

HUMAN SHIELDS



HUMAN
SHIELDS



/humanshields



@humanshields



/joe_humanshields

Humanshields is the story of an against-all-odds overland pilgrimage that directly impacted the lives of hundreds of thousands of Baghdadi civilians, delivered by an unlikely band of activists in response to the 2003 invasion of Iraq.

This “direct action of the century so far” is a creative, courageous and characterful tale told by it's chief protagonists in a multi-perspective narrative style.

Humanshields is a radically honest and relentlessly optimistic reflection on the enduring power of non-violence to resolve seemingly intractable conflict. It brings forward new evidence in support of an ancient truth; that small groups of determined people can change the course of history.



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What's the story?

Humanshields exposes the remarkable truth of a brilliantly conceived and comically executed contemporary political action: a 3,000 mile multicultural, interfaith, overland pilgrimage of peace from London to Baghdad.

It is a story of conflict resolution and resourcefulness, and is a powerful exemplar of the kind of storytelling by which we might pause to reflect on a rich and diverse legacy of non-violence in the political process.

- ✓ 12 x narrative-building chapters on route, logistics, overview etc. The incredible journey as told by Joe: West-country bus operator, peace activist and film-maker whose very own Road to Damascus experience was in many ways the glue which held this most unlikely of interventions together.
- ✓ 4 x thematic deep dives. See [slide 5!](#)
- ✓ Plus, original photography, route maps, in-depth character biographies, anecdotes and more!



What they're saying about us...

“ The idea was simple. The buses would travel overland from London to Baghdad picking up anti-war protesters as it went. When the passengers reached Iraq they would volunteer as human shields, taking up residence in key civilian locations across the country. Relying on the assumption that Western lives would be valued more than Iraqi lives by the allies, the shields hoped to deter bombing by the coalition and maybe even avoid war altogether.

The reality - logistical nightmares, mechanical failures, bitter in-fighting and condemnation by the press and politicians - worked out differently. ”

- Marcus Webb, Delayed Gratification: The Slow Journalism Magazine.

**Delayed
Gratification**

What's inside?

Book Synopsis

Framed by the Iraq War:
A controversial conflict,
critical in destabilising
the Middle East in the
21st Century.

A global event

The backstory of the 2003 invasion of Iraq. The under-told story and reflections on popular resistance to ongoing resource wars in the Middle East.

A political action

A simple plan for an audacious direct action. The mass migration of Westerners into Iraq to protect civilian infrastructures and save hundreds of thousands of lives.

A personal story

In-depth character biographies and anecdotes from over 3,000 miles of breakdowns and breakthroughs.

Four thematic deep dives

- ✓ A geopolitical farce. Bush and Blair's pro war agenda.
- ✓ A humanitarian catastrophe. Lessons from the first Gulf War.
- ✓ The simplicity and power of non-violent intervention.
- ✓ My "Road to Damascus" conversion experience.

“ Invite me to come and speak at your event, church or community!

”



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How does it work?

More than a Book



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“

A Speaking Tour...

...Joe the Bus and his London to Baghdad buses are going on tour! Book Joe as a speaker and experience Humanshields first-hand - see [slide 9](#) to discover more.

”

“

A Digital Platform...

...To comprehensively document the Human Shields direct action of 2003 as narrated by chief protagonists and noteworthy. An interactive platform: add your voice to Humanshields call to action!

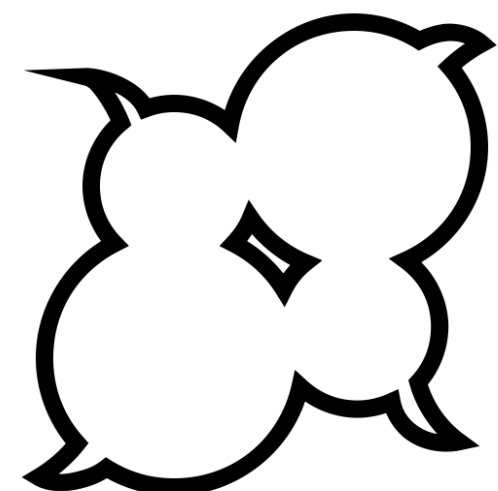
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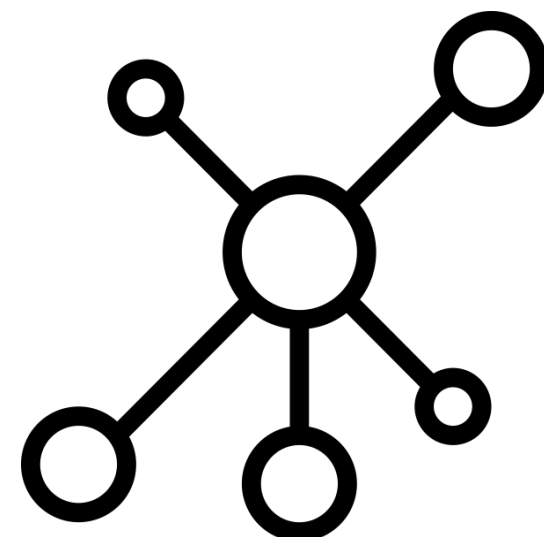
An Original Screenplay...

...Based on the true story of Human Shields. An occasionally dark, often slapstick British comedy with a deeply moving subplot: that small groups of committed, everyday individuals can change the world of every person.

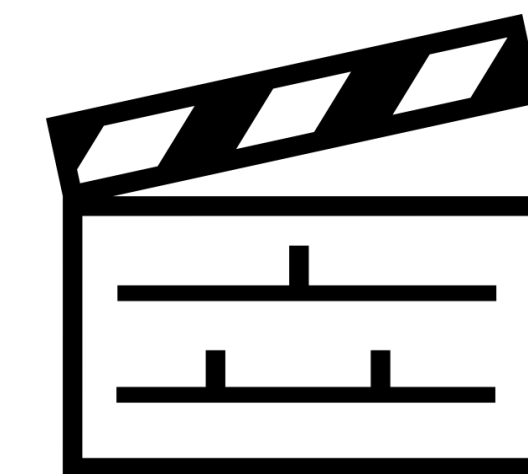
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HUMAN
SHIELDS
LIVE ON TOUR



HUMAN
SHIELDS
DIGITAL HUB



HUMAN
SHIELDS
THE MOVIE



HUMAN SHIELDS

Who's Behind This?

How did Joe the bus driver become the right man in the right place at the right time to make Human Shields happen?



- ✓ His story is **biographical**, explaining the unlikely circumstances by which he came to be so uniquely equipped for this, his defining adventure.
- ✓ His story is a **travelogue**, recounting anecdotal tales from 3,000 miles on the road. The breakthroughs and breakdowns, comedy of errors and divine interventions by which this haphazard band of activists was delivered overland from London to Baghdad.
- ✓ His story is a **testimony**, revealing the hand of God on this trip and in his life. How faith changes lives and makes the impossible possible, and how the Spirit of God can and does move in activist circles, even in the Middle East.

Who is this for?

The global church



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Humanshields will target a network of 1,000's of evangelical churches in the UK, Europe and US. We believe this story is relevant to you, today!

- ✔ A literal Road to Damascus conversion, informing a lay theology of non-violent interventionism in the face of 21st Century injustice.
- ✔ Recontextualising Church and state in times of unprecedented political turbulence. Awakening to Jesus' radical call to action.
- ✔ How we - as believers and followers of Christ - are called to love our neighbour when confronted by seemingly intractable conflict. A call to intercession, and why mercy is better than justice.
- ✔ Joe's testimony. Discover how with God everything is possible!

Why does this matter?

Humanshields is a *Ministry of Reconciliation*

Humanshields is the true story of one man's call to change his mind and follow Jesus, in the most unlikely of circumstances.

Over a decade on, we believe Joe's powerful testimony can become a platform used to stir the faith of believers all over the Western world in times of unprecedented cultural fragmentation.

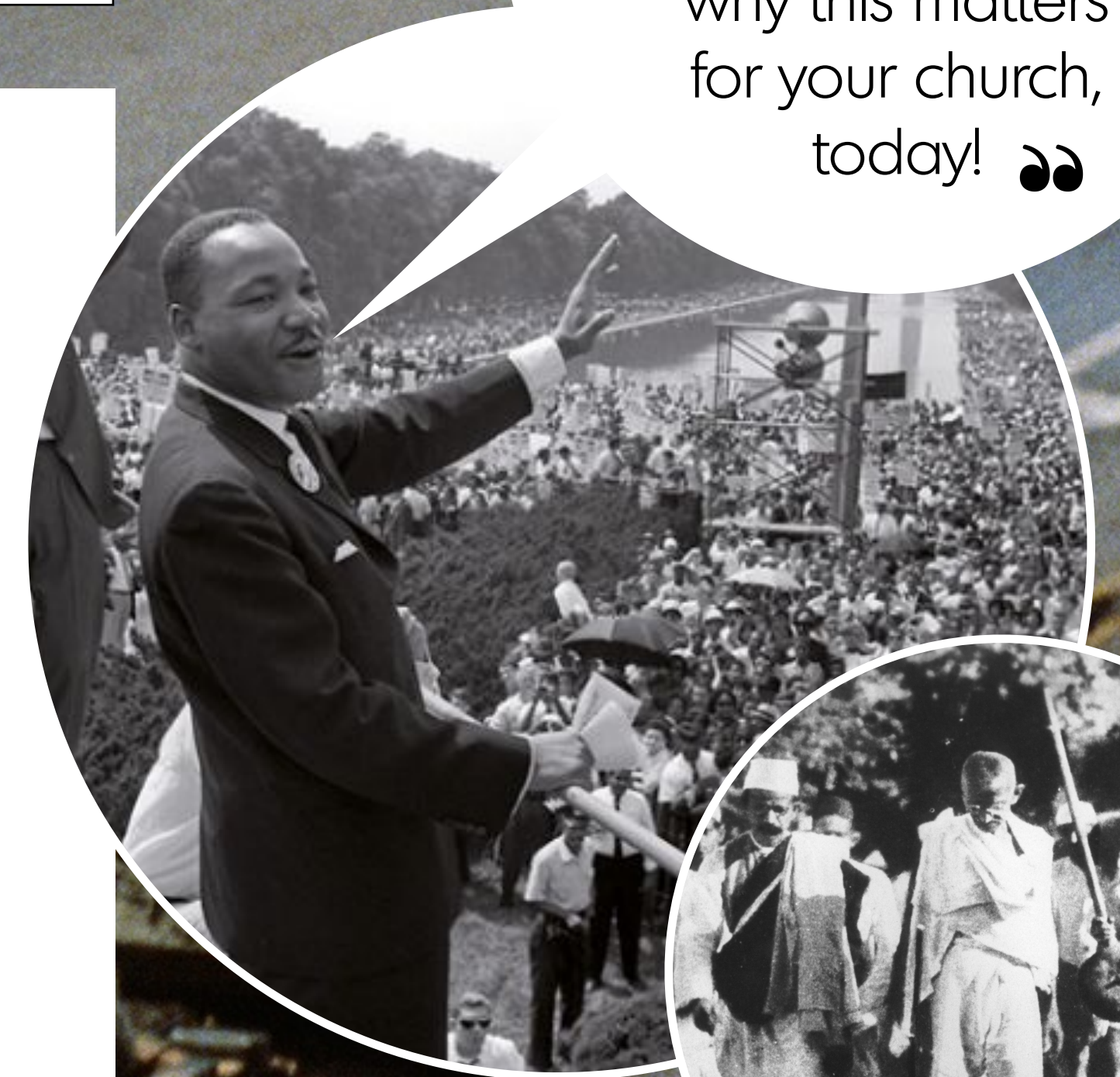
How did this intervention make a difference?

- The definitive success of Humanshields. The legacy of five critical infrastructures protected and necessity of sharing this action-learning.
- The definitive failures of Human-shields. The legacy of allied invasion for Baghdad, and the cascading disruptions of destabilising conflict in the Middle East.

How will Joe's Humanshields experience inspire other Christians to re-engage with principles and practices of non-violent intervention?

- Schooled in Gandhi and peaceful protest, on-campus at the University of Sussex in the late 60's and early '70's. Integrating a critical history of Empire and understanding the imperative of non-violence.
- Discovering a new-found life in Jesus and the Church. A whole new perspective on the power of love to change lives and resolve seemingly intractable conflict.

“ Discover the Humanshields legacy: Jesus, non-violence and why this matters for your church, today! ”



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London to Baghdad

لا للحرب في العراق

WHY WOULD ANYONE BUY THIS BOOK?

- ✓ Two million Britons marched against the war, many more throughout the US and the English-speaking world, and ever since those demonstrations we have been fed a diet of shamelessly deceitful propaganda. This analysis provides explanations to alarming and deeply mysterious questions, reaching refreshing conclusions.
- ✓ What these notes can't set out in any detail is the series of miracles that made me a believer on the way to Baghdad; my testimony is powerful and will attract a huge Christian readership.
- ✓ What kind of folk would set off into an allegedly dangerous country run by a brutal dictator, at considerable personal expense, to try to stop a war against that country by occupying the areas where those bombs are most likely to drop? Meeting these people, hearing their stories, and reading their poetry will give this book awesome readability!
- ✓ The book will be beautifully illustrated with high quality photographs.

Why Humanshields will succeed



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Communicating with a highly visible target audience in the UK, Europe and the US.

The ultimate *Tour Bus*.

Joe and his double deckers have literally hundreds of thousands of miles of experience "on the road."

An lively pop-up *Cafe*.

Our buses will transform your carpark into a memorable pop-up "meet and greet" venue within minutes.

An unmissable *Billboard*.

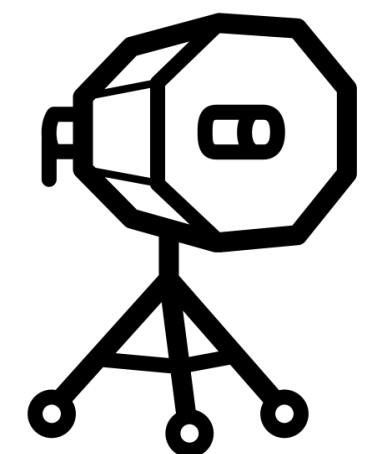
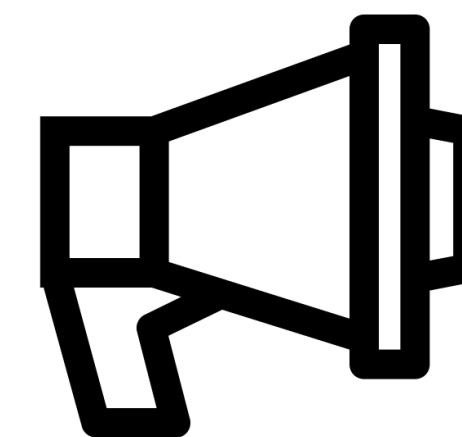
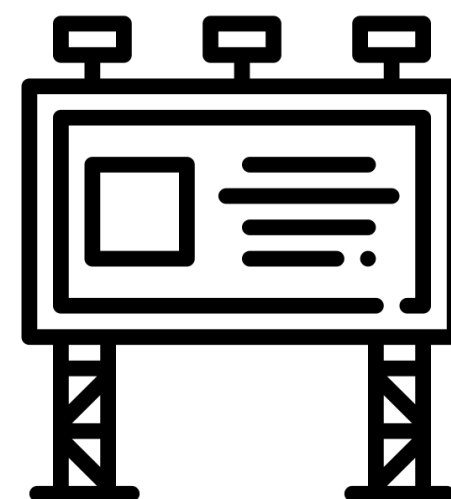
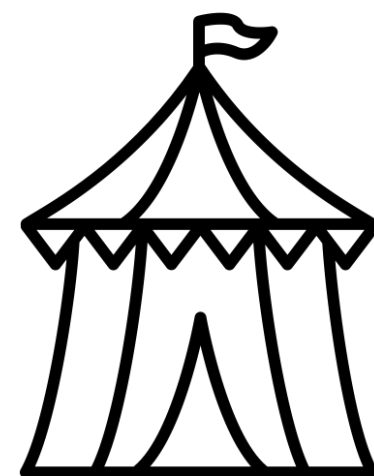
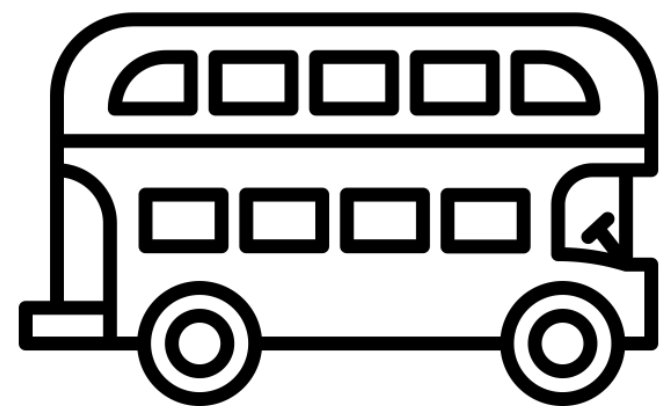
Nothing makes an impression quite like a double decker! Advertising on London buses is proven.

A extraordinary *Soapbox*.

Our buses are experienced campaign tools, complete with a full public address system!

An intimate recording *Studio*.

Previously hired by the South African Broadcasting Association and Channel 4.



لا للحرب في العراق
the big red bus

NOT IN OUR NAME
the big red bus

THE ASK!

Book Agent?

Publishing Company?

Thanks for reading this pitch deck for Humanshields.

We're actively seeking advice and connections from book agents and publishing companies.

If you'd like to discover more, please get in touch today!



Got Questions?

Connect with Joe by emailing hello@humanshields.com

Join the adventure online at www.humanshields.com





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/joe_humanshields