

Respect: The fundamental principal of enduring Relationships is **Respect** and as Sister Cities International citizens diplomats, we are very aware of this. Throughout the years, we have come to know the vast differences that exist between cultures such as language, social customs and cuisine, attire, religion and patriotism and family ties. We have come to accept these differences with respect and at the same time to share enjoy and learn from them. Reflecting on this, the well-known and celebrated phrase of Benito Juarez comes to mind: “RESPECT FOR THE RIGHTS OF OTHERS IS PEACE.” In this phrase, PEACE is defined in terms of Respect toward others and teaches us that we must learn to be tolerant with one another and cultivate the types of friendship and love that are filled with **Respect**.

Friendship: After respect, Friendship develops, in Sister Cities, we define Friendship as an intimate and mutual fondness between two beings; Friendship is a compelling force in human relations and is the interactive essential element between two beings. You cannot feign friendship; it is transparent as glass. If friendship is sincere, it is capable of filling a void and provides the emotional intelligence necessary to recognize if it comes from the heart or soul. Within Sister Cities, we thrive on friendship. It forms a part of us on a personal and group level. It gives us the inspirational strength necessary to confront the responsibilities and burdens that arise from our sister city relationship such as the long hours of work, of travel, the physical fatigue and the financial costs generated by the numerous gatherings and programs. All this turns to joy when friendship surfaces and this joy lead us in achieving the satisfaction and deep feeling of belonging. This feeling of belonging reminds us that the Mexican expression “MI CASA ES SU CASA” (My House is Your House) isn’t just a grouping of words but an agreeable and truthful reality of life and a sincere demonstration of **Friendship**.

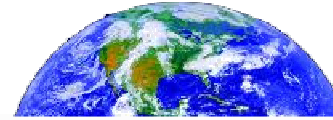
Brotherhood: Brotherhood grows from Respect and Friendship, Brotherhood within Sister Cities is not based on family bloodline relationships but based instead on similar social and emotional ties that develop among persons or groups of people united closely by a mutual cause or common goal. The following reflection allows us to recognize and identify this relationship. When two people meet and shake hands they establish mutual respect and a recognizable relationship, if we add respectful and positive social interactive activities, a friendship relationship develops, if we feed and cultivate this friendship, we can achieve an extended family relationship level of Brotherhood. To reach this level, we must apply the pillars mentioned previously and above all take these pillars to fruition with a great deal of **Love**.

Love: Love is the unifying force that cements the pillars of Respect, Friendship, and Brotherhood firmly in our hearts. Within Sister Cities, we know love to be a feeling of fraternity that is born and flourishes from respect, friendship, and brotherhood. Love is the most powerful of emotions that unites us the same way it unites a family. Love strengthens relationships and the emotional ties that inspire us to achieve the objectives of our programs and enjoy the satisfaction produced by these achievements.

In conclusion, any organization that is constructed upon these four pillars; **Respect, Friendship, Brotherhood and Love**, is capable of establishing a relationship that will flourish, prosper and endure.



Southern California Sister Cities



RESPECT, FRIENDSHIP, BROTHERHOOD, AND LOVE
Four Pillars that support an enduring Sister Cities relationship.



Sister City Board Members Code of Conduct



We do what we can to promote our personal growth to avoid self-serving impulses and become more effective citizen diplomats and sister city board members. The following is offered as basic code of conduct principles embodied in the four pillars of Respect, Friendship, Brotherhood, and Love that sustains an enduring sister city relationship. These principles will increase our capacity to develop true and responsible citizen diplomacy and be more effective board members that will produce gratifying experiences within our sister city communities.

- 1 – We believe in respect and promote the dignity, the worth, and the sacredness of every human person, including, of course, our own person.
- 2 – We search, in all honesty, our minds and hearts to discover, acknowledge, and free ourselves from biases, self-serving impulses, discrimination, oppressions, violence, unenlightened and unanalyzed opinions, and judgments.
- 3 – We welcome dialogue among ourselves in which we listen sincerely and speak honestly in an atmosphere of genuine respect and freedom.
- 4 – We Honor convictions that people live by, even though our persuasions may differ.
- 5 – We Live by basic ethical values and norms, rooted in common human nature - confirmed and clarified in our own spiritual, emotional, and cultural identities.
- 6 – We share our dreams, ideals, deepest desires, hopes, and aspirations of world peace and harmony and continue to support each other in working toward fulfillment.
- 7 – We together go in search of understanding of the universal human spirit that embraces us all and strengthens our ability to be effective citizen diplomats.
- 8 – While we honor and respect what separates us, may we rejoice over what unites us.
- 9 – We crown all our efforts to live in communion with one another with an all inclusive, sacrificing love for every person. We are true to our individual selves when we reach out to each other.
- 10 – We are grateful for our blessings and hopeful in our struggles. Let us celebrate life as one human family where people love and care for each other.

Citizen Diplomat Principles of Engagement

The following Principles of engagement are guideposts for citizen diplomat collaborators to establish enduring sister city relationships.

- ***View everyone in positive terms.***
Seeing everyone as a potential collaborator helps to level the playing field and engage all in meaningful citizen diplomacy.
- ***Develop a common language.***
The language we use can either unite or divide people. A common language that is based on the four pillars of sister city engagement (Respect, Friendship, Brotherhood, and Love) will unite people and establish lasting relationships.
- ***Build strong relationships and trust.***
In personal relationships, it is impossible to overstate the importance of trust, which builds bridges across boundaries and makes sister city relationships solid.
- ***Remember our shared humanity.***
It is easy to forget we are all humans with more commonalities than differences. Common sense and sister city history tell us we can work together for world peace and harmony—and that when we separate ourselves, we are less effective.
- ***Value both the process and the results.***
The gap between the process and the results causes many people to give up on citizen diplomacy collaboration. Results-oriented people need actions with observable outcomes, and process-oriented people focus on continuing the methods that drive the action. Both are crucial for improving communities and sister city relationships.
- ***Look both within and outside the community for guidance.***
People living in communities need to take responsibility for their problems and find actions that will address them. But we also need to recognize that we offer sister city resources that are available from outside of the community. All sister city resources need to be leveraged around a healthy respectful caring attitude toward support of community self-improvement.