Nations’ Working Group on Indigenous Populations**, in which she made a profound commitment to Indigenous Peoples around the world, however concerned at her and WGIP members absence due to time conflicts at the **2005 WGIP**; and

Re-affirming the central role of the Universal Declaration of Human Rights, particularly noting Articles 1, 2, 7, 12, 15, 17, 18, 19, 26, and Article 27, the full International Bill of Rights, and the Draft Declaration on the Rights of Indigenous Peoples E/CN.4/Sub.2/1994/2/Add.1 (1994) Part IV Article 16 that states that Indigenous Peoples “have the right to have the dignity and diversity of their cultures, traditions, histories and aspirations appropriately reflected in all forms of education and public information; that States shall take effective measures, in the consultation with the Indigenous Peoples concerned, to eliminate prejudice and discrimination and to promote tolerance, understanding and good relations among Indigenous Peoples and all segments of society”, and Article 17 that states Indigenous Peoples “have the right to establish their own media in their own languages; that they also have the right to equal access to all forms of non-indigenous media; that States shall take effective measures to ensure that State-owned media duly reflects indigenous cultural diversity”; and

Urging that one continues to bare in mind that the Draft Declaration on the Rights of Indigenous Peoples E/CN.4/Sub.2/1994/2/Add.1 (1994) does not nullify any of the rights contained in the Universal Declaration of Human Rights but rather particularizes the rights for Indigenous Peoples (see DDRIP, Article 7 a, d, and e); and

Noting in particular the urgent need to respect and promote the inherent rights of Indigenous Peoples, Minorities, and other often marginalized individuals and Peoples; and

Appreciatively acknowledging the achievements of **WSIS I and II** which were preceded by many years of consultations and negotiations among Member States, UN experts, the private sector, and non-governmental representatives, who reviewed vast amounts of information and shared a broad spectrum of experiences in issues related to the Information Society. IHRC/CIDH expresses its appreciation of the privilege of having the *2005 IHRC/CIDH Brain Trust Recommendations and Suggestions* being included on the **WSIS** Worldwide WEB and looks forward to their implementations in its vigorous Follow-up Process; and

*Considering the importance of the **Ottawa Meeting** held 14 -18 March 2005 which reads: “at the Global Forum on Indigenous Peoples and the Information Society held under the auspices of Phase I of **WSIS** in December 2003, Indigenous perspectives were integrated in the *Declaration and Plan of Action* and the **United Nations Permanent Forum** at its Third Session in May 2004 recommended that the UN system continue its advocacy work on Indigenous connectivity in preparation for Phase II of **WSIS**, taking account of the outcomes of the Global Forum on Indigenous Issues and the Information Society. The **UN Permanent Forum** applauded and supported the decision taken by **WSIS** to establish multi-stakeholder portals that allowed communication between Indigenous Peoples at the national level”; and*

*Welcoming the fact that Indigenous Peoples, Minorities, and other often marginalized groups are organizing themselves for political, economic, social, and cultural enhancement, and in order to bring an end to all forms of discrimination and oppression wherever they occur, appreciates the inclusion of Indigenous Peoples in the September 2005 Geneva Preparatory Conference via WEBcam; bearing in mind that the first Preparatory Meeting (Prep-Com-1) of the Tunis Phase of the **World Summit on the Information Society**, held in Hammamet, 24 - 26 June 2004, confirmed that one of the three areas of focus on the Tunis Phase will be “Follow-up and implementation of the *Geneva Declaration of Principles and Plan of Action* by stakeholders at national, regional ,and international levels, with particular attention to the challenges facing the Least Developed Countries”. This will involve a serious undertaking to take stock of the implementation by governments and all other **WSIS** stakeholders of the **WSIS** Plan of Action;*

And finally thanking the Secretariat’s Executive Director of the **World Summit on the Information Society** and President of the Geneva September Prep Conference who at a roundtable meeting in Geneva, Switzerland during the 2005 **Commission on Human Rights** promised the President of IHRC/CIDH that WEB cams would be installed and accessible in the rooms at the **WSIS** September Preparatory Conference held in Geneva enabling BRAIN TRUST participants and others to observe it and the later **WSIS** Phase II via WEBcam internet streams and the **WSIS** Secretariat’s Executive Director’s later generous participation with the President of the Geneva Prep-Cons at our IHRC/CIDH project Rehab Hope Fund hosted roundtable during the 2005 **Working Group on Indigenous Populations**, which was very well-received and attended.

Therefore, the 2006 IHRC/CIDH BRAIN TRUST, convened 19-21 May 2006 at the University of California Los Angeles, respectfully offers its commitment to assist in the implementation of the following 2006 *Recommendations and Commitments* which were developed by the 2006 IHRC/CIDH BRAIN TRUST core group and re-affirms the 2005 IHRC/CIDH Brain Trust Focus Groups contributions:

Post-WSIS and Human Rights Council launch

1. Create a “Global E-Steering Committee for Ethics and Equity in Media and Education”

The IHRC/CIDH Brain Trust offers to facilitate drawing on and co-coordinating the strengths of greater Los Angeles resources (often recognized as the Media Capital of the World) to assist in the process of “Networking Networks” globally through cross-border communication, team-building, resource-sharing, and cooperation.

2. Further encourage and engage Global Youth Action Groups

The IHRC/CIDH Brain Trust will make itself available as a resource base and/or to further facilitate teachers, students, or NGOs who support student-led media projects to involve youth in the process of creating justice and sustainable peace through the use of Media and the technology of the Information Age whether locally, regionally, or globally, i.e. “Visions of Peace”, “Service-Learning”, “Seeds of Greatness”, etc.

3. Initiate a Media Literacy Information Bank and Public Information Series

The IHRC/CIDH Brain Trust will create an inter-active, multi-media Web portal for the compilation of current Communication Modalities which negatively impact humanity, with the goal of increasing public media literacy. The Bank will also track Censorship, Mis-information of Current Affairs and of Slanderous Defamation of Individuals through the Media. Further, the IHRC/CIDH Brain Trust will develop a Public Information Series to raise awareness of these current negative uses of e.g. “Ratios of Revealed Truth” currently embedded in many Commercials and other Media. The PI Series will encourage greater understanding of present modes of the negative uses of communication and encourage positive actions that can lead to a more ethical and accountable Media.

4. Co-ordinate a Public Relations Action Plan for the Implementation of Gender Equality in the Media in Country-specific Instances

Concerned about the increasing polarity of gender-based human rights media images, the IHRC/CIDH Brain Trust offers to facilitate the creation of a Steering Committee to work with others addressing this issue i.e. www.irandokht.com, and www.learningpartnerships.org and formulate an effective Public Relations Action Plan highlighting current instances of abuse.

Social/Cultural/Economic Development Projects

Holding Global Community Days

To foster greater coordination and efficacy of positive Media development the IHRC/CIDH will launch a “Global Community Day Celebrating Culture and Diversity” (Tentative 2006 Date: November 3rd on the Ecumenical Calendar) in greater Los Angeles to serve as model of responsible Media including socially conscious films, Webcast dialogue TV, a weekly IHRC/CIDH Brain Trust radio talk show, Internet World Link Radio and TV.

Empirical Quantification of the “ABCDE Method™”

1. The efficacy of this multi-disciplinary and inter-generational components of this Method of solution-creating (**A**cademics, **B**usiness, **C**ulture, **D**iplomacy, and **E**veryone engaged in positive change) as fundamental to projects, communities, corporations, nations, and organizations and their projects, Plans of Action, and programs needs to be empirically quantified. Its applicability to “life after life (sustainable positive effects for change) in light of the diverse global community, offers an important tool for the promotion and protection of Human Rights and the development of a Culture of Peace.
2. Educate and expand on Triple Bottom Line economic model: Fiscal, environmental and social which the “ABCDE Method™” embraces.
3. Engage in further research of the importance and relevance of culture and diversity in organizational development and decision-making.
4. Both engage and positively recognize the Corporate Community to redirect resources in a triple bottom line model, i.e. Rotary International’s Clean Water Project, etc. Special initial focus with drug companies and oil companies is suggested, perhaps with the assistance of the ILO and other organizations like the World Council for Sustainable Development, etc.
5. Encourage utilization of the “ABCDE Method™” to enhance already existing excellent programs like ‘Project Literacy’ and to encourage greater Interfaith understanding, and Intercultural understanding through a kind of ‘Spiritual Marketing’ utilizing ‘Leap of Faith’ screenings and other Media projects, like “Weapons of the Spirit” and “God and Allah Need to Talk”, etc.

1% Day Event

All participating businesses and corporations agree to give 1% of sales to a designated cause for one business day to raise funds and awareness. In addition, this could be done as a joint-effort with the City/County/State/Province or Federal Tax system where the Sales Tax is lowered by 1% for the day, thus off-setting the cost to business and the consumer.

Submitted by the 2006 IHRC/CIDH Brain Trust Co-Chairs and Guest Presenters:
Rev. Donald Colhour, Dr. Nelly Farnoody, Jeff Toolan, and Kevin Walsh

APPENDIX

2005 TOPIC I: Indigenous Peoples and the International and Domestic Protection of Traditional Knowledge

The 2005 IHRC/CIDH BRAIN TRUST Focus Groups worked from the principle that Indigenous Wisdom is to be honored as a great resource in the process of Indigenous Peoples attaining their deserved respect. Encouraged by reports from the **World Intellectual Property Organization** that in the previous three years there has been an increased inclusion of Indigenous Peoples in the **WIPO** decision-making process affecting Indigenous Peoples, the TRUST recommends that Traditional Knowledge Keepers participation be enhanced by the following recommendation:

Form a Council of Traditional Knowledge Keepers, its numbers and representational structure to be decided by Indigenous Peoples themselves. This Council of Traditional Knowledge Keepers needs to ensure the ever-greater inclusion of Traditional Knowledge Keepers in the **WIPO** process of protecting Intellectual Property Rights of Indigenous Peoples. The Council of Traditional Knowledge Keepers will be charged with the following:

- 1) To document the pre-existing Intellectual Property Laws relating to Traditional Knowledge and Knowledge held by Indigenous Peoples;
- 2) To develop a means to protect the Intellectual Property rights of each and every Indigenous nation, giving recognition to their own Intellectual Property, on their own nation's terms;
- 3) To create a DVD (and other media) to educate Indigenous People about their Intellectual Property rights in layperson's terms, creating new DVDs when necessary to keep pace with the **WIPO** policies;
- 4) To organize Indigenous community leaders and Indigenous community organizations to disseminate the DVD (and other media) at the grassroots level;
- 5) To engage Indigenous Law Schools and other Indigenous educational institutions both to assist in the educational process; and
- 6) To link with Indigenous Law Schools and other Indigenous educational institutions to participate in the monitoring of Intellectual Property Law Protections, other international laws, and their adherence; decisions need to be made by the Indigenous nations themselves.
- 7) To keep apace with developing technological, monitoring means;
- 8) To create a cooperative of Indigenous People(s) to finance the above activities through grassroots support;
- 9) To develop a mechanism for monitoring the Cooperative.

2005 TOPIC 2:
National/International Mechanisms to Protect the Lives and Responsible Freedoms of Journalists, Members of the Media, and Educators, and the Use of Internet as a Tool for Democracy or Despotism

The 2005 IHRC/CIDH BRAIN TRUST Focus Groups, both as a goal for **WSIS** Phase II and in the global community at large, recommends (a) the creation of “Communications Safe-Zones” and (b) an “Information Communication Technology Corps”.

(a) The following further suggestions have been made concerning the establishment of “Communication Safe-Zones” where journalists, news-gathers, educators, and their families have the right, as stated in Article 3 of the Universal Declaration of Human Rights, “to life, liberty, and security of person”.

“Communication Safe-Zones”

1. As a first step, create a non-commercial, grassroots WEBSITE that will enable and expand the work of journalists. Further, that this grassroots WEBSITE can be linked to other NGOs (i.e. Media Action International, Reporters without Borders, PEN International, etc);
2. Define the parameters of an Internet “Communication Safe-Zones” to serve as portals to the WEBSITE. These Safe-Zones could perhaps be further protected by utilizing UN guidelines and other international norms for protecting freedom of expression, especially during times of crisis or violence;
3. Declare all “Communication Safe-Zones” as internationally-recognized sanctuaries for journalists, members of the media, and educators, and their families in crisis or when under threat, to serve also as a firstline Alert System;
4. Make available high-tech equipment, software, and use-training to “Communication Safe-Zones” with concrete, practical commitments to their equipment maintenance and software updating;
5. Reconfigure software on a regular basis to maintain the integrity of the WEBSITE, to protect against hackers and saboteurs, and to provide for the privacy and confidentiality of the WEBSITE’s users;
6. Provide cell phones, and cell phone service, as an additional resource, giving access to: text messaging, instant messaging, fax, and other evolving modalities.
7. Those using “Communication Safe-Zones” will agree to abide by a style of reporting, communication, and educating, perhaps utilizing established models like the Code of Ethics published by the Society of Professional Journalists.

(b) It is suggested that a multi-stakeholder group be established to enable and expand media literacy among educators in the use of the Internet and related communication media via the creation of an “Information Communication Technology Training Corps”;

“ICT Training Corps”

1. This suggestions will enable educators to turn to the Internet for vital information materials whose access and dissemination would otherwise be prevented. The “ITC Training Corps” would have within its mandate the preservation of cultural and intercultural rights and to promote greater respect and understanding among people.

2. Convene a number of Brain Trusts as a matter of priority, each with a particular task:

(a) to carefully examine the implications and impact of the commodification of Information and how it threatens and negatively affects the Freedom of Expression of journalists, members of the media, and educators;

(b) to develop strategies to eliminate and minimize these threats;

(c) to optimize opportunities to utilize the media to promote intercultural understanding;

(d) to utilize media to promote greater interfaith tolerance and understanding;

(e) to enhance and augment global systems and legal norms for protecting the right to freedom of speech.

Certain other tasks were proposed by the 2005 IHRC/CIDH Brain Trust to its participants following the general Focus Groups sessions, and were agreed to be set in motion for implementation:

1) PSAs To produce multi-media Public Service Announcements (PSAs for Radio, TV, and the Internet) targeting diverse demographic populations, encouraging individuals and the general public to participate in achieving WSIS goals. A commitment was made to produce at least one by the time of this July’s **UN Working Group on Indigenous Populations** and perhaps additional PSAs before **WSIS** Phase II in Tunis in November 2005.

2) Cultural Exchange To establish a Cultural Exchange Organization, to facilitate a grassroots “Home Stay” exchange for up to 2 months to be placed through the organization’s family-based networking.

3) Academic-based Brain Trusts To initiate and institute High School, College, and University-based Brain Trusts to encourage intergenerational listening and empowered inclusion of Youth through intercultural respect and understanding.

4) ICT Equity is Good Business To encourage businesses and business leaders to engage in the collection of new and re-cyclable ICTs and to create the streams of distribution necessary for closing the digital gap in its many forms. A program of ICT equity could be included in a clear reward/recognition system for businesses that are integrating such policies and activities in their strategies for triple bottom-line success. It is also important to demonstrate culture-sensitive strategies as yielding strong fiscal benefits on multiple levels for businesses.

In closing, the seventy-four 2005 IHRC/CIDH BRAIN TRUST participants from twelve universities, colleges and two elementary schools, sixteen NGOs, two UN bodies, and twelve Media organizations, including radio, television networks, internet radio, printed press and a post-production company welcomed to the campus of the University of California Los Angeles and linked to three other cities on two continents via WEBcam interaction, agreed to include the further recommendation of the two Co-Chairs:

to urge the utilization of the “International Year of” and “UN World Conference”s, “Summit”s each year, as implementation engines for the goals and Plans of Action of the **World Summit on the Information Society**, and for the greater protection of the Intellectual Property Rights of Indigenous Traditional Knowledge that is felt to be both an essential Human Right and a matter of equitable respect, as well as being critical for the direction that life itself on this planet may take.

(Passed by consensus, 8 May 2005, at UCLA, Public Policy Building)

Thank you for your kind consideration of our 2006 and 2005 IHRC/CIDH Brain Trust recommendations, suggestions, and commitments. Please be assured of our most respectful regards and profound commitment to working towards the realization of these recommendations and the success of our endeavors together for a world in which dignity for all can exist with its longed-for consequence of global peace.

**To contact IHRC/CIDH’s President currently in North Carolina, USA call:
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