



NEW WORLD ALLIANCES [FOUNDATION]^{PTT}

EXECUTIVE OFFICE



INTRODUCTORY GUIDANCE STATEMENT

ACCORD 11 – The Ethical Governance & Public Trust 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 11

ACCORD 11 — THE ETHICAL GOVERNANCE & PUBLIC TRUST ACCORD

Professional Doctrine Reference Page

1. Accord Title

Accord 11 — The Ethical Governance & Public Trust Accord

Full Doctrine Description:

A Diplomatic Instrument of the New World Alliances [Foundation] affirming that leadership is a sacred trust, governance is a stewardship responsibility, and public authority exists to serve the people, protect dignity and promote the common good.

2. Core Doctrine

The central doctrine of this Accord is:

Power is not ownership. Authority is not entitlement. Leadership is stewardship. Every person entrusted with authority carries a duty to exercise that authority ethically, transparently, responsibly and for the benefit of those they serve.

This Accord establishes that:

- Leadership is service.
 - Governance requires accountability.
 - Public trust is earned.
 - Corruption destroys legitimacy.
 - Transparency strengthens confidence.
 - Justice and fairness must guide decision-making.
 - Authority must be exercised responsibly.
 - Future generations depend upon ethical leadership today.
-

3. Who This Accord Resonates With

This Accord is especially relevant to:

- Governments
- Politicians
- Public Officials

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- Traditional Leaders
- Chiefs and Elders
- NGOs
- Foundations
- Boards of Directors
- CEOs
- Executives
- Community Leaders
- Faith Leaders
- Diplomats
- Ambassadors
- Public Servants

4. Key Accord Clauses and Professional References

Article 1 — Definitions

Applicable Doctrine

Defines:

- Ethical Governance
- Public Trust
- Stewardship
- Accountability
- Transparency
- Corruption
- Fiduciary Duty
- Natural Justice

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 1 defines ethical governance, stewardship, accountability and public trust as foundational principles of leadership."

Supporting Instruments

- UN Convention Against Corruption
- Public Trust Doctrine
- Administrative law principles
- Indigenous governance systems

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Article 2 — Leadership as Stewardship

Accord Clause

Leadership shall be exercised as a stewardship responsibility.

Applicable Doctrine

Authority exists to serve, not dominate.

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 2 affirms that leadership is stewardship and authority exists to serve the common good."

Supporting Instruments

- Public Trust Doctrine
- Indigenous leadership traditions
- Natural law traditions
- Ethical governance principles

Article 3 — Duty to the Public Good

Accord Clause

Governance shall be directed toward the wellbeing of people, communities and future generations.

Applicable Doctrine

The public good takes precedence over private gain.

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 3 affirms that governance must promote the wellbeing of people, communities and future generations."

Supporting Instruments

- UN Charter
- Sustainable Development Goals
- Constitutional governance principles

Article 4 — Transparency

Accord Clause

Decision-making processes should be transparent and accessible wherever reasonably possible.

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Applicable Doctrine

Transparency strengthens trust.

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 4 affirms transparency as a foundation of public confidence and accountability."

Supporting Instruments

- UNCAC
- Freedom of Information frameworks
- Open government principles

Article 5 — Accountability

Accord Clause

Leaders shall be accountable for decisions, actions and outcomes.

Applicable Doctrine

Authority carries responsibility.

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 5 affirms accountability as an essential obligation of leadership."

Supporting Instruments

- UNCAC
- Administrative law
- Corporate governance frameworks

Article 6 — Integrity

Accord Clause

Public office and leadership positions shall be exercised with honesty and integrity.

Applicable Doctrine

Integrity is the cornerstone of trust.

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 6 affirms honesty and integrity as fundamental duties of leadership."

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Supporting Instruments

- UN Convention Against Corruption
- OECD governance principles
- Fiduciary duty doctrines

Article 7 — Anti-Corruption

Accord Clause

Corruption, bribery, abuse of office and misuse of entrusted power shall be opposed.

Applicable Doctrine

Corruption undermines legitimacy and public trust.

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 7 opposes corruption, bribery and abuse of entrusted authority."

Supporting Instruments

- UN Convention Against Corruption
- OECD Anti-Bribery Convention
- International anti-corruption frameworks

Article 8 — Natural Justice

Accord Clause

Decision-making shall be guided by fairness, impartiality and due process.

Applicable Doctrine

Justice requires fairness and procedural integrity.

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 8 affirms natural justice, fairness and procedural integrity."

Supporting Instruments

- UDHR Articles 7–10
- ICCPR
- Administrative law principles
- Common law natural justice doctrines

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Article 9 — Participation and Inclusion

Accord Clause

People affected by decisions should have opportunities for participation and consultation.

Applicable Doctrine

Good governance includes listening.

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 9 affirms participation, consultation and inclusion in governance processes."

Supporting Instruments

- UNDRIP
- Democratic governance principles
- FPIC frameworks

Article 10 — Protection of Whistleblowers and Truth-Tellers

Accord Clause

Individuals exposing wrongdoing in good faith deserve protection.

Applicable Doctrine

Accountability requires the ability to report misconduct.

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 10 affirms protection for whistleblowers and those acting in good faith to expose wrongdoing."

Supporting Instruments

- UNCAC
- Whistleblower protection frameworks
- Human rights principles

Article 11 — Intergenerational Responsibility

Accord Clause

Leaders must consider the impact of decisions on future generations.

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Applicable Doctrine

Governance extends beyond electoral cycles and immediate interests.

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 11 affirms the responsibility of leaders to consider future generations."

Supporting Instruments

- Sustainable Development Goals
- Future generations frameworks
- Indigenous Seventh Generation principles

Article 12 — Public Trust as a Sacred Obligation

Accord Clause

Public trust shall be treated as a sacred responsibility.

Applicable Doctrine

Trust is the foundation of legitimate governance.

Quote-Ready Reference

"NWA[F] Peace Accord 11, Article 12 affirms that public trust is a sacred obligation and the foundation of legitimate governance."

Supporting Instruments

- Public Trust Doctrine
- Natural law traditions
- Indigenous governance principles
- Ethical leadership frameworks

5. Preamble Doctrine Connection

The Preamble establishes that:

- Leadership exists to serve.
- Trust is essential to governance.
- Corruption weakens institutions and communities.
- Transparency and accountability strengthen legitimacy.
- Stewardship protects both present and future generations.

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Professional Reference

"NWA[F] Peace Accord 11, Preamble, recognises leadership as a stewardship responsibility and public trust as the foundation of legitimate governance."

6. Foundational Instruments to Quote

International Instruments

- United Nations Charter
- Universal Declaration of Human Rights
- ICCPR
- ICESCR
- UN Convention Against Corruption (UNCAC)

Governance Frameworks

- OECD Principles of Corporate Governance
- Open Government Principles
- Freedom of Information Frameworks
- Fiduciary Duty Doctrines

Indigenous Governance Instruments

- UNDRIP
- Aboriginal Native [Māori] Rangatiratanga Principles
- He Whakaputanga o Rangatiratanga o Nu Tirenī 1835^{PTT2025}
- Te Tiriti o Waitangi 1840
- Traditional Council Governance Systems

Legal Traditions

- Public Trust Doctrine
 - Natural Justice Principles
 - Administrative Law
 - Common Law Due Process Traditions
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7. Adopter Statements

For Governments

"We adopt the Ethical Governance & Public Trust Accord as a commitment to transparency, accountability, integrity and service to the public good."

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For NGOs

"We adopt this Accord because trust, accountability and stewardship are essential to our mission."

For Businesses

"We adopt this Accord because ethical leadership and responsible governance strengthen confidence and long-term success."

For Indigenous Nations

"We adopt this Accord because stewardship, accountability and responsibility are longstanding principles of traditional governance."

For Ambassadors and Envoys

"We invoke the Abrahamic Covenant¹ of the Ethical Governance & Public Trust Accord."

8. Certificate Quotation

"Leadership is stewardship. Authority is service. Trust is sacred."

9. Public Sales Explanation

The Ethical Governance & Public Trust Accord is for everyone who believes:

- Leadership matters.
- Integrity matters.
- Transparency matters.
- Accountability matters.
- Justice matters.
- Trust matters.
- Future generations matter.

It provides a framework through which governments, organisations, businesses and communities may publicly affirm ethical leadership and responsible governance.

10. Professional Citation Example

"We align ourselves with NWA[F] Peace Accord 11, The Ethical Governance & Public Trust Accord, Articles 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 and 12, affirming stewardship, service to the public good, transparency, accountability, integrity, anti-corruption, natural justice, participation, whistleblower protection, intergenerational responsibility and the sacred obligation of public trust. These principles are supported by the UN Charter, UDHR, ICCPR, UNCAC, OECD Governance Principles, Public Trust Doctrine, Indigenous governance traditions and natural justice principles."

¹ Genesis 12:1-3

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Master Doctrine Statement

The Ethical Governance & Public Trust Accord establishes that leadership is stewardship, authority is service and public trust is sacred. Ethical governance therefore requires transparency, accountability, integrity, fairness and responsibility to both present and future generations.

Next: Accord 12 — Justice, Fairness & Restorative Principles Accord, which will connect to natural justice, due process, restorative justice, remedies, reconciliation, human rights protections, Indigenous justice systems, customary law and equitable treatment under law.

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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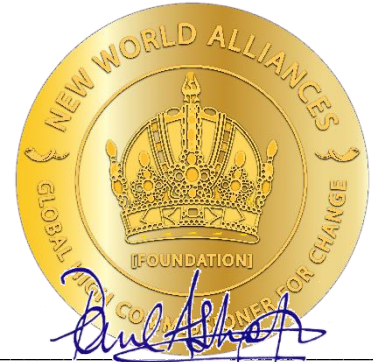
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Ambassador Paul Ashcroft

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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HRH Queen Dr. Nana Adjoa Akyekuma 1.

HRH Queen Nana Adjoa Akyekuma 1
Consular General for African Consulates & Affairs
New World Alliances [Foundation]^{PTT}

And all Ambassadors, Envoys, GAD Members and Supporters, both past and present

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