

- **In spite of the financial incentive, the main difficulty with this project would be its implementation, to mobilize the world's governments,** including the governments of the major powers, to embark on a project of such broad dimensions. The motive force should therefore be provided by a very large worldwide coalition-building effort between civil society and interested governments, something like the successful landmines campaign, but still larger and of greater duration.
- **Given the size of the task, this would have to be a twenty to thirty year campaign,** a long effort which will have to be promoted over the years by governments, above all by organized religion, which should become more active in support of specific programs as well as arguing for peace in general terms, by civil society organizations, business, banks, including the World Bank and the IMF, and by large private voluntary organizations, including organizations like the Federation of Red Cross and Red Crescent Societies -- until the project gains enough salience and visibility to elicit interest and cooperation from governments of large countries, including the United States and others.