



General questions

1. What problems can you identify in this story? Are solutions presented?
2. In what way might this story be relevant in your community?

Further exploration

1. Business as a tool for peace might be working on this small scale, but do you think it can have a large enough impact to change the status quo conflict in the region?
2. Are there any potential risks or ethical problems with using private business as an unofficial tool for peace in the absence of an effective political process?
3. Since creating Peace Works, Founder Daniel Lubetzky has gone on to create one of the fastest growing snack companies in the U.S. – KIND. What business principles used in the PeaceWorks initiative might account for success in other business ventures?