

The Profits of War and Peace: A Comparison.

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Table of Content

Executive Summary	3
Introduction	5
Weapon Industry and its Profit	8
Development	8
Exports and Sales	10
Peace and Business	14
Peace – Definition	14
How are business and peace related?	16
Companies promoting and supporting peace	19
Similarities and differences between the businesses made with war and peace	24
The similarities between the business with war and peace	24
The differences between the business with war and peace	25
Conclusion	27
References	29
Appendices	38
Personal Interview with Andres Ginestet, NATO Senior Expert and Author	
Skype and Email Interview with Annabell Merklin from Interpeace	
Skype Interview with Rina Aluri from Swiss Peace	

Executive Summary

Analysing the questions “How profitable is the industry made with war and can peace become a profitable business as well?” is very difficult, as it is important to not just identify the profits made by the arms industry, but also to identify the industry focused on peace and built around connected values. The industry around the term “peace” is very diverse, for different reasons. Firstly, the definition of peace is varied. Peace, according to Johan Galtung, a Norwegian sociologist who is an expert on peace studies and development is defined in terms of negative and positive peace. Negative peace is the status free of violence and war, whereas positive peace also excludes the structural violence that includes differences through education, gender, ethnicity and other factors. Additionally, other organizations and research institutes define peace in more detail than just the absence of violence and war and see the importance of other factors. Furthermore, the business built around peace is based in many different markets, such as the hygiene market, the textile industry and the food industry and are supporting and working with a broader definition of peace that includes social equality, development and sustainability. Examples of these markets are the Body Shop and Unilever, a partner of the organization Peace One Day, based in the hygiene market, Manomama, a German company based in the textile industry and Lemon Aid Beverages GmbH and Innocent Smoothies, both based in the food industry. All these companies support peace in some way and these ways and their focus and interest in peace development differ extremely.

The arms industry is a very profitable business. The leading company in the export of arms is Lockheed Martin, based in the USA, with sales of approximately 36 billion US dollars in 2012. The USA is the leading country in the arms export, followed by Russia and Germany. Although it is an industry with a long history, it is developing and adapting to new trends and strategies and changes in warfare. Furthermore, the arms industry is not just focused on the production and sale of weapons, but also on the research and development of new gadgets and arms such as drones.

The main interest of the arms industry is money, power and influence. These interests are important for the industry to develop and widen the market and target groups. To influence economic and political issues is very beneficial for the companies. On the contrary, the main

interest of the industries and companies based on a social background and the idea of a peaceful togetherness is not profit or power. The influence on peace building situations and recent developments is also interesting for companies based on and around the term peace. However, it is more important for these companies to make a change, raise awareness, for example for Peace Day, and to share the profits to fund and support certain, mainly locally oriented projects.

Another important factor regarding the connection between peace and business is the fact that peace is mostly seen as an ideal and not as part of everyday life. Because of this ideal status, peace is not seen as a foundation for businesses or as a profitable industry or business case that is profitable. But, currently a new trend is developing and the connection of peace and business is becoming more profitable. Development, sustainability and the environment are not just interconnected but are also connected to peace and recently, also connected to business. Different companies incorporate these aspects in their mission statements. Moreover, the companies connect these aspects and values with their products. A new target group for these developments was formed and an increasing part of civil society is willing to pay more for these products, if they support certain values. This trend is very recent and interesting for the future development of the market.

Introduction

The terms “war” and “peace” are terms that are very broad and are used daily in newspaper articles and other daily contexts. Often, both terms are used in relation to each other, as the one is mostly excluding the other. Even though it is not obvious at some points, both have a connection to business. This dissertation will analyse the questions “How profitable is the war machinery industry and can peace become a profitable business as well?” and will focus on the arms industry, its development and profits through exports and sales and on the relationship between peace and business. Furthermore, the findings for the business of war and the business of peace will be compared.

War can be defined as a crisis situation with violent attacks that can either happen inside a state, for example when a government is fighting with rebellious groups or two or more different groups are fighting each other inside its own borders, or between multiple states. Warfare has always included the use of arms (Krieg, n.d.). Because war always needs arms, the arms industry is strongly connected to wars, now and in the history of warfare. That the term “war” is also closely connected to business is very obvious, as the arms industry always was very important, not just for the security and armament of states, but it can also be very benefiting for a country’s economy. The worldwide arms transfer is mainly led by just a few main and powerful countries (SIPRI.org, n.d.). Especially in Europe and Western America the sales and export of war machinery and arms is a very profitable business and the sales have been increasing since 9/11. The leading positions in the export of arms are held by the USA, Russia and Germany. For example, the arms industry in Germany is also called “Sicherheits- und Verteidigungsindustrie” (translation: Security and defence industry) and is part of the arms and weapon manufacturing industry and is an important stakeholder in the German economy, also because it is providing many jobs. The market for arms and war machinery is growing and is in need of new technological developments. Because of that, not just the production and sales of arms is part of this industry, also research and development is important for businesses to hold or improve their position on the market. Even though the industry is providing many different jobs and is a stable business with a growing market the sales and especially exports of arms and military goods is a highly discussed and criticised topic and is gaining more importance through the recent developments, such as the development and use of drones.

It is much harder to identify the connection of “peace” with a business or an industry than it is regarding the term “war”, as there is no significant industry working on the development and stabilisation of peace and the term is mostly used in a political or crisis context. Moreover, many different definitions of peace exist and the term peace can be interpreted in various ways (Tagesspiegel, December 2010). This factor makes the field of peace studies broad and harder to analyse. Nevertheless, the most popular actors working with the term “peace” are governments, research institutes, non-governmental organizations and other organizations, for example the United Nations and their own institutions as the United Nations Development Program, the organization Interpeace, formerly belonging to the United Nations but acting independently since 2000 (Interpeace.org, n.d.) or the institution International Alert that is working on the development and stabilisation of peace in more than 25 countries worldwide (Where we work, n.d.). But companies are also making use of this term to support and fund projects and to build a good image, but also to increase their sales. Popular brands such as Coca Cola, Unilever, The Body Shop, Innocent Smoothies, Skype and Google, but also consulting agencies such as McKinsey, are using the term of peace for different reasons and in different ways (Corporate Coalition, n.d.). Development, sustainability and environment are connected to peace and peace development. Currently a new trend is developing and more and more companies are based in these fields and a new market for businesses is open and this market is closely connected to peace as well.

The arms industry brings advantages and disadvantages but the business with and around peace can also be seen both positively and negatively. The following chapters will sum up the most important facts, highlight the advantages and disadvantages and connect the terms of “war” and “peace” with businesses and profits, the industry built up around these terms and its goals and intentions. Therefore, the similarities and differences between both industries will be outlined and explained to analyse the historic, current and upcoming trends. The first chapter of this paper will analyse the war industry. To do so, the development and history will be introduced before the exports and sales of arms in the last years will be analysed. The used data was provided by the Stockholm International Peace Research Institute, one of the leading institutes in expertise on the arms industry and the trade with arms. The second chapter will analyse the relationship between Peace and Business. Because the field of peace studies is very broad and diverse, the first part of the chapter will introduce different definitions of peace and give a

definition, this dissertation will refer to. Furthermore, the relationship between business and peace will be analysed, before companies will be introduced, which are in some way connected to peace.

The comparison of the business of war and peace is very difficult, as many actors are involved and are interconnected. Underdevelopment and poverty can, through basic needs that are unavailable for the populations and other factors, lead to conflict. Also an unsustainable production or environmental issues, such as pollution of a populated area, can trigger conflicts. Because of this interconnection, businesses have the opportunity to influence a peaceful environment on a regional, local and global level, by addressing and improving development, sustainability and environment issues.

To make the comparison more visual and to analyse the current situation on peace development and its relation to business and to outline the profits of the arms industry, Germany will be used as an example. Germany is one of the leading states when it comes to the export and development of arms and is making huge profits on the arms industry. Following the USA and Russia it is the third strongest country in the export of arms (SIPRI.org, n.d.). Especially the machine gun G3, developed by Heckler & Koch and tanks and combats, such as the Leopard-II, are important goods for the German arms industry (C. Knop, July 2012). Moreover, many social innovative companies and organizations are based in Germany and are focusing on a more peaceful way of production and sharing of their profits, for example Manomama and Lemon Aid Beverages GmbH. To evaluate the findings desk research was used and three different Interviews were carried out: one with Andres Ginestet, a NATO Senior Expert and author of the book PAX, that analyses the foundations of peace and peace building, one with Rina Aluri from the Research Institute Swiss Peace, the developer of the Business and Peace Program and one with Annabell Merklin, the Communication and Social Media Officer of Interpeace, a former UN body, that is now acting as an independent organization in the field of peace development and peace building and that is the most important partner of the Peace One Day's NGO coalition.

This topic is showing recent changes and opportunities that are not only interesting and important for businesses and companies, because a new market for products is increasing, but also to identify new, important stakeholders in peace development. These stakeholders have the opportunity to influence future developments on regional, local and global levels.

Weapon Industry and its Profits

The arms industry has a long, worldwide history, as it is closely connected to the history of war. The market has grown steadily, especially since 9/11, and the demand for weapons and other war machinery gained more importance. Many companies and businesses are based in the arms industry worldwide and are developing and adapting to current affairs, the changing fact of warfare, the political changes and situations and the economic standards, for example a country's military budget. Many different factors and actors were and are influencing the industry and its development. Also, the history of the arms industry is very meaningful to understand the economic status of the industry and to show its importance for states, businesses and other stakeholders.

Development

The arms industry has a long history. Since there was war, weapons had to be produced. Especially through the Industrialisation of the 19th century the arms industry developed and was first a small, family related business that worked in very traditional companies dependent on states and governments, but also before, the arm industry was an important business in many countries, as the production of good weapons was beneficial on the battlefield (A. Plamondon, n.d.). In the 19th century the main production was focused on firearms and other small weapons and ammunition. Soon the industry developed to a huge business of private companies that freed themselves from the governments and states and worked independently. The private companies enlarged their production line and the arms industry became a broader working field. Many different companies started to invest in this business all over the world. As the market developed, also the production changed and the production of artillery and the engines of war gained more importance. Nowadays, these products are one of the most produced goods and are even more important for the business than the firearms. These developments can be explained with the change of the conduct of war. As the warfare changed, the arms had to adapt to these situations and new markets were opened for all kinds of weapons. Different war arms were developed. The common handguns were and are still produced, but there was a new market for different guns, shells and bombs and the navy gained more importance and needed to be upgraded (List of artillery by type, December 2014).

The arms industry has an impact on the economy, as in 2012 more than 120.000 employees were working for Lockheed Martin and approximately 174.400 people were employed by Boeing (SIPRI Fact Sheet, January 2014). But the industry also has an influence on political developments, even though or because it was driven by self-interest and the interest to widen the market. But especially since the 1980s, the detractors of the arms industry were starting to act more publicly and a peace movement tried to influence the industry (Campaign for Nuclear Disarmament, n.d.). These peace movements were not very successful and could not soften the impact of the arms industry. In the last years and especially since 9/11, the industry has been expanding and its profits have been rising enormously (SIPRI.org, n.d.). Many companies, acting and working in the field of arms, are also working in a different sector, focusing on a civil driven production, for example the Airbus Group (Wer wird sind, n.d.). A recent trend is that most of these companies are trying to sell the civil parts of the company, so that they can invest more in the military part. This is very important for these companies, as the arms industry and related productions are more profitable.

The arms industry can be divided into three main productions: firstly, the heavy artillery that is just produced for military use. The main products of the heavy artillery are tanks, such as armoured personnel carriers and other armoured fighting vehicles, military aircrafts and guns of large calibres (List of artillery by type, December 2014). Secondly, the production of light arms that also produces for civil use and the protection of civilians, for example for the police (Definitions of Small Arms and Light Weapons, n.d.), and the production of atom, biological and chemical weapons. The last aspect of the arms industry is mostly controlled by governments and is also called ABC-weapons (Informationsportal Krieg und Frieden, n.d.). The sale and production of the goods is very important for the industry, but the research and development is becoming more and more important as the market is open for new developments and trends.

A recent development of the arms industry was the development of drones. Drones are not just used for the arms industry, but in many different fields and especially since 9/11 the USA and other governments are using them for warfare. Drones are flying objects, similar to planes or jets, but they do not need a pilot and are steered by a specialist, sitting in front of a computer. One or more cameras equip the drone and the specialist can see where the drone is placed and where it is navigated with the help of cameras, which sends pictures to the computer. The system with which drones are operating is simple and effective and moreover, it is very safe for

the steersman, because he is not located in the drone (C. Cole, J. Wright, January 2010). Drones are a highly discussed topic, because they are very precise and have the ability to minimize the collateral damage, but are still developing and many civilians die because of a lack of information and a wrong use and interpretation of what can be seen on the screen. This development is changing the warfare, as the responsible person for an attack is far away from the detonation and because of that, it gets easier to send a bomb. Nevertheless, drones cannot replace the troops on the ground (S. Ackerman, July 2013).

Exports and Sales

The arms industry is a worldwide business and is most notably represented in Western America and Europe. The three main companies regarding the production of arms in 2012 were Lockheed Martin, based in the USA with profits of around 36 billion US dollars and Boeing, also based in the USA with profits of nearly 28 billion US dollars, followed by BAE Systems, based in

The 10 largest arms-producing and military services companies in the world excluding China, 2012

Rank	Company	Arms sales, 2012 (\$m.)	% of total sales
1	Lockheed Martin (USA)	36 000	76
2	Boeing (USA)	27 610	34
3	BAE Systems (UK)	26 850	95
4	Raytheon (USA)	22 500	92
5	General Dynamics (USA)	20 940	66
6	Northrop Grumman (USA)	19 400	77
7	EADS (trans-European)*	15 400	21
8	United Technologies (USA)	13 460	22
9	Finmeccanica (Italy)	12 530	57
10	L-3 Communications (USA)	10 840	82

* EADS was renamed Airbus Group in Jan. 2014.



www.sipri.org

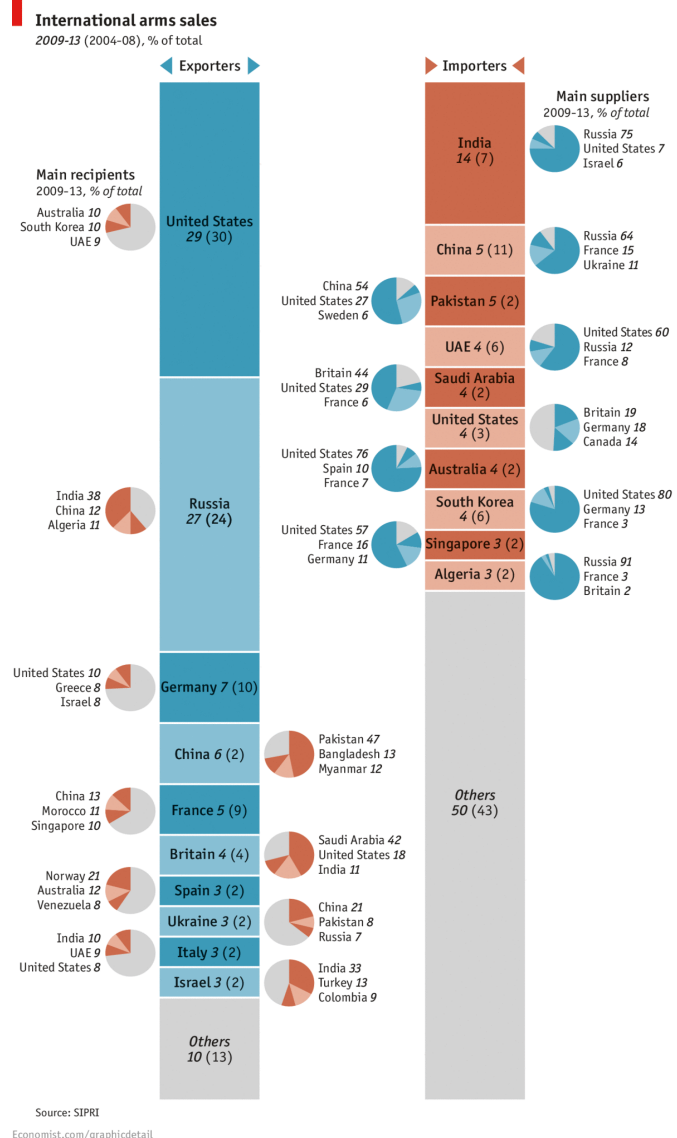
the UK with profits of around 27 billion US dollars (SIPRI.org, n.d.). The other main company, next to the BAE Systems from the UK, based in Europe is the EADS, called Airbus Group since January 2014, with profits of around 15 billion US dollars; holds the seventh position in the ranking of 2012 published by the Stockholm International Peace Research Institute. Most of the leading companies in the arms industry are also based in other markets. The Airbus Group, for example, is not just developing and manufacturing

(SIPRI.org, n.d.)

jets but also other planes that are not used for warfare or in the military sector, but in the transportation sector such as civil aircrafts. Therefore, the Company is split into three main

production lines: the Airbus that is focused on the development and production of civil aircrafts, the Airbus Defence and Space, focused on aerospace engineering and astronautics and Airbus Helicopter, focused on the production and development of civil and military helicopters (Wer Wir Sind, n.d.).

However, not just the production of weapons is profitable, trade with arms and especially the export of the goods is very important for the companies as well. In 2010, the Stockholm International Peace Research Institute (SIPRI) reported that three quarter of all exported weapons are distributed by only five countries (SIPRI.org, n.d.). Most of the exported weapons and arms are from the USA, followed by Russia and Germany. The USA is mostly exporting its weapons to South Korea, Australia and the VEA; Russia's main customers are India, China and Algeria, whereas Germany is mostly selling the products to Greece, South Africa and Turkey. China and India are, according to the Stockholm International Peace Research Institute, importing approximately 20% of all exported weapons (SIPRI.org, n.d.). These exports include heavy artillery, such as tanks and jets, but also small arms and light weapons. In the small arms business Germany is one of the leading nations in producing and exporting as well. The G3, a machine gun



(SIPRI.org, n.d.)

that is produced by the German company Heckler & Koch, is, after the AK47, a Russian machine gun, the most popular and most sold small arm (The Economist, January 2014). Many different agencies are rating the businesses and the exact profits and numbers are not made

publicly, but the Stockholm International Peace Research Institutes is an academic resource many news services and other institutes are referring to. The export of arms and war machinery follows strict guidelines and regulations. In 2013, the Arms Trade Treaty was adopted by the United Nations that focuses on the worldwide trade of arms and regulates it (Spiegel Online, April 2014). Just three countries, namely Iran, Syria and North Korea, voted against the treaty, 154 voted in favour. Even though the Arms Trade Treaty is limiting the export of arms, the exports, as reported by the Stockholm International Peace Research Institute, have not remarkably changed (SIPRI.org, n.d.). A reason for this is that the main goal of the Arms Trade Treaty is to prohibit and stop the transfer of small arms, combats, tanks and other arms to conflict regions (The Arms Treaty – UN Office for Disarmament affairs, n.d.). As these regions are not the main target market, the weapons can still be sold to China, India and similar states.

Tabelle B

AL-Position	Ware	Anzahl	Wert in Euro
A 0001	Handfeuerwaffen	5.306	234.443.097
A 0002	großkalibrige Waffen	380	95.425.073
A 0003	Munition	1.153	297.665.803
A 0004	Bomben, Torpedos, Flugkörper	349	166.363.797
A 0005	Feuerleitanlagen	555	1.062.986.900
A 0006	militärische Ketten- und Radfahrzeuge	3.355	1.004.630.303
A 0007	ABC - Schutzausrüstung, Reizstoffe	164	21.946.234
A 0008	Explosivstoffe und Brennstoffe	301	30.759.091
A 0009	Kriegsschiffe	612	216.899.342
A 0010	militärische Luftfahrzeuge/-technik	972	271.667.765
A 0011	militärische Elektronik	953	354.673.048
A 0013	ballistische Schutzausrüstung	102	13.761.979
A 0014	Ausbildungs-/Simulationsausrüstung	127	67.281.139
A 0015	Infrarot-/Wärmebildausrüstung	201	96.889.731
A 0016	Halbzeug zur Herstellung von bestimmten Rüstungsgütern	546	165.442.092
A 0017	verschiedene Ausrüstungen	323	156.535.321
A 0018	Herstellungsausrüstung zur Produktion von Rüstungsgütern	598	37.216.901
A 0019	HF – Waffensystem	2	191.550
A 0021	militärische Software	210	216.358.665
A 0022	Technologie	667	192.832.152
Gesamt		16.876	4.703.969.983

(Rüstungsreport 2012, October 2013)

The arms industry is an important sector in the German economy, as it is a profitable business and many companies, working in this field, are based in Germany. Already before the First World War, many companies producing weapons and arms were based in Germany (Rüstungsindustrie: Diese deutschen Konzerne bewaffnen die Welt, March 2012). From the 16th century until today, the business is important for the German economy. The export is an important factor for the economy and has been increasing in the

last years. The table was published in the Report of the German Federal Government about their export policy for conventional arms 2012 and is showing the amount of different arms, which were exported in 2012. It is showing that the most exported goods are small hand fire weapons and combats and tanks (Rüstungsreport 2012, October 2013). The companies based in Germany are not just exporting their goods to other countries; most of the machinery used in Germany is also produced inside the country. Just 20% of the used arms are imported. Furthermore, Germany has many professionals and holds one of the leading positions regarding research and new developments. Approximately 98.000 people in Germany work in the arms industry sector and more than 160 companies are either based in Germany or have a location based in Germany. The most important companies in the field of the arms industry, based in Germany, are the Airbus Group, also known as EADS, and ThyssenKrupp (The Economist, January 2014). The Airbus Group is one of the leading companies in the production of arms and is specialised in the field of aircraft. It produces jets and other important airplanes for warfare and the military. Furthermore, the Airbus Group is also based in the private sector and is producing aircrafts that are not used by the military, such as the Airbus A318 and the Airbus A380 two of the biggest passenger aircrafts worldwide (A380 - A380 photos, pictures, A380 videos, A380 3D view | Airbus | Airbus, a leading aircraft manufacturer, n.d.). The technical development and the export are very important for the economy and to secure jobs.

Overall, the arms industry is a very profitable business. With sales of around 30 billion US dollars in 2013 the leading companies, on a global level, have enormous profits (SIPRI.org, n.d.). The success of the business is influenced by different factors. Firstly, the arms industry has a long and stable history. War is a recurring part in the history of humanity and conflicts and violence are still normality in many parts of the today's world. A second point is the ability of the business to adapt to recent situation and current affairs and that the industry is actively seeking for new markets, such as security. Research and development are main branches of the industry and is very important, as the way of warfare is changing constantly.

Peace and Business

Peace – Definition

Peace can be defined in various ways. It can be defined as a protection of human rights and the living in a community where violence is not above a natural level, as violence is an effective course of action in the human behaviour (Gewalt ist eine Option leider, n.d.). In broad terms it means a condition in the society free of war. Most governments, religions and institutions, for example the United Nations, main goal is to achieve a society that lives in peace and harmony (Tagesspiegel, n.d.). The most known definitions of peace are the positive and the negative peace, whereas the definition of negative peace is the most popular and the broadest.

Negative peace is a very simple definition of peace and means a society, free from war and violence. The supplement “negative” is not a label of this definition of peace and includes no negative subscription. It is simply saying that other aspects than violence are not considered and by that the status or consideration is “negative”. It can be compared to a diagnosis, where germs are not tested and the status is “negative” (Positive peace – negative peace, January 2013). This definition does not consider the cultural aspects and other factors, for example education or social equality and the implementation of human rights and is solely focused on violence and war as the only aspects for peace in a society (Grewal, B.S., August 2003). The violence and conflicts in this definition have to be minimized and excluded to achieve a peaceful society. The definition of positive peace is more comprehensive than the definition of negative peace and includes many different actors and factors that influence and support the idea of peace, than just the absence of violence and war. This theory was mainly promoted and developed by Johan Galtung, a Norwegian mathematic, sociologist and political scientist and the founder of the TRANSCENT Peace University and its network of peace development and peace studies, for example the Journal of Peace Research (TRANSCENT International, n.d.). In his definition peace is not just a status free from violence and war, but also a status free from structural violence (Tagesspiegel, December 2010). The term structural violence is summarizing every harm of basic needs. Moreover, it includes social differences and disadvantages through education, gender, nationality, religion, ethics and many more aspects. The aspect of structural violence is, according to the artist and author Andres Ginestet “very important and necessary”

(A. Ginestet, Personal Interview, 14th May 2014). Andres Ginestet is working as an artist and an author, he wrote the book “PAX” that is discussing peace and shows opportunities how to promote and build a sustainable peace. Furthermore, he is working for the NATO and is being consulted in peace issues. Additionally, he states that the theory of positive peace by Johan Galtung is correct, but incomplete. The factor of structural violence is important, but systemic violence itself should be interpreted as important as the factor of structural violence. Violence, from Ginestet’s point of view not described detailed enough in systemic terms (A. Ginestet, Personal Interview, 14th May 2014). Nevertheless, the United Nations News Centre reported about school children in Central Africa and that by destroying the schools and any chances for education “their best hope for a better and more peaceful future” would be destroyed (United Nations News Center, May 2014). Education and stability are the keys to peace and can support peace-building processes, not just referring to Galtung, but also to the United Nations. Also, the organization International Alert is working with a definition of peace that is not only focusing on violence and war, but also on “fair and equal access to the basic needs for [the] wellbeing” and these necessities are according to the website of International Alert “food, clean water, shelter, education, healthcare and a decent living environment” and “an equal opportunity to work and make a living, regardless of gender, ethnicity or any other aspect of identity” (What is Peace – International Alert, n.d.).

The Institute for Economics and Peace defines peace as a “sound business environment, a well-functioning government, and an equitable distribution of resources” (Stein, G., n.d.) and that it is a status being in “everyone’s self-interest” nowadays (Stein, G. n.d.). To explain peace and the actors that are able to establish and develop a lasting, sustainable peace, the Institute for Economics and Peace developed and published the Global Peace Index, a platform that is showing and ranking more than 100 countries regarding their peacefulness (Visions of Humanity, n.d.) to identify the factors, influencing the peace and peace building processes, but also to outline the recent development of peace. To rank these countries according to their peacefulness the Institute for Economics and Peace uses more than 20 indicators to analyse the current situation in a specific country and compare it to others (Tagesspiegel, December 2010). Many of the indicators are focused on the violence inside the country, but most of them are analysing the use of weapons, for example light or heavy weapons, and if a country owns nuclear weapons. Furthermore, the countries export and import but also their military budget and the use of armed service inside the country are important (Visions of Humanity, n.d.).

While discussing peace and its connection to business, it is very important to find a definition to refer to. This dissertation will refer to the main aspects of Johan Galtung's definition of positive peace and the indicators for peace, analysed by the Institute for Economics and Peace (Visions of Humanity, n.d.), as it is not just solely the factors war and violence, but many factors that are influencing peace, including the economic status of a society, and by that also education, equality, businesses and stability. Moreover, the theory of positive peace is according to Andres Ginstet not enough, because the violence and the military industry conversion and transformation are not strengthening enough and other factors, such as equality on different levels, are more important. Because of that also the arms industry and a country's imports and exports and a state's violence potential, which can be measured for example by the murders with handguns, as analysed in the Global Peace Index, will be included (Visions of Humanity, n.d.). According to an article of the Tagesspiegel, a German news service, the factors education, equality and stability are very important for the definition of peace, because they can exclude envy, jealousy and hate, which can lead to violence or conflicts (Tagesspiegel, December 2010).

How are Peace and Business related?

Outlining the relation between Peace and business is harder than outlining the development between war and business, as the ties and connections are not as obvious. But recently more and more actors are focusing on identifying the relationship. There are different ways in which peace and business are related. The following will outline the role of non-profit organizations, supporting businesses in peace building situations and strengthening the role of business for the development of peace. Secondly, the use of the term "peace" by companies will be analysed and thirdly, the companies, working on a peaceful everyday life, will be introduced and analysed. However, most institutions working on the development of peace and driven by the goal to establish peace are either non-profit organizations, for example Interpeace and Swiss Peace or research institutes, the TRANSCENT Network, founded by Johan Galtung (Lohrmann, November 2013) or the Institute for Economics and Peace, which is publisher of the Global Peace Index (Visions of Humanity, n.d.). Many of the research institutes, working on the field of peace building and development, see the connection between peace and business and focus on the interrelation between both actors, for example the Peace for Business Foundation, based in Oslo, Norway (Business for Peace Foundation, n.d.).

Visions of Humanity reported that the Global Peace Index of the last 5 years shows that the world became less peaceful in the past years and inner state conflicts are increasing. Furthermore, the findings of the Global Peace Index are outlining the three main factors for the decrease of peace in the society. These three factors are “number of homicides, military expenditure as a percentage of GDP and political instability.” (Visions of Humanity, n.d.). This shows that not just peace and business are connected to each other, but also that the arms industry and peace building are strongly connected and that the leading companies belonging to the arms industry have the ability to influence the worldwide peace extremely. Furthermore, the results of the research are showing that many different influences are important for a sustainable peace development. According to the Global Peace Index, Germany is in the Top 20 of the most peaceful countries, but because of its high military budget and the fact that Germany is the third leading country in export of arms, it was never possible for Germany to be ranked in the Top 10 (Tagesspiegel, December 2010). The Global Peace Index is showing that peace is not just related to businesses, focusing on sustainability and the developing and promoting of peace, but also that it is strongly connected to the arms industry (Tagesspiegel, December 2010).

Moreover, businesses are seeing the importance of peace not just for the good will, but also to promote their products and increase their sales. These campaigns can be found in many different fields. The main areas, which are making use of these strategies, are either based in the food industry, for example Coca Cola and Innocent Smoothies, or are based in the field of hygiene articles, for example the Body Shop and Axe Deodorant. Other fields of business are working with similar ideas, but do not necessarily use slogans, promoting peace and human rights in the same way.

Most of the companies mentioned above are working together with Peace One Day and are promoting the goal of Peace One Day by advertising the International Peace Day on 21st September on their products with help of limited editions, which differ from the original products in design or with a new product line, that is available for a short time. Peace One Day is a non-profit organization that was founded in 1999 by Jeremy Gilley, a former actor and filmmaker. The main objective of Peace One Day is to establish a worldwide day, free of violence. In 2001, the United Nations adopted the 21st September as the International Peace Day (Peace One Day, n.d.). To promote the idea of the Peace Day, the organization Peace One Day is working in many different fields and with many different actions, for example the Vredesloop in The Hague,

the Netherlands. The Vredesloop was organised on the 21 September 2013 to promote the Peace Day and many people participated by running the 1,5 Km Children's run the 2,5 Km Youth run, 5 Km or 10 Km or by helping as volunteers (Runners | Vredesloop, n.d.). However, the Organization Peace One Day has partnerships with a coalition of non-governmental organizations, with schools, the media and with different companies. The most popular companies, Peace One Day built up a partnership with, are Unilever, McKinsey & Company, Lotus Cars, Skype, Greif, UST Global, ocado.com and Innocent Smoothies. The variety of companies, working together with Peace One Day, shows that the organization has partnerships in many different fields and also in many different markets. Peace One Day published interviews with its partners where the partners explain the International Peace Day, their contribution and the connection between peace and business. One of the videos shows Dominic Barton, the Global Managing Director of McKinsey & Company. He explains the relationship between peace and business and gives examples and highlights, what McKinsey & Company is doing, to promote peace. According to Dominic Barton peace and business are strongly connected especially referring to the aspect of stability and that the stability, through for example providing jobs, are leading to peace (McKinsey & Company supports Peace One Day, August 2013). McKinsey is one of the leading companies in the field of consulting and is supporting Peace One Day by measuring the impact and the change that was introduced by Peace One Day. Moreover, he states that "businesses want to have impact" and that the impact should be recognizable and measurable (McKinsey & Company supports Peace One Day, August 2013). The Organization Peace One Day not just establishes cooperation between different Non-governmental organizations, but also connects them and the term "peace" to companies from different backgrounds. Even though, these companies are not constantly working on the promotion of Peace Day, they still support it in their own way and get connected to peace.

International Organizations and Research Institutes see the role of business in peace building processes and peace development split. Companies can either be a saviour or a threat for these processes and a local and global peace. There are certain companies, based in specific markets, which are more likely to promote peace or conflicts. Rina Aluri from the Business and Peace Program that was established by the organization Swiss Peace states that companies and businesses, based in the service industry, are more likely to promote peace, as it is in their interest whereas companies based in the oil or mining market are more likely to ignore conflicts or human rights violations (R. Aluri, Skype Interview, 22nd May 2014). Another important branch,

were the conflict potential got visible in the last years is the textile branch. Through unsafe productions, which are especially harmful for the worker's health, conflicts can arise. A recent example is the collapse of a textile fabric in Savar, Bangladesh on 24th April 2013 and the protests triggered by the event (Nach dem Einsturz der Textilfabrik in Savar, Bangladesch - medico international, n.d.). The impact of business, referring to Rina Aluri, "depends on their size and on their sector, on their impact on the local economy and also on the global economy" (R. Aluri, Skype Interview, 22th May 2014)

Companies promoting and supporting Peace

In the last years, different companies, with different background, were working or advertising with the fundamental idea of human right protection, sustainability, support of those in need, employee-friendly or peace. These companies have a background in the fields of hygiene products, the food industry, the textile industry and many more. In the following, companies from these three fields will be shortly introduced and the fundamental idea of the company and its connection to peace will be analysed.

Hygiene Branch: The Body Shop and Axe (Peace One Day)

The Body Shop and Axe, a product line of the Unilever Concern, are both based in the hygiene market. The Body Shop is selling products such as lotions, shower articles and make-up in different styles for both genders, whereas Axe is mainly producing hygiene articles for male users. Furthermore, the product line of Axe is smaller and is targeted on the male use of these products. But both companies are connected to the term "peace" in different ways.

The Body Shop is a company, based in the United Kingdom, founded in 1976. Since 2006 it is a subsidiary firm of L'Oreal and is advertising its products with a production, free from animal testing and supporting ethic ideas (Unsere Geschichte The Body Shop, n.d.). The Body Shop has different campaigns promoting human rights and fair trade and other ethic projects and goals, such as education. Since 1994 it promotes Human Rights, for example by raising money for projects against domestic violence. This is not a worldwide peace, but the company does promote a peaceful and respectful way of living with each other and projects that are related to that. Most campaigns of The Body Shop are supporting factors, described in Johan Galtung's

theory of structural violence, for example education and equality. The last campaign “Stop Sex Trafficking of Children and Young People” was, according to the The Body Shop’s website, very successful and the biggest campaigns in the history of The Body Shop (Trafficking | The Body Shop®, n.d.). They use the campaigns to promote their company and to build a good reputation to increase their sales and to differ from other companies in the same branch. If their campaigns are really that successful is not proven. Nevertheless, with help of the campaign they collected signatures against sex trafficking and handed more than 7 million signatures from 66 participating countries to the United Nations (Trafficking | The Body Shop®, n.d.). To promote these interests and strengthen their work, The Body Shop built up an own foundation: The Body Shop Foundation. It is founding “small innovative Charities since 1989” (The Body Shop Foundation, n.d.). Unilever is a Dutch-British concern and is one of the world’s leading producers of final goods. It was founded between 1929 and 1930 and made profits of 5,9 billion US Dollars in 2013 (Unilever, May 2014). It is producing goods for various markets. One of these markets is the hygiene market and Axe is the company’s main product line, targeting males. Since 2013 the product line has been selling the Axe Peace products. The Axe Peace product line is available in drug stores in a few European countries and is promoting Peace One Day as a result of the partnership between Unilever and Peace One Day (Corporate Coalition, n.d.).

Textile Branch: Manomama

Manomama is a small fashion label, based in Germany. Sina Trinkwalder founded it with a simple goal: she wanted to employ people, who are not the first choice candidates for other companies, because of physical and mental handicaps, a too high age or a missing diploma. To achieve this goal the company was based in the field of clothing production, as most of these people would be able to work in this field. Not just the employment of these groups of people was important to her, but also that they can produce their goods without wearing gloves or masks and without a health risk. As a result, it had to be guaranteed that all materials are free from chemicals and other risk factors. This again had the consequence that all materials are produced in Germany and the direct environment, so that it can be secured and tracked that no chemicals are used. Because of this circle of consequences Manomama, a fashion label with production in Germany and with a safe production circle, was founded (Dahinter stecken, n.d.). Moreover, the company has approximately 140 employees, all of them who have an unlimited

employment agreement and a minimum wage of 10€ per hour (Dahinter stecken, n.d.). The fashion label got various awards, for example the “Deutscher Nachhaltigkeitspreis”, the German award for sustainability in 2011. The last award Manomama achieved was the Babara-Künkelin Award 2014. The award is honouring German women, who believe in a change and are actively trying to achieve this change (Preisgekrönt, n.d.). The company is not using terms, such as “peace” and “sustainability” to promote their products, but the company goal is to solve the social inequality and to treat every employee and applicant in the same way, no matter if they have different cultural, educational or health backgrounds. By supporting this equality, they are also supporting the idea of positive peace on a local level. Furthermore, the textile industry can trigger conflicts, such as the conflict after the collapse of a textile fabric in Bangladesh in April 2012 (Nach dem Einsturz der Textilfabrik in Savar, Bangladesch - medico international, n.d.). With the same production that is secured by Manomama’s working policy not just social equality is established, but also the possibility for those conflicts is minimized.

Food Industry: Lemon Aid and Innocent Smoothies

In the Food Industry companies are also focused on sustainability and the funding of social projects. Two examples from the food industry are the Lemon Aid Beverages GmbH, a German company producing lemonade and ice tea, and Innocent Smoothies, a British company that produces smoothies and fruit juices. Both companies are promoting peace and sustainability in different ways. The names of LemonAid Beverages GmbH products are already showing the connection of the product to social projects. The lemonade is called Lemon Aid and the ice tea is named Chari Tea. The charity organization is based in Hamburg, Germany, and was founded in 2008. It founded a charity organization in 2010 to fund projects, it is called LemonAid and ChariTea e.V. (LemonAid and ChariTea e.V., n.d.). The company is following different goals, even though the product range is small. The first goal and objective of the LemonAid Beverages GmbH is the use of biological, fair trade ingredients (LemonAid Trinken hilft, n.d.). Furthermore, the company is funding the charity organization LemonAid and ChariTea e.V. with 5 cents of every sold bottle. In the last years the company was able to fund the charity organization with more than 300.000 Euros (Lemon Aid Trinken hilft, n.d.). Moreover, the company is not just focusing on the biological and fair trade production of the used ingredients, but is also funding local and global charity projects such as the project “Pfandkiste”. The project was developed for German cities. In Germany bottles with refundable deposits are sold and people living in poverty

are collecting the bottles from rubbish cans and other public areas. As it is dangerous and humble to get the bottles out of the rubbish can, LemonAid was placing beverage crates to public places, so that people can leave their bottles there and others can collect them without any health risk and humiliation (LemonAid Die Pfandkiste, n.d.). Furthermore, LemonAid Beverages GmbH is funding projects in the countries and areas, where their ingredients are produced, such as Brazil and India (LemonAid Unsere Projekte im Überblick, n.d.). Innocent Smoothies is a company based in London, and is operating in the same market. It produces drinks, mainly Smoothies and fruit juices. Innocent Smoothies was founded in 1998. It focuses on five different values and main goals. Firstly, the end product has to consist of 100% fruit; the company is not using additives or flavour enhancer. Secondly, the ingredients and their production of Innocent Smoothies are very important for the company. The company is not just using fair trade fruits, but also determined their own standards for the production of the sold goods. Furthermore, the production and packaging is sustainable and the last value is to share the profits with charity organizations and social projects (Unsere Werte, n.d.). Also Innocent Smoothies founded its own charity organization to support projects, the Innocent Foundation (The Innocent Foundation, n.d.). But, different to the LemonAid Beverage GmbH, Innocent Smoothies is also part of the Corporate Coalition of Peace One Day and is supporting the International Peace Day on 21st September by advertising it on the packaging of its products and a limited edition (Corporate Coalition, n.d.).

All of the listed and introduced companies are in some way connected to peace. Whereas Innocent Smoothies and Unilever are supporting the organisation Peace One Day and the International Peace Day on 21st September, by advertising it on their products and supporting Peace One Day with part of the sales, companies such as Manomama and Lemon Aid are following a different goal. Manomama is employing people who are disadvantaged and is offering them a safe workstation. Because of this Manomama is reducing social inequality and through the save production circle conflict potentials. Lemon Aid again is following a different goal. With the two product lines Lemon Aid and ChariTea the company is funding charity projects and organizations and through that is supporting development and sustainability.

These companies and many more are promoting their products and their business with terms such as “sustainability”, “development”, “environmentally friendly” and similar ones. These terms are also strongly connected to peace. If the companies are actually supporting local farmers and

a sustainability that can lead to peace is not proven. Nevertheless, the recent developments are showing that there is a market for these products, which are focused on certain values and that citizens are willing to pay more, if the company is working on development or charity issues. A target market was formed and the companies can compete on the market. Furthermore, is this increasingly group in civil society not just consuming these products, supporting important values, but also are voting for politicians that are supporting similar issues and not promote war, conflict and armaments.

*The similarities and differences between the business of war and peace**The similarities between the business of war and peace*

There are similarities between the business with war and the business with peace. First of all, businesses acting in both areas can have an influence on peace and the peace building process through their actions and for example their production. Businesses, no matter with which background, have an influence. The Business and Peace Program from the Swiss Peace Organization, based in Basel is analysing this influence. Not just the arms industry has a huge interest in the impact on peace and peace building and can influence it in its interest, companies based in the oil and similar markets, such as the mining industry, have a same motivation. Therefore, a company's influence and the motivation regarding peace development and stabilisation is influenced by many factors such as its professional background, the market and the country it is acting in and the size of the business (R. Aluri, Skype interview, 22nd May 2014). Businesses can play a huge role in the stabilisation process and the peace processes of a country, but can also promote conflicts and unrest situations, such as protests and riots. Another important similarity between both backgrounds is the providing of jobs and by that the stabilisation of the economy.

The consumer and the consumer's interest drive both companies. The market for companies, acting in the field of Peace just recently developed and because the mass of customers that are willing to buy a certain product, which promotes values, such as sustainability, environmental protection or development, was increasing in the last years and the market for these products and companies was introduced and formed. Also the arms industry is depending on the market and the costumer's interest.

Peace and war can be measured in the exports of weapons and other factors and are either connected to the arms industry or are focusing on the arms industry. The Global Peace Index is focusing on these factors to measure peace and also the less peaceful and most aggressive countries or countries that are most likely to start a war are measured with these factors (Tagesspiegel, December 2010).

The differences between the business of war and peace

More obvious than the similarities between the businesses made with war and with peace are their differences, also because both terms 'war' and 'peace' are opponents and exclude each other. Only if there is no war, can there be peace, on a local and global level, and other way around. This shows, that the differences exist and are important to identify, as they have an impact on the success and the profits of the business around the term. Firstly, the business made with war is much easier to identify than business acting in the interest of peace and peace building. The arms industry is making its profits by selling small arms, heavy artillery and other gadgets that are important and necessary for warfare. Except for the small arms, the developed, manufactured and sold products are just used for warfare, the amendment of a state or other acts that are directly connected to war and violence. Contrarily, the business made with peace is very hard to identify, as the term peace in relation to business is interpreted and used in different ways, as the businesses are based in different markets, countries and have different sizes and sales and are working on different programs, approaches and with different organizations, such as Peace One Day, or are supporting a company-related foundation, for example The Body Shop Foundation (The Body Shop Foundation, n.d.). Because of the spread use and interpretation of peace and the different approaches and programs, the business made with Peace is harder to analyse and identify. Furthermore, the arms industry can make higher profits, because it is not diverse. It is action with a straight, clean, simple mission on a global market that is easy to identify.

Secondly, the impact on economic and political issues is different. Actors based in both backgrounds have an influence on these factors, but the influence of the arms industry as well as the influence of businesses based in the oil and gas market on politics and economics is enormous. Because both industries, the arms industry and the oil and gas industry, are global acting businesses with high profits, they have the power to influence the economic and political status of a state and government. Furthermore, they are acting much more in a self-driven way than the businesses supporting peace and its development. Whereas the arms industry has a huge influence on different global actors, the business build around the term peace does not have a similar impact. The businesses and companies having the ability to make a change, either as a small, local change with a save and healthy production in the textile industry, as the company Manomama has, or the company Lemon Aid, that is supporting different projects to

support humans in need, or a change that is more global. But the influence on the political or economical status is not as strong as from the arms industry or the gas and oil industry, as it is not as powerful and profitable. Still, the business build around the term 'Peace' has influence and can also have influence of the local politics and economics in the field it is acting, for example with established programs or funding.

Through the straight mission and market of arms industry it can be more profitable and is not facing the problem of a diverse market with different definitions and values. Moreover, the arms industries interest is that there is war and conflicts, as only then is there a market for their goods. Additionally, the businesses, working on social products and on the development of a fair market are not following the goal of high profits. The profits are important to the company, but not because of the same motives as for the arms industry. For these companies it is more important to share the profits and make a change and invest it in charity projects and foundations to achieve a sustainable, lasting peace.

Conclusion

Peace, War and Businesses are connected in various ways and have a reciprocal influence and relation. Still, the comparison of both businesses is difficult, as both topics are connected to many different issues and factors. The business of war and of peace has similarities, such as the main interest in getting involved in processes. However, the businesses intentions, interests and backgrounds are different.

Peace can be a very interesting and profitable business for companies to invest in, as it can lead to a new market, bring stability and can be a good foundation and promotion for a company. Some companies, for example the consulting agency McKinsey & Company, are arguing that businesses are the only actor, which can establish a sustainable peace and therefore have many opportunities (McKinsey & Company supports Peace One Day, August 2013). Nevertheless, many companies based in different fields of profession and markets are supporting either their own foundations and projects or non-governmental organizations such as Peace One Day and by that the International Peace Day on 21st September. These companies are following different goals and values and are acting in totally different ways. Because of that, it is hard to identify the similarities. Another factor, causing an diversity of the business made with peace and that is promoting peace is that there are many different definitions of peace and the focus can differ extremely. Additionally, the idea behind most businesses, working with a social background, is not the profits for the company, but to share the sales profits.

Whereas businesses operating in the field of peace and peace development are facing diversity and are based in different markets, the business made with war and war machinery is easy to identify. The arms industry is a very profitable and powerful stakeholder of the global economy. It can get involved not just in economics, but also in politics and peace building processes. Moreover, the profits of the arms industry are increasing and the market for small arms, heavy artillery and other weapons is still open and very wide. As the arms industry has a long history and is always developing and adapting to new situations and recent events, the profits can increase and new markets are opened.

The business made with peace and a peaceful idea might not be as successful and profitable as the arms industry and its profits and influence, but if the mentality of people will change and products that are produced under rules of health protection for the workers and fair trade standards, the business can make a change. Furthermore, the advantage of the businesses, investing in peace, is that they can lead to a sustainable and stable future for a local community. If the moving forces are power and harness, the arms industry will always be more successful and profitable than companies, based on a social motive. But, as a new trend is developing, the market for companies and products, based on a social and peaceful idea, is established and constantly growing. Companies such as Manomama and Lemon Aid Beverages GmbH are gaining more and more attention and can compete with similar companies. Even though they are relatively new on the market, they were still able to build their business founded on a social idea in the last years and to find their position on the market. Still, peace is seen as an ideal and not as an element of everyday life, but as a increasing group of consumers is not just consuming these products, even for a higher price, but also voting, in political elections, in these interests is growing, the market has the chance to grow and the business of peace could gain more importance for businesses in the future.

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Appendix

Personal Interview Andres Ginestet, 14th May 2014 Wuppertal, Germany

Die Theorie von Johan Galtung zum positiven Frieden umfasst auch die strukturelle Gewalt. Ist dieser Aspekt bei der Definition von Frieden sinnvoll und notwendig?

Sinnvoll und notwendig; ja, aber nicht ausreichend.

Im Bezug auf welche Punkte ist die Theorie des positiven Friedens und der strukturellen Gewalt ausbaufähig?

Insofern als dass das Konzept der Gewalt in der Theorie von Johan Galtung zum positiven Friedens praktisch nicht ausreichend funktional beleuchtet ist und somit nicht ausreichend in Zusammenhang gestellt wird mit dem Aufbau und den Aufbauleistungen des Friedens und dadurch die Aufbauleistungen des Friedens sich auch zu sehr verzetteln und diffus sind, denn der Gegenpol, nämlich der Abbau des Störfaktors, nicht ausreichend klar definiert und unterschieden wird.

Also sollte die Gewalt mehr im Zentrum stehen?

Nicht mehr aber genau so schwer im Fokus stehen. Die Gewalt muss genau so schwer im Fokus stehen wie der Aufbau des positiven Friedens.

Wie wichtig sind Firmen und Business im Aufbau von Frieden und in welchen Punkten können sie helfen?

Firmen verursachen bei einer nicht nachhaltigen Firmenpolitik, bei einer nicht nachhaltigen Sozialpolitik der Firmer und vor allem bei einer Konzentration der Firma auf die nationalen Belangen und nicht auf die Zusammenhänge, die die Firma in den Kontext des internationalen Geschäfts stellen, verursachen diese Kostenexternalisierungen. Und diese Kostenexternalisierungen sind vielerlei Art. Also, wenn jetzt zum Beispiel Rohstoffe gewinnmaximierend einkauft werden und somit dann Sklavenlöhne in irgendeiner Familie in Chile betrieben werden, weil nur über die Sklavenlöhne in der Familie in Chile oder in China oder in Afrika dieser Rohstoff so billig zu kriegen ist, dann verursacht dies langfristig Gewaltkosten in dem Land weil praktisch die Sozialstruktur in dem Land geschwächt wird ohne

das parallel dazu eine Politik gefahren wird wie man sie aus Ländern wie Bhutan kennt, wo eben die offizielle Politik ist, dass das Bruttosozialprodukt in Glück gemessen wird und nicht in Dollar. Man kann ja arm sein und trotzdem glücklich sein, aber dazu gehört dann auch ein bestimmtes Verhalten und das muss erlernt sein. Wenn man jetzt das Verhalten einfach nicht lehrt und dafür dann aber die Mittel kürzt, dann erzeugt man eine den Umständen nicht angepasste Notsituation, und diese Notsituation führt automatisch, langfristig zu einer Retourkutsche. Zu einer gewalttätigen Retourkutsche. Das ist die eine Sache, das eine ist also zum einen der Einkauf von Rohstoffen, das andere ist dann aber auch die Außenhandels Bilanz. Deutschland zum Beispiel ist ja ein Land, das sehr stark von Export lebt. Es ist aber so, das Länder, [vor allem] arme Länder, die diese Maschinen einkaufen sollen ja gar nicht so viel Devisen oder Möglichkeiten haben dann an diesen Technologiefortschritt dranzukommen. Und dann kann der Konkurrenzkampf im Land unter Wettbewerbern dazu führen, dass eine Preissenkung auf dem Binnenmarkt erfolgt um eben auf Grund der Konkurrenz ein bestimmtes Publikum bedienen zu können und somit dann am Markt zu bleiben. Dann ist es so, dass die Länder die diese Geräte vielleicht bräuchten und nicht drankommen dann drei und viermal im Nachteil sind, weil die Geräte sind dann schon über Gewinnmaximierung und über Rohstoffe entstanden die schon zu einer Ausbeutung geführt haben, dann wird das Produkt, weil es eben im Inland gar nicht gebraucht werden kann, jetzt zum Beispiel in Afrika eben, wird es dann eben wieder teuer zurück eingekauft, weil man es vielleicht für das eigene Land braucht und dieser ganz teure Einkauf wird dann auch immer noch deswegen als Strafe, weil es sind dann ja im Inland gar nicht die Gegebenheiten da. Und in sofern ist es so, dass Betriebe, die einfach nur ihr Geschäft sehen und die Gewinnmaximierung der Aktionäre, das ist zu vergleichen mit einer Armee, die sich nur um ihre Soldaten kümmert, und der es völlig egal ist wer vor die Kanone kommt, Hauptsache die eigenen Soldaten sind geschützt und schießen halt. Es ist zwar nicht 1:1 vergleichbar, weil es schießen ja zum Beispiel Firmen, die Computer herstellen nicht mit Kanonen, aber letzten Endes passiert bildlich schon etwas ähnliches, es ist nämlich so, dass das Binnenverhältnis gegenüber dem Außenverhältnis dominant ist und dann wird halt intrinsisch für einander gesorgt und alles was vor der Tür passiert ist nicht mehr mein Bier.

Kann mit dem Frieden Geld gemacht werden oder sollte der Begriff weiterhin als Ideal gesehen werden?

Auf garkeinen Fall, Frieden darf nicht als Ideal gesehen werden. Frieden der pragmatisch ist, ist ein Frieden der Alltag ist und Alltag ist auch, zum Beispiel [,dass] Geldgeschäfte friedlich seien

müssen und die meisten Geldgeschäfte sind ja auch mehrheitlich friedlich. Wenn man sich anguckt, was auf der Welt an Geld verdient wird ist das meiste davon friedlich.

Skype and Email Interview with Annabell Merklin, Communication and Social Media Officer at Interpeace, 28th May 2014

The first question was answered via Email; all other questions were answered via Skype.

With which definition of peace Interpeace is working? Is it just focusing on the definition of peace that is excluding violence and war or are other factors important?

On conflict:

We understand that conflict is natural to society. We understand conflict to be the confrontation of differing interests, ideas and agendas that is inherent to social and political life. Moreover, we believe that conflict can play a positive role in social dynamics as a driving force of innovation and change, when effectively managed. Conflict becomes a disruptive and destructive force when it results in coercion and violence; when social groups and individuals understand that there are no better means to pursue their interests than violent confrontation.

On Peace:

We understand that peace is not the simple absence of violence, but the prevalence of a framework of social and political relationships that are free from coercion or violence thus allowing groups and individuals in society to pursue their needs and aspirations – economic, identity, political, religious, or other - without fear, with justice and in security. Peace is always perfectible: individuals and groups (men and women) in society are in constant search for better ways through which to pursue their needs and aspirations, in the context of differing interests and discrepancies. Peace is therefore a process, not a destination. Peace requires a commitment: a social contract between the different elements in society that establishes the conditions in which the pursuit of needs and aspirations can take place without the recourse to violence or coercion, and with full respect of human rights.

Interpeace as a partner of Peace One Day: How does Interpeace benefit from the partnership with Peace One Day?

Maybe it helps to first explain a little bit more what kind of shape this partnership actually has. We are the lead partner of Peace One Day's NGO Coalition. I am not sure how familiar you are

with Peace One Day Campaign, but it is basically the revolving of five different coalitions. There is the business coalition, the NGO coalition, a reducing domestic violence coalition and I believe a student coalition. There might be others I might be forgetting something. We've been among the earlier coalitions and we basically got asked by Peace One Day if we want to be the lead partner, because Interpeace has a lot of convening power you might call it and is very well connected in the peace building world and since Peace One Day does not actually do peace building work themselves, I mean they don't have programs like Interpeace does on the ground and on the field level, so they reach out to us because we already know other peace building organizations and they wanted us to bring together NGOs from all different kind of fields and not just NGOs that work on peace but also for example environment or education, all kind of things because the idea was that all these different NGOs they need to have peace first in order to do their work. For example, if you build a school and then the next day because there is violent conflict school is being burnt down again that's a bit pointless, so peace is really fundamental for all these organizations doing their work. We were able to build the coalition from I believe when we initially launched it, there were just about 200 members and now we are over 800, so we are quite proud of that. So now there are about 800 organizations that have joined and the engagement of course of these NGOs various quite a bit. Some actually do activities on Peace Day and others obviously don't. Because some of them are very, very small and don't have the resources to do that.

I think this answered already the question what the benefits for Peace One Day are.

Yes, and also another benefit for Peace One Day is also that we are some kind of advising them a bit. For example last year we made also a resource package for these NGOs where we had outlined I think about two or three examples of how to organize a meaningful activity on Peace Day, so we had different ideas of how various organizations could conduct workshops and the theme of Peace and we were very careful to take into account that not all of these organizations do actually have a peace building background or necessarily have people with facilitation skills so we had to pay attention there and then also last year Peace One day has received quite a bit of money from the Howard Buffet Foundation to start a big 3 year campaign in the Great lakes Region with a special focus on the DRC. And there we are trying to also advice Peace One Day because we are connected in the Region. Some of our longest running programs are in Ruanda, Burundi and we are trying to give them access to sort of the local knowledge that makes sense in the sensitivity you don't necessarily know about. But that to a lesser extend, our main role has

been up to now growing the NGO coalition. And this year the focus is a bit less on expanding the membership, this year it's more about deepening the membership and actually get members to do an activity on Peace Day.

Since when are Peace One Day and Interpeace partners?

That a very good question, that is also on our website. Just if you want to take a look, we've got a Peace Day section; you will find it quite easily. Just so that I don't say anything that's wrong. I think it was 2011.

Are there any collaborations or projects that the organization is working on? You said that it is quite advisory but is there also a project where Interpeace and Peace One Day are working together?

It depends on what you describe as a project. We are still mainly working together as partners in the NGO coalition so we are reaching out to the different NGOs and are trying to encourage them to do an activity on Peace day. We are also reaching out to bigger NGOs that are part of the coalition, cause they can really emphasise the message and we are also working together on different things in the DRC, but I would say it's a very loose partnership, so its not that we are having "lets make a poster together" or something.

So there are no actions on Peace Day organized by Interpeace?

No, there are. All of our partners are doing actions on peace Day that will be Peace Day activities. Here in Geneva we are doing again something we did for the first time last year together with the UN and the Geneva Peace Building Platform, its an event called "Geneva Peace Talks", you will also find an section on that on our website. We are organizing this again in our regional office and are all trying to do different things and almost all of our partners are, because Interpeace is working with many partners on the ground, our peace building work actually never looks like Interpeace, because we really believe in local partnerships. So our partners are fully independent, local NGOs. So in Burundi, we work with Burundian NGOs that is fully staffed by Burundians, so no expats like me goes to Burundi and tells Burundians how they can solve their problems. We really believe that every society can solve their problems themselves. They know much better what their issues are then anyone from the outside ever could, sometimes they just need a little bit of support and we are here to provide that support. The methodology that our partners are using and the strategies are shaped in cooperation with

us. But the implementation and when it comes to the final decision it's the partners who make those. For the last three years we really tried to encourage partners to do something on the day and to use it as a day to show what they are doing and usually they organize meaningful activities. That means that the activities make sense also from a program strategy perspective. So if the program for example is trying to engage with young people they would then organize an activity that appeals to them, rather than something with women. If the program strategy is reaching out to women, they most likely do something that is in line with that.

Skype Interview with Rina Aluri from Swiss Peace, 22nd May 2014

How important are businesses for peace and peace building actions?

As I already told you the questions are very broad, what makes it hard for me to answer them but maybe I can give you specific examples and answer them. [...] Businesses have a large potential role to play in certain elements of peace building. One is specifically peace processes, I think that businesses can play specific roles in processes whether they are directly involved in processes as consultants or by providing space or an office for peace processes to take place, they could play a very specific role also in bringing different actors to the table and getting access to specific conflict actors, for example governments. If we are talking about peace activities more generally, I think that it also relates to the leverage that businesses have. So if a business really has leverage, that means if they have access to political actors, they also have access to other important organizations or government associations that are relevant in supporting peace building and I think they could play an important role. However, I think it's also important to mention that businesses don't always have leverage, this also depends on their size and on their sector, on their impact on either the local economy and also on the global economy and if they have a large position on the stock market and things like this. So depending also on the specific business that they have opportunities but also limitations in the way they can act.

Maybe we continue with the third question then, because this is about the opportunities of businesses in peace building process and where they are limited. So, if you could tell me a little more about that.

So, I think that businesses have definitely certain capacities. I mean when we talk about specific peace building activities some are activities that are supporting gender development or job

creation or dialogue processes or also providing development aids involving in conflict contacts and things like this. Again it depends on the specific understanding of peace building and what activities in peace building we are talking about. But in the examples I just gave I think that the different capabilities, for example of course in job creation businesses have a strong role to play, in terms of supporting local and international market development, in terms of create jobs but also supporting ways that can be more conflict sensitive that people for different ethnicities and different conflict groups can also access jobs, If they weren't able to access jobs during a civil war or something like that. And as I mentioned other such as gender development or dialogue processes then I also see them playing different roles and other capacities. They have again opportunities in dialogue processes to provide leverage in terms of getting access in actors that are involved in the dialogue process and they have government representatives or conflict actor. I think that they could play a role in supporting also the idea of an economic peace dividend. However, then when we speak about their limitations, I think often businesses define job creation in a very technical way. It is often "We create jobs" and then that's it. And if we create jobs in a conflict contract we contribute to peace building. And I don't really believe that this is the case. This is really a limitation that many businesses are simply seeing the pure job creation as peace building and I think that is not correct. There also needs to be elements directly address the causes of the conflict or directly target the creation to people that were particularly affected by the conflict, for example former rebel groups, former armed groups, then of course you can say that the job creation targets the conflict itself ad peace building itself. But pure job creation I think is quite limited and I think that businesses are also limited to engage in a real job creation that supports peace building, firstly, because they don't have a huge interest. Of course they can create jobs and support gender development in a way that's always related to their core activities and to do it in a way that is really supporting peace building would require an additional consultation or understanding of what that means. And I think that they also not always have the capacities for example, they can introduce different actors together in dialogue or provide a space for actors to engage, but how they themselves use their operations and activities for gender development or for dialogue is then again limited. I think that peace-building organizations are also critical of businesses. They also don't always want businesses to be involved in peace building. So they are also limited in that sense. They are not always accepted as political players. Either they define themselves as a political or really peace building organizations or that it is not of their business and that they should stay out of it.

You talked about the interest and that it is not really in the interest of the business, so what is the interest or the benefit for a business to be involved in a peace building process?

I mean that they can have an interest in let's say peace in large, in a broader peace and that they are engaged in a context that is general peace. I think that that is in their interest. I also think that it is in their interest that there are activities that promote peace and that it is making their work more easy or accessible or less likely that they are targeted for attacks. So I think that peace is definitely in their interest. However, is it in their interest to invest in peace in terms of changing their activities and their operations? This is not always so clear. So even if peace enlarges their interest in how specifically enlarges their interest in peace building it is not always clear how it benefits them.

So I can sum up, that the peace in broad terms is the main interest of companies when you get in more detail then it is not that clear.

I think it's also not that clear to them how they can support peace building. So this makes it also difficult to identify where the benefits lie. I mean there is a whole discourse that is saying you have to make a business case and if you are able to make a business case then it is in their interest and that they would be more likely to invest in certain things, however, I think that its also depends entirely on the very specific activities that they are able to develop how you can really argue that there is a business case that is supporting peace building and that also develops on their operations and activities. There is a business case I think.

Companies from which background are engaging in peace building process. I read on your website that there are a few publications on tourism as a term. But are there companies from all fields of profession or markets, which are involved or is it just a few specific [backgrounds]?

I would say that the literature and practical experience shows that, let me flip your question a little bit and say that there are certain sectors, which are more likely to contribute to conflict for example the extractive industry sector, mining, oil, all these large extractive industries or jams are more likely to contribute to conflict. And when we look at how they define the types of their size of types of their resources that they are using, then we see that other sectors such as tourism that are more related to the service industry or even ICT and communication and agar business. Agar business is one way of addressing national resource conflicts in a way that is less heavy and less of a large impact and so is mining, but they have also been accused in terms of land grabbing and things like this that are also contributing to conflict. But I think that

there are certain sectors, which are more pro into supporting peace mostly because of the way the sector works. So, I mean tourism and ICT there is a study that's been done where they identify the specific sectors. However, this is also slightly problematic because for example ICT when you look at situations like Egypt and Mubarak there were a lot of accusations that ICT such as mobile phone technologies and twitter and social networks were really used by military regimes and paramilitary regimes to control the population also to insight conflicts not necessarily for peace but you can also argue that many activists also using the social networks for ways to create awareness when the mainstream media was down. So ICT and tourism were both sectors that have been identified predominantly for peace building and the way they work. [...] There are service industry sectors that are more likely to be more peace promoting just because of the way they tend to work with local populations and communities and the use of land is more monitored. They also have a history of a more established corporate social responsibility policy and things like this whereas extractive industry is always more seen as have more human rights violations. At the same time when you see the way that international initiatives have been developed, like the international codes of conduct of private security companies, then you also see that these big bad industries or these big bad sectors have also a huge potential to be regulated better then service industries because people see them as problematic and establish real guidelines, showing that they are more aware of their impact and more aware of their conflict impact. So there is also a potential to regulate them better maybe then other sectors, which you don't think so bad about such as tourism, so they are less likely to be regulated.