



**Danellandia**  
The world of real values  
The world of Peace

## GLOBAL PEACE CHARTER

We respect all countries, all human beings and Nature as partners in a global peace project that aims at:

- peace for Mankind
- peace for Nature
- peace among religions.

We recognize this world is still plagued by many problems that need to be tackled on a global scale so as to build a better and more just world:

- Nature degradation
- burning of fossil fuels
- poverty
- social injustice and exclusion
- distribution of raw materials
- war and terrorism
- criminality (related to drugs and financial greed)
- low social appreciation of human values
- commercial exploitation
- conflicts related to religious differences.

We are aware that the present economic and political systems cannot be upheld without seriously and irreparably damaging Nature and Mankind and, as a consequence, without threatening the survival of Earth itself:

- many production processes are damaging to Nature and to people
- many economic and political systems show a lack of sufficient solidarity, not only between people within a country but also between countries and groups of countries themselves
- present economic and political power has partly been based upon an unfair distribution of means in the past and at present (finances and raw materials)

- present economic and political power has partly been based on the promotion and implementation of the wrong values, largely giving priority to financial considerations
- many products that are damaging to Nature and people are still used because they provide (high) income and because short-term gains seem more important than long-term damage
- money and the lack of it largely dominate political and economic decision-making and the resolution of problems
- different tax systems and tax havens are an incentive to those owning unfairly obtained money.

We want all countries, political and economic systems as well as companies and human beings themselves to apply the following principles or human values:

- justice: we treat others as we would like to be treated ourselves
- respect: we will not damage someone's dignity or privacy for the sake of money
- fairness: we keep a fair balance between the interests of the different parties involved
- honesty: we do not allow the selling of products that have deliberately hidden defects or that can be damaging to people (if they may involve a risk of damage people should be duly informed)
- liberty: the customer or supplier cannot be forced to buy, sell or use any product against his will
- consideration: customers and suppliers need to be served well and cannot be considered as mere money-generating agents
- humanity: we put people first and not money
- truthfulness: it is not allowed to attribute certain advantages or characteristics to products when they cannot be verified
- trustworthiness: the clauses of the warranty or the promises made in advertisements or other marketing publicity need to be complied with
- fair trade: workers, suppliers or people involved in the production of products may not be exploited
- guidance: marketing needs to guide and advise the consumer and not mislead him
- solidarity: part of the profits made by companies and of the income gathered by countries needs to be assigned to helping people and/or countries in need.

We respect Nature as a partner and will apply the principles of:

- justice: we do not damage Nature unnecessarily and we maximally reduce or phase out the pollution caused
- respect for Nature: we do not harm Nature just for the sake of money
- Nature-mindedness: we use as many natural products and ingredients as possible that are not damaging to Nature and we will reduce or phase out any process or products that harm Nature
- health: we agree that the health of Nature means the health of people and we therefore promote production processes that do not harm Nature or people
- sustainability: we invest in renewable raw materials and/or in renewable energy
- partnership: we consider Nature to be a partner and we realize we need her for a sustainable and healthy future
- Nature care: part of the profits made by companies and of the income gathered by countries needs to be assigned to Nature care.

We believe in international solidarity as a means to solve this world's problems as mentioned above:

- raw materials: raw materials are largely exploited by multinationals. These companies should pay a fair amount of taxes to be used for the development of the country where the production is located and for financing the Global Peace Fund (Global Humanity Fund). Today, they often obtain large profits and pay little taxes.
- green energy: all countries should take part in the development of green or renewable energy sources. They should take part in a global project for green energy financed by the Global Peace Fund.
- development aid: today, the rich countries do not even spend 0.7% of their income on helping other poor countries. Low economic development and poverty are one of the main reasons for the current migration problems and disasters, as well as of others problems.
- tax havens: no single tax haven should remain. They offer an escape to locate "dirty" money. In a fair world, there is no space for "dirty" money and thus not for tax havens.
- promotion of human values in politics, in education and in the media: common human values should be promoted in all sectors of society. The Global Peace Fund could finance promotion programmes to be used world- This would allow different political ideologies to reach a better understanding.

- reconciliation between religions: differences between religions often lead to tension in many parts of the world. Religions should jointly promote universal human values rather than rites and rules that differ too much and that make mutual understanding difficult or impossible.

We will contribute to the Global Peace Fund (also called the Global Humanity Fund):

- this fund will be used to finance the joint development of green energy sources and green technologies and/or production processes that will be made available to all countries
- it will be used to finance global public awareness programmes about human values, including peace as the respect of human values
- it will be used to develop agricultural food programmes to allow countries to economically produce food that is healthy and that takes into account local conditions and habits as well as Nature (producing foods in a way that is in harmony with Nature)
- it will be used to finance Nature care projects aimed at restoring damage done to Nature in the past
- new global projects will be developed to improve the general condition of Nature and Mankind
- we will pay 1% of company profits and part of the income of our country into the fund.

Danellandia Peace Foundation

[www.danellandia.org](http://www.danellandia.org)

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