

**Peace by Chocolate and the Institute for Economics and Peace Announce  
Investment in Training of 100 *Voices for Peace* in Prioritized Countries**

**Halifax, Nova Scotia – September 21, 2022 - Peace By Chocolate and The Institute for Economics and Peace (IEP)**, founders of the Global Peace Index, are delighted to announce on this the **2022 UN Day of Peace** a strategic partnership to help build peacefulness in some of the world's most conflict-torn nations.

Over the next two years, the partnership will provide municipal, grass-roots and business leaders, as well as future leaders from prioritized countries with the training and tools they need to foster peace and create meaningful change, locally and at their national level.

“Without peace we cannot go to school, we cannot go to work, we cannot become the best version of who we dream to be. Without peace, life is merely survived. Our family knows what it is to watch peace disappear. We make this investment today because in places of growing unrest we will help grow the chorus of peaceful voices intent on shaping a more peaceful world.” explains Founder and CEO of Peace by Chocolate, Tareq Hadhad

The collaboration will leverage key strengths from both organizations, including Peace by Chocolate's personal experience of conflict, its dedicated staff, its network of key implementing partners and its experience supporting climate, refugee, mental health and ethical business programming locally and around the world. IEP's data-driven research, networks, global reach and training expertise will complement this, enabling the rapid and effective delivery of peace education and capacity building activities in partnership with local leaders and key civil society organizations working on the ground.

“The partnership with Peace by Chocolate will allow us to provide community and municipal leaders, many of them in conflict-affected nations, the transformational tools needed to build peace in their societies. We're delighted to be collaborating with Tareq and the Peace By Chocolate team, whose story is an inspiring example of the trust, productivity and compassion that enables societies to succeed.” Says Steve Killelea, Founder & Executive Chairman, Institute for Economics and Peace

Peace by Chocolate and IEP will jointly release the first country of intervention in the coming weeks and welcome broader participation and support for this important partnership that will strengthen over time.

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**About: Peace by Chocolate**

Peace By Chocolate Inc. is family owned and operated, sending handcrafted chocolate-filled messages of peace and love around the world from the welcoming community of Antigonish, Nova Scotia, Canada, since 2016.

Founded by Issam Hadhad and his oldest son Tareq in the spring of their new life in Canada, the company is devoted to creating happiness and a more peaceful world. 3 to 5% of company returns are invested in peace building projects around the world via the Peace on Earth Society.

Our chocolate boxes, bars and artisanal treats are made possible because Canadians chose to welcome the Hadhad family and thousands more like it in 2015. This choice defines our families gratitude, appreciation and sense of responsibility in honouring the open hearts of Canadians and our dedication to doing our part in making a more peaceful world.

**About: The Institute for Economics and Peace**

The Institute for Economics & Peace (IEP) is an independent, non-partisan, non-profit research organization dedicated to shifting the world's focus to peace as a positive, achievable, and tangible measure of human well-being and progress. We do this by developing data-driven peace indices and insights that enable communities, governments and civil society organizations to help build peacefulness locally and at a national level.

IEP has pioneered the empirical study of peace, most notably through the groundbreaking annual Global Peace Index (GPI), which measures the absence of violence (negative peace) across 163 countries and territories, covering 99.7% of the world's population. This and other IEP work has had a profound impact on traditional thinking on matters of security, defense, terrorism and development over the last 14 years and IEP has been ranked as a top 10 research institution in the Global Go To Think Tank Index.

IEP has worked with a wide range of international partners including among others the United Nations, the World Bank, the WTO, the OECD and the Commonwealth Secretariat and have delivered training courses in over 20 countries for thousands of peace builders, human rights

advocates, community leaders, universities, NGO staff, city officials, police officers and the military. We have helped develop the peacebuilding strategy of many organizations, departments and community groups including most recently Peace 911, a government-led counterterrorism and peacebuilding initiative in the Philippines; Plan Construcción de Paz, a foundation-led development plan for the City of Culiacan in Sinaloa, Mexico; and Positive Peace and Cultural Wellbeing, a Matavai Peoples initiative exploring better living in diverse communities in the South Pacific.

IEP is headquartered in Sydney, is a registered 501c(3) in the US and has offices in New York, Brussels, The Hague, Mexico City and Harare.

### **About: United Nations International Day of Peace**

The International Day of Peace was established in 1981 by the United Nations General Assembly. Two decades later, in 2001, the General Assembly unanimously voted to designate the Day as a period of non-violence and cease-fire.

#### **2022 Theme: End racism. Build peace.**

Each year the International Day of Peace is observed around the world on 21 September. The UN General Assembly has declared this as a day devoted to strengthening the ideals of peace, through observing 24 hours of non-violence and cease-fire.

But achieving true peace entails much more than laying down arms. It requires the building of societies where all members feel that they can flourish. It involves creating a world in which people are treated equally, regardless of their race.

As Secretary-General António Guterres has said:

“Racism continues to poison institutions, social structures, and everyday life in every society. It continues to be a driver of persistent inequality. And it continues to deny people their fundamental human rights. It destabilizes societies, undermines democracies, erodes the legitimacy of governments, and... the linkages between racism and gender inequality are unmistakable.”

As conflicts continue to erupt across the globe, causing people to flee, we have seen race-based discrimination at borders. As COVID-19 keeps attacking our communities, we have seen how certain racial groups have been hit much harder than others. As economies suffer, we have seen hate speech and violence directed at racial minorities.

We all have a role to play in fostering peace. And tackling racism is a crucial way to contribute.

We can work to dismantle the structures that entrench racism in our midst. We can support movements for equality and human rights everywhere. We can speak out against hate speech – both offline and online. We can promote anti-racism through education and reparatory justice.

The 2022 theme for the International Day of Peace is “**End racism. Build peace.**” We invite you to join the efforts of the United Nations as we work towards a world free of racism and racial discrimination. A world where compassion and empathy overcome suspicion and hatred. A world that we can truly be proud of.