



STAR ALLIANCE™

GOOD WILL EDUCATION FOUNDATION FOR ALL™

Promoting Our Highest Civic Ideals • Wisdom Peace Principles • Since 1985

P.O. Box 11125 • Berkeley • California 94712

www.STARALLIANCE.org

510-540-8887

OVERVIEW OF MAJOR CONCEPTS & PROJECT GOALS

Campaign Good Will Vision™ • Civic Peace Values Education for All

- Distribute & promote, via partnerships worldwide: STAR ALLIANCE Pledges & Declarations for Our Highest Civic Ideals — Good Will Values for All to Share™ + Creative Conflict Resolution & Transformation Techniques™ (CCRTT™), etc..
- Continue bestowing *Star of Peace™* awards & certificates of appreciation.
- Develop through affiliation: the *Star Alliance Cooperation & Media Network™* — local-to-global co-branding for entities endorsing *Our Highest Civic Ideals*. Develop cooperative, ongoing, seasonal electronic town meetings: *Global Switchboard™*.
- Develop *The Vocabulary of Peace™* (VoP) curriculum & presentation materials for Education, Business, etc., including animated artistic illustrations. Develop and promote VoP public service announcements and books: *The Alphabet for Peace™*; *The Vocabulary of Peace*; *Wisdom in the Palm of Your Hand™*, *Diamonds & Spinach & Why You Matter™*. Develop partnerships with schools, school districts, teacher networks, libraries, labs, Departments and Ministries of Education; United Nations: UNESCO, etc..
- Participate in public panels, conferences, & speakers bureaus. Write re overcoming *Economic Discrimination Before the Law* & developing a *Universal Right to Civil Counsel*. Promote more effective global Democracy.
- Continue developing & affiliating: *Global Good Will Tours & Travel™*, hospitality & transportation services; *'Round the World Flights for Peace™*, affiliate hotels, destinations, monuments, etc..
- Develop cooperative fundraising programs to *FloatPeace™*. License our global IP STAR ALLIANCE brands for business & artistic promotions, e.g.: Concert-Telethons, Music Products, Films, Paintings, Photos, Dance, Drama, Cartoons, Games. Establish *The People's Lasting Good Will Fund™* as a global peace education endowment.

Continued...



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- Develop at Berkeley, California, & other locations: Academies to train schoolteachers and the public in *The Vocabulary of Peace* & related teaching skills.
- Develop multi-purpose STAR ALLIANCE cooperative facilities for offices, planning, academy, & community service programs (e.g.: at the Dwight Way Hill property, and/or the historic Berkeley Main Post Office Building, Civic Center, Berkeley.)
- Develop *Ring of All Nations*™ floating theaters & monuments. Develop or re-purpose connected facilities worldwide; starting with a prototype mobile *Floating Ring*™ on San Francisco Bay.