



NEW WORLD ALLIANCES [FOUNDATION]^{PTT}

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INTRODUCTORY GUIDANCE STATEMENT

ACCORD 10 – The Cultural Flourishing & Creative Expression Accord

Professional Doctrine Reference Page

Purpose of This Reference Document

This document has been prepared by the New World Alliances [Foundation]^{PTT} (NWA[F]) as an educational, informational, and professional reference guide to assist readers in understanding the purpose, principles, doctrine, intent, standing, and practical application of each Accord within the NWA[F] Peace Accord Framework.

It is designed to provide a plain-language overview together with professional reference material, enabling individuals, families, communities, organisations, businesses, diplomats, ambassadors, Indigenous peoples, faith communities, and institutions to better understand the spirit and intent of the Accord and how it may relate to their own circumstances.

While every effort has been made to accurately present the doctrine, principles, supporting instruments, and associated references connected to each Accord, this document is intended as a guidance and educational resource and should be read in conjunction with the full Accord, associated Treaty instruments, Ordinances, Charters, Declarations, and supporting documents where applicable.

The purpose of this publication is not merely to explain the Accord, but to assist readers in identifying which principles, protections, responsibilities, values, and aspirations resonate most closely with their own personal, professional, cultural, humanitarian, diplomatic, commercial, spiritual, or community objectives.

As the Accord Framework continues to evolve through research, consultation, practical application, and international engagement, future editions may contain additional references, commentary, examples, case studies, and supporting material.

The New World Alliances [Foundation]^{PTT} (NWA[F]) is the continuing evolution of the original New World Alliances^{PTT} (NWA), founded by Sir Larry Swart, whose vision, mission, and humanitarian foundations remain central to the organisation today.

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Readers are encouraged to undertake their due diligence, independent study, and professional consultation where required.

Questions, suggested improvements, corrections, additional source material, or requests for clarification may be submitted to the appropriate NWA[F] Executive Office, Secretariat, Consular Office, or designated Accord Review Team for consideration in future editions.

The New World Alliances [Foundation]^{PTT} welcomes constructive feedback that contributes to the ongoing development, refinement, protection, preservation, and promotion of these principles for present and future generations.

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STEP 10

ACCORD 10 — THE CULTURAL FLOURISHING & CREATIVE EXPRESSION ACCORD

Professional Doctrine Reference Page

1. Accord Title

Accord 10 — The Cultural Flourishing & Creative Expression Accord

Full Doctrine Description:

A Diplomatic Instrument of the New World Alliances [Foundation]^{PTT} affirming the right of all peoples to create, preserve, share and celebrate their cultural heritage, artistic traditions, languages, stories, symbols and creative expressions.

2. Core Doctrine

The central doctrine of this Accord is:

Culture is the memory of humanity. Creativity is the voice of the human spirit. Every people, nation, tribe and community possesses the right to preserve, develop and transmit its cultural identity and creative legacy to future generations.

This Accord establishes that:

- Culture is a God given inalienable human right.
- Creativity is essential to human flourishing.
- Languages deserve preservation.
- Storytelling preserves civilisation.
- Art carries knowledge across generations.
- Indigenous cultural expressions require protection.
- Cultural diversity strengthens humanity.
- Heritage belongs to future generations as well as the present.

3. Who This Accord Resonates With

This Accord is especially relevant to:

- Artists
- Writers
- Musicians

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- Storytellers
- Historians
- Educators
- Cultural Organisations
- Museums
- Libraries
- Indigenous Nations
- Language Preservation Groups
- Heritage Custodians
- Governments
- Faith Communities
- Publishers
- Creative Industries

4. Key Accord Clauses and Professional References

Article 1 — Definitions

Applicable Doctrine

Defines:

- Culture
- Heritage
- Creative Expression
- Cultural Continuity
- Intangible Heritage
- Language Preservation
- Traditional Cultural Expressions

Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 1 defines culture, heritage, creativity, language and traditional cultural expressions as foundational components of human civilisation."

Supporting Instruments

- UNESCO Cultural Conventions
- UNDRIP
- ICESCR
- Indigenous cultural law

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Article 2 — Cultural Dignity

Accord Clause

Every culture possesses inherent dignity and value.

Applicable Doctrine

No culture is inferior or superior in human worth.

Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 2 affirms the inherent dignity and value of all cultures."

Supporting Instruments

- UNESCO Universal Declaration on Cultural Diversity
- UDHR
- ICESCR

Article 3 — Right to Cultural Identity

Accord Clause

Individuals and communities possess the right to maintain and express cultural identity.

Applicable Doctrine

Identity is fundamental to dignity and belonging.

Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 3 affirms the right of all peoples to maintain and express their cultural identity."

Supporting Instruments

- UNDRIIP
- ICCPR Article 27
- UNESCO Cultural Diversity Convention

Article 4 — Freedom of Creative Expression

Accord Clause

Every living being [person] possesses the right to artistic, literary, musical and creative expression.

Applicable Doctrine

Creativity is a natural human capacity.

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Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 4 affirms freedom of artistic, literary and creative expression."

Supporting Instruments

- UDHR Article 27
- ICESCR Article 15
- UNESCO Creative Rights Frameworks

Article 5 — Protection of Languages

Accord Clause

Languages shall be preserved, revitalised and protected.

Applicable Doctrine

Language is a carrier of culture and memory.

Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 5 affirms the protection, preservation and revitalisation of languages."

Supporting Instruments

- UNESCO Language Preservation Frameworks
- UNDRIP Articles 13 and 14
- Indigenous language revitalisation principles

Article 6 — Protection of Heritage

Accord Clause

Tangible and intangible heritage shall be protected.

Applicable Doctrine

Heritage belongs to both present and future generations.

Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 6 affirms the protection of tangible and intangible cultural heritage."

Supporting Instruments

- UNESCO World Heritage Convention
- UNESCO Intangible Cultural Heritage Convention

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Article 7 — Protection of Traditional Cultural Expressions

Accord Clause

Traditional stories, songs, symbols, ceremonies and artistic forms shall be protected.

Applicable Doctrine

Traditional knowledge deserves respect and safeguarding.

Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 7 affirms protection for traditional cultural expressions and ancestral knowledge."

Supporting Instruments

- UNDRIP Article 31
- WIPO Traditional Knowledge Frameworks
- Indigenous customary law

Article 8 — Indigenous Cultural Rights

Accord Clause

Indigenous peoples possess rights to maintain, revitalise and develop cultural traditions.

Applicable Doctrine

Cultural continuity is inseparable from Indigenous sovereignty.

Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 8 affirms Indigenous cultural rights and cultural continuity."

Supporting Instruments

- UNDRIP Articles 11, 12, 13 and 31
- He Whakaputanga o Rangatiratanga o Nu Tirenī 1835^{PTT2025}
- Te Tiriti o Waitangi 1840

Article 9 — Right to Storytelling

Accord Clause

Individuals and communities possess the right to tell their own stories.

Applicable Doctrine

Narrative sovereignty supports cultural survival.

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Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 9 affirms the right of peoples to preserve and share their own stories."

Supporting Instruments

- UNESCO cultural rights principles
- Indigenous oral tradition protections

Article 10 — Cultural Education

Accord Clause

Future generations shall have access to cultural knowledge and heritage.

Applicable Doctrine

Culture survives through transmission.

Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 10 affirms the right to cultural education and intergenerational knowledge transfer."

Supporting Instruments

- UNESCO Education Frameworks
- UNDRIP
- ICESCR

Article 11 — Cultural Diversity

Accord Clause

Cultural diversity shall be celebrated and protected.

Applicable Doctrine

Humanity benefits from cultural plurality.

Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 11 affirms cultural diversity as a strength of humanity."

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Supporting Instruments

- UNESCO Universal Declaration on Cultural Diversity
- UDHR
- ICCPR

Article 12 — Creative Legacy for Future Generations

Accord Clause

Present generations hold cultural heritage in trust for future generations.

Applicable Doctrine

Culture must be transmitted, not merely consumed.

Quote-Ready Reference

"NWA[F] Peace Accord 10, Article 12 affirms a duty to preserve and pass cultural heritage to future generations."

Supporting Instruments

- UNESCO Conventions
- Intergenerational stewardship principles
- Indigenous continuity teachings

5. Preamble Doctrine Connection

The Preamble establishes that:

- Culture preserves civilisation.
- Art, language and story transmit identity.
- Diversity enriches humanity.
- Indigenous cultures hold irreplaceable wisdom.
- Creative expression contributes to peace and understanding.

Professional Reference

"NWA[F] Peace Accord 10, Preamble, recognises culture, creativity and heritage as essential foundations of human identity, dignity and continuity."

6. Foundational Instruments to Quote

International Instruments

- Universal Declaration of Human Rights

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- ICESCR
- ICCPR
- UNESCO Universal Declaration on Cultural Diversity

UNESCO Conventions

- World Heritage Convention
- Intangible Cultural Heritage Convention
- Convention on the Protection and Promotion of the Diversity of Cultural Expressions

Indigenous Instruments

- UNDRIP
- He Whakaputanga o Rangatiratanga o Nu Tireni 1835^{PTT2025}
- Te Tiriti o Waitangi 1840
- Aboriginal Native [Māori] tikanga
- Indigenous customary law

Intellectual Heritage Frameworks

- WIPO Traditional Knowledge Frameworks
- Traditional Cultural Expressions Protections

7. Adopter Statements

For Artists

"I adopt the Cultural Flourishing & Creative Expression Accord because creativity is one of humanity's greatest gifts."

For Indigenous Nations

"We adopt this Accord because language, stories and cultural knowledge are sacred inheritances."

For Schools

"We adopt this Accord as a commitment to preserving culture, creativity and heritage."

For Museums and Libraries

"We adopt this Accord as custodians of humanity's cultural memory."

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For Governments

"We adopt this Accord as a commitment to protecting cultural diversity, heritage and creative expression."

For Ambassadors & Envoys

"We invoke the Abrahamic Covenant¹ of the Cultural Flourishing and Creative Expression Accord."

8. Certificate Quotation

"Culture is humanity's memory. Creativity is humanity's voice. Heritage is humanity's gift to future generations."

9. Public Sales Explanation

The Cultural Flourishing & Creative Expression Accord is for everyone who believes:

- Culture matters.
- Heritage matters.
- Language matters.
- Creativity matters.
- Stories matter.
- Diversity matters.
- Future generations matter.

It provides a framework through which individuals, communities, institutions and governments may publicly commit themselves to protecting and celebrating humanity's cultural richness.

10. Professional Citation Example

"We align ourselves with NWA[F] Peace Accord 10, The Cultural Flourishing & Creative Expression Accord, Articles 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 and 12, affirming cultural dignity, cultural identity, creative freedom, language preservation, heritage protection, traditional cultural expressions, Indigenous cultural rights, storytelling, cultural education, cultural diversity and the preservation of creative legacy for future generations. These principles are supported by the UDHR, ICCPR, ICESCR, UNESCO Cultural Conventions, UNDRIP, He Whakaputanga o Rangatiratanga o Nu Tirenī 1835^{PTT2025}, Te Tiriti o Waitangi 1840 and Indigenous customary law."

¹ Genesis 12:1-3

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Master Doctrine Statement

The Cultural Flourishing & Creative Expression Accord establishes that culture, language, creativity, heritage and storytelling are essential expressions of human dignity and identity. The preservation and transmission of cultural knowledge therefore represent a sacred responsibility owed to both present and future generations.

Next: Accord 11 — Ethical Governance & Public Trust Accord, which will connect directly to transparency, accountability, anti-corruption principles, stewardship of public office, fiduciary duty, natural justice, public trust doctrine, constitutional traditions and responsible leadership.

With the highest respect and in the spirit of service,



Sir Larry M Swart
Chairman | Founder
New World Alliances [Foundation]^{PTT}



Ambassador Brendan Michael Merrick
Chief Executive Officer & Head of World Affairs
New World Alliances [Foundation]^{PTT}

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Ambassador Paul Ashcroft
High Commissioner for Change
New World Alliances [Foundation]^{PTT}



Ambassador Petronella Merrick
Global Chief of Staff
New World Alliances [Foundation]^{PTT}

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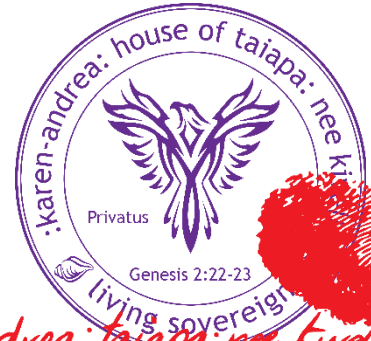
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Joseph David Paniora House of Taiapa

Senior Special Global Envoy
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HRH Queen Nana Adjoa Akyekuma 1

Consular General for African Consulates & Affairs
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And all Ambassadors, Envoys, GAD Members and Supporters, both past and present

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