

A Peace Plan For Afghanistan

PRESENTED TO NATO/ISAF

BY A JOINT VENTURE BETWEEN SOPA
AND MOTION MOTION MATTERS INC.





We dedicate this Plan for the people of Afghanistan, for the peace and security of all the world.

Peace Plan

I. Current Issues/Status
II. Why A New Solution Is Needed
III. The Solution

I. Current Issues/Status

Bringing peace in Afghanistan (and the greater Muslim world) would be easy to achieve if:

1. the U.S gets out of the oil business tomorrow
2. stops supporting Israel's occupation
3. our military and defense contractors leave all Muslim territories

But none of those are likely to happen, are they?

**So, we needs tactics, plans and policies
that are based in reality, truth and increased sensitivity
to the people of Afghanistan, first and foremost.**



The Five Central Pillars of a Peace Plan

1. Surprising Education
2. Interactive Communication Tactics
3. Multi-point, Tangible, Relevant Actions
4. Increased Safety and Security
5. Support Basic Life Needs

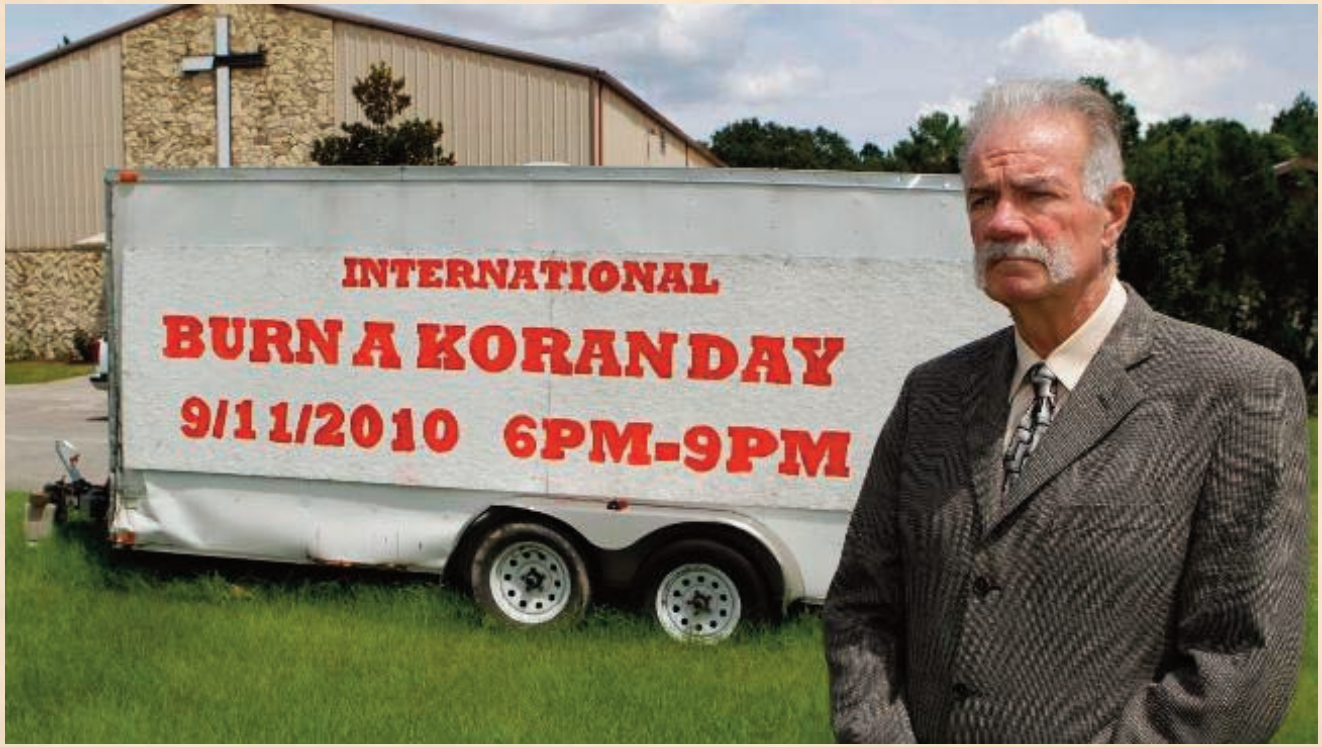
The current need for education

Muslim hatred for the United States?

Most Afghans do not hate the US, per se, but they respectfully would like us to leave. Right now, please.
There are those (in the great minority) who truly seek to kill us and our culture for being comparatively godless, non-spiritual, individualistic, etc.
But NOT “because they hate our freedoms”

In fact, the issue of American freedom is not well understood in Afghanistan...

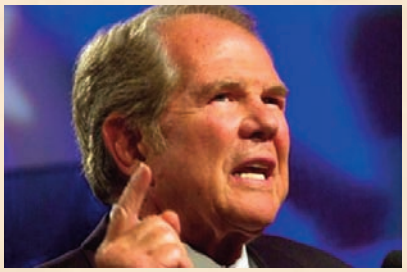
They find it strange that we allow people like him...



and him...



and him...



and him...



to speak, be seen and heard in our land if we truly value love and peace.

"In the campaign of terror on which the United States has embarked,
accurate intelligence and information is vital.
To cultivate a distorted image of Islam, to see it as inherently
the enemy of democracy and decent values, and to revert to
the bigoted views of the medieval Crusaders would be a catastrophe.

Not only will such an approach antagonize the 1.2 billion Muslims
with whom we share the world, but it will also violate the disinterested
love of truth and the respect for the sacred rights of others that
characterize both Islam and Western society at their best."

- Karen Armstrong, *Islam, a Short History*

II. Why A New Solution Is Needed

A few examples of the importance of getting the message right the first time in Muslim culture.

II. Why A New Solution Is Needed



The name Allah and Mohammed printed on footballs (soccer balls) given to Afghan children, many dropped from helicopters.

Sgt. Dean Welch, a spokesman for the U.S.-led coalition, said Friday's "distribution of soccer balls was done in the spirit of goodwill, something that we hoped would bring Afghan children some enjoyment."

There are also reports of candy handed out with wrappers imprinted with verses of the Qu'ran on them.

Muslims will NOT kick or throw away the name of The Prophet (PBUH) or the name of Allah.

II. Why A New Solution Is Needed





A favorite recruitment tool for Al-Qaeda is showing our military's jeeps, tanks and other equipment emblazoned with the letters KFOR (Kosovo Force).

The letters KFOR stand for the Muslim Anti-Christ (a parallel end-of-world belief shared by many Christians)

A quick paint job doesn't seem impossible, does it?

For obvious reasons, we are not including a history of Islam, The Prophet (PBUH) or the centuries of Afghanistan's violence and suffering.

We're more than familiar and trust that you are, too.

1. SURPRISING EDUCATION

Which of the following quotes are from The Qu'ran and which are from The Bible?

1. "And be not weak hearted in pursuit of the enemy; if you suffer pain, then surely they (too) suffer pain as you suffer pain..."

2."Slay utterly old and young, both maids, and little children, and women"

3."Their children also shall be dashed to pieces before their eyes; their houses shall be spoiled, and their wives ravished."

4."Thou shalt surely smite the inhabitants of that city with the edge of the sword, destroying it utterly . . . "

5."But if they turn renegades, seize them and slay them wherever ye find them; and (in any case) take no friends or helpers from their ranks."

6."Put every man his sword by his side, and go in and out from gate to gate throughout the camp, and slay every man his brother, and every man his companion, and every man his neighbor."

(more)

7. "If thou comest on them in the war, deal with them so as to strike fear in those who are behind them, that haply they may remember."

8. "When thou goest forth to war against thine enemies, ... and thou hast taken them captive, And seest among the captives a beautiful woman, and hast a desire unto her, that thou wouldest have her to thy wife; Then thou shalt bring her home to thine house, and she shall shave her head, and pare her nails; "

9. "And all the men of his city shall stone him with stones, that he die"

ANSWERS: 2,3,4,6,8,9 (The Bible) 1, 5, 7 The Qu'ran

The Afghan people need education about the US as much as the US needs education about the Afghan people.

II. Why A New Solution Is Needed

Surprising similarities between US soldiers and Afghan Muslims

1. Most US soldiers come from traditional Christian conservative families where protection of women, importance of cultural, patriotic tradition and family are chief values.

2. US soldiers might be pleasantly surprised to appreciate the devoutness of most Afghan Muslims and Afghan Muslims might appreciate the devoutness of soldiers' tradition and faith.

Islam vs Christianity?

1. Most Americans do not understand that conservative Muslims are offended by both the desecration of the Qu'ran and ANY person's desecration of their own faith. This is connected to the basic underlying perception of the US culture being less serious, religious or socially concerned and instead being comparatively individualistic, hedonistic and immoral.

2. US soldiers do not need to become Christian zealots to make peace, but a deep, respectful understanding of Muslim piety is key.

3. One key difference: in the US, the aged are not generally seen as respected elders, but too often as mere drains on the system. The Afghan culture is deeply rooted in village elders as governing, wise people. This is worth exploring–what if soldiers return home with a new respect for their elders?

II. Why A New Solution Is Needed







Which man is a member of the Taliban?

Which man is a member of Al-Qaeda?

Which man is a beloved Afghan hero?

II. The New Solution

1. SURPRISING EDUCATION
2. INTERACTIVE COMMUNICATIONS
3. MULTI-POINT, TANGIBLE, RELEVANT ACTIONS
4. INCREASED SAFETY AND SECURITY
5. SUPPORT BASIC LIFE NEEDS

1. SURPRISING EDUCATION

The preceding sections point out the critical gulf between Afghan-US and US-Afghan cultures. Without education, there is little hope of peace or progress. New education needs to be surprising, creative, sensitive, respectful and disruptive–disruptive to old, incorrect, negative assumptions, disruptive to those who seek violence and ignorance.

Media that educates is key. Whether posters, radio, TV, a web site, etc. the educational need must be present in all elements.

2. INTERACTIVE COMMUNICATIONS

Our messaging cannot be a one-way conversation
Videos, audio messages, print/poster campaigns online and community actions will be ones that demand reaction and participation.

Communications in multiple languages
English, Arabic, Dari (Farsi/Persian), Pashto and other regional tribal languages as needed, wherever possible..

Communications must disrupt and surprise
All messages must be disruptive– disrupting the negative US perceptions, disrupting the tension and fear of spreading violence and all communications must be surprising in their insight, respect and tangible, actionable positivism.

Video/Audio

We recommend a film such as the following to break the campaign in the most effective way. It will be surprising, emotional, arresting and highly disruptive to both Afghans and to Americans.

It can be shot almost anywhere and media should include all Afghan television as well as online on youtube, facebook, twitter, etc.

It should be launched in US governmental circles as well as Kabul.

It should be taken, shared and shown and promoted in tribal village centers all across Afghanistan.

The longer version can be online-based. The 30-second version can be used for broadcast.

It should be mandatory viewing in all armed forces gatherings.

But this one tactic is just the beginning....

“Loss” (long-form version)
VIDEO: A battle-torn field of rubble. American soldiers appear to be leaving–for good on a helicopter as in Vietnam.
The last soldier looks back and stops, hands his weapon to a fellow soldier and walks slowly back to the nearby battle-scarred street...

The soldier sees a young Afghan girl, standing as if waiting for the soldier to approach. They meet and exchange a sad, but serious look of understanding.
The soldier bends down on one knee beside the girl as they both turn to us and speak.
The soldier speaks and waits for the girl who translates into Farsi (but alternate versions can be made in other languages, such as Pashto, etc. Subtitles are possible, too.)

Soldier: In war, there are no winners.
Girl: (translates)
Soldier: There are only losers.
Girl: (translates)
Soldier: The people of Afghanistan have lost many relatives and friends as refugees...

Girl: (translates)
Soldier: Brothers, sisters, parents, relatives and friends who have fled Afghanistan....and no one knows where they are.
Girl: (translates..but almost crying now)
Soldier: So, the United States and its military technology are doing something about it...
Girl: (looks dumbfounded but slowly translates)
Soldier: Starting today, if you have a missing relative or friend, go to any US military base or see your local village center for a safe, secure way to register their photos, names and any other information.
Girl: (translates, wide-eyed and emotional)
Soldier: Working with your tribal elders, the US military will use its powerful location technologies to help find refugees here in Afghanistan or anywhere else in the world.
Girl: (translates, wide-eyed and emotional).
Soldier: We'll do our best.
Girl: (translates, wide-eyed and emotional).
Soldier: We can't undo the pain of war...
Girl: (translates, wide-eyed and emotional).
Soldier: But we can try to help put lives back together.
Girl: (translates, wide-eyed and emotional).

Soldier: You see, our differences really don't mean very much.
Girl: (translates, wide-eyed and emotional).
Soldier: After all, we're all human beings.
Girl: (translates, wide-eyed and emotional).
Soldier: We love God, our families and friends...
Girl: (translates, wide-eyed and emotional).
Soldier: So, together, we have to try, no matter how impossible it might sound,...to achieve something we all want.
Girl: (translates, wide-eyed and emotional).
Soldier: Solh.
Girl: Peace.

Soldier and girl look at each other quickly. As soldier stands up, we see his fellow soldiers all watching in awe. We see other children, villagers coming out into the street, we see soldiers leaving their vehicle and starting to walk slowly toward the villagers.... FADE OUT

Program Logo, phone, web, info, etc.

(This concept translates to radio, too.)

“Loss” (shorter, broadcast version)
VIDEO: A battle-torn field of rubble.
A soldier is bent down on one knee beside the girl as they both turn to us and speak.
(Subtitled)

Soldier: The people of Afghanistan have lost many relatives and friends as refugees...
Soldier: Brothers, sisters, parents, neighbors, who have fled Afghanistan....and no one knows where they are.
Soldier: So, the United States and its military technology are doing something about it...
Soldier: Starting today, go to any US military base or see your local village center for a safe, secure way to register any missing person’s photos, names and any other information.
Soldier: Working with your tribal elders, the US military will use its powerful location technologies to help find refugees here in Afghanistan or anywhere else in the world.
Soldier: We’ll do our best.
Girl: (translates, wide-eyed and emotional).

Soldier: So, together, we have to try, no matter how impossible it might sound,...to achieve something we all want.
Girl: (translates, wide-eyed and emotional).
Soldier: Solh.
Girl: Peace.

Soldier and girl look at each other quickly.
Program Logo, phone, web, info, etc.

(This concept translates to radio, too.)

3. MULTI-POINT, TANGIBLE, RELEVANT ACTIONS

How the Refugee Program could work...

When military receives information, village elders from the refugee's home are involved so that when information is found it is given to tribal elders to the refugee families, NOT directly from the US military. The US provides the technology and then gets out of the way– out of respect and also to allay fears of our technology being used for any other purpose. The military could provide (if asked) for secure transportation/relocation services or via The Red Cross.



Posters promote the program everywhere from on/near bases to shopkeeper districts....

Print/posters

On/near US military bases as well as village shops, street postings a series of cross-educational signs such as:

- which quote is from The Bible? Qu'ran? (as above)
- family stories from USA (traditions such as Thanksgiving, birthdays, Christmas/Easter churchgoing, Independence day, etc)
- Afghan culture, learn some Farsi, Afghan history (not only to educate US military but also to boost local, national pride)
- learn some English/American culture, but always presented as no better than Afghan, just different, but highlight all similarities/harmonious commonalities as human beings

Web/online

The Refugee Program can exist as an online portal with full functionality/contact across the globe.
The cross-culture educational program can exist online in totality: quizzes (such as the Bible/Qu'ran verses test), American and Afghan culture sharing, plus support a strong village news microsite with videos, stories and more

Community

US funds for rebuilding shops, business and residential village areas can expand to a traditional shopkeeper community program with an emphasis on supporting/rebuilding traditional Afghan commerce, including retraining villagers in traditional crafts and skills and getting further education/training to rebuild communities in an Afghan-centric manner. Strengthen and rebuild traditional village ties, governance, elders' respect and local customs and do more for US-Afghan relations than ever before.

4. INCREASED SAFETY AND SECURITY

The difficult and critical need for Afghanistan's safety is only worsened when education is lacking and when there are no culturally correct and sensitive communications being seen and heard in the villages, shops and homes.
Security begins in the heart and mind, before any armed force can possibly deliver or protect it.

5. SUPPORT BASIC LIFE NEEDS

This Peace Plan is not about a Pax Americana.
It is about Peace for Afghanistan, first and foremost.
The inevitable halo effects will vastly improve our image in Muslim lands, but to ensure any success, we need to focus on basic life needs:

- food
- clean water
- safe shelter
- restoring family and village connections in a traditional Afghan village sense

To be the first nation to invade, protect and defend the Afghan people and also to fully, tangibly support the Afghan cause and life needs when security is won will be critical and beneficial to the entire planet. (As opposed to the tragic vacuum of support that happened after the Mujihedin's victory against the Soviets, bringing more civil wars and the eventual Taliban regimes.)

A complete, detailed plan with budgets and timetables will be developed upon request.

We stand ready to help
The State Department,
the United States and the people
of Afghanistan to make this a more
peaceful, better world.

We offer a team of Afghan-American business leaders and American communications professionals with a superior appreciation for and understanding of Islam and the Muslim world.



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