

MASTERPEACE
**VISION
& MOVEMENT**
2014 - 2020



MASTERPEACE
21/09/2014
Creating peace.
Together.

OUR VISION

MasterPeace wants to inspire everyone to use his or her talent and energy for building peace and togetherness. This will lead to a more sustainable world with less armed conflict.

INSPIRE EVERYONE

Peace needs more active supporters; more people, organizations, media and companies to stand up and make the need for peace tangible and positive results visible. With our open and inviting activities we will inspire millions of people to create a new global movement of active participants, because peace building is a verb. Check this to experience how we inspire: <http://bit.ly/1hrmXXS>

Desmond Tutu: **“I believe in MasterPeace. World leaders cannot push back armed conflict alone. We need the whole world to make this happen.”**

TALENT AND ENERGY

The world has seven billion inhabitants. We view them as seven billion sources of talent and energy. With global and local events, innovative campaigning, the International Day of Peace, our 2.0 platform, social media, local MasterPeace clubs and especially art and music, we invite men and women from all continents and all cultural backgrounds to show leadership and use their talent and energy for building peace.

Mahatma Gandhi: **“Be the change you wish to see in the world.”**

PEACE BUILDING

We acknowledge that there is always more than one truth. Being an impartial organization, we aim to bring together all sides to help end conflicts at the community, national and international level and to prevent future violence. That's why we encourage dialogue, peace education, cultural understanding, disarmament and other non-violent solutions to armed conflict.

A.J. Muste: **“There's no way to peace. Peace is the way.”**

TOGETHERNESS

Whatever your identity, color, religion or walk of life, we're all united through music; in this case music can be seen as a metaphor for creation and positivity. We all need unity. We actually exist because of 'the other'. This African 'Ubuntu' spirit is reflected in our logo and in all our activities. Also in the leadership of MasterPeace; within MasterPeace East and West equally co-create.

INVOLVEMENT

Social change requires the active participation of civil society in large numbers. Involvement in building peace is the best possible answer to indifference. People can learn, grow and inspire by doing. That's why we often call MasterPeace the 'Just do it'-campaign for peace.

Confucius: **“Tell me and I will forget, show me and I may remember, involve me and I will understand.”**



MORE SUSTAINABLE WORLD WITH LESS ARMED CONFLICTS

Poverty and armed conflict are interconnected. There is a potential vicious cycle of underdevelopment combined with global warming. This leads to instability and increased conflicts, which undermines the economic growth leading to even more poverty and conflicts. And what is the answer of governments all over the world? Yearly more money is spent on buying new weaponry. The world military expenditure in 2012 was 1,753 US Dollar. Arms sales increased with 29% over the last ten years, up to 395 billion US Dollars in 2012 (SIPRI, 2014). Clearly this cannot be the way forward. In the world we envision resources are increasingly used for the development of people (education, health, food). We believe this is a safe and sustainable alternative for buying new weaponry. Our movement will inspire political leaders to choose for this positive path forwards.



OUR PASSION STATEMENT

Our vision, mission and guidelines for all our activities are reflected in what we call **our Passion Statement**: "We are dedicated to put Music above Fighting Dialogue above judgment Bread above bombs Creation above destruction. That's **MasterPeace**."

OUR PASSION STATEMENT

We have selected four values as guideline for our work: positivity (we focus on solutions, not on 'who is to blame?'), co-creation (we focus on innovative & equal collaboration), autonomy (we encourage entrepreneurship & personal leadership) and 'walk your talk' (because you are what you do, not what you preach).

OUR MOVEMENT – INITIATIVES & STRATEGY

To realize our vision, we build an open, inviting, inspiring and sustainable movement - on a global and local level. A broad variety of people and stakeholders use the following coherent set of online and offline opportunities to team-up and co-create.

• MASTERPEACE 2.0 PLATFORM

Globally a rapidly growing number of people have access to the Internet. One billion people are connected through Facebook. Relatively fast messages can be spread via social media. It's about time to use this new 'power of the people' to fuel peace building. Therefore we developed Masterpeace.org into a 2.0 platform that functions as a 'marketplace for peace'

connecting 'Masterpeacers' (people who have created a profile on our website) to grass root peace initiatives around the world. Liking, sharing, donating, blogging, supporting online and finally offline, it's a multilayered process encouraging people to move 'from clicktivism to positive peace activism'. Gradually this process will bring more wind beneath the wings of important peace projects. We will make them fly! People who develop activities for peace via the MasterPeace platform earn 'stars' that will provide them invitations for the MasterPeace concert on the International Day of Peace in 2014 and 2020. In the meantime we're growing with almost a thousand new fans on Facebook per day, making MasterPeace the fastest growing peace initiative of the world.

MASTERPEACE CLUBS, EVENTS & CAMPAIGNING

• MASTERPEACE CLUBS

Social entrepreneurs, young change makers and other people all over the world are invited to set up MasterPeace Clubs within their cities, regions or countries. Clubs are free to design their own program and use the MasterPeace brand in a way that suits their local needs with our Passion Statement and values as guidelines. Clubs foster collaborative efforts between citizens, artists, sport and peace organizations, businesses, schools and universities. We encourage our clubs to use art, music, dialogue and events in order to support peace building, reduce conflicts, foster intercultural understanding and recruit new local Masterpeacers. We provide our clubs with practical manuals, licenses, training and professional campaigning materials such as banners, shirts and films. We think and work 'glocal': global and local at the same time. We aim for 400 MasterPeace Clubs in over 100 countries by 2020, all together involving around 400,000 new peace-builders. Right now we have 55 clubs in 42 countries, most of these in (former) conflict areas. Here you can enjoy some of their work:

<http://youtu.be/zThBmwbCgMk>

• #MASTERPEACE SUPPORT

Especially in the western hemisphere we invite companies, universities, schools, sport teams and other organizations to become co-owners of MasterPeace. How does this work?

Everybody can organize his or her own eye catching #MasterPeace Support initiative. Concerts, sport events, seminars, actually everything is good as long as it matches with our Passion Statement and values and raises financial or other measurable support for MasterPeace and its goals.

• MASTERPEACE CONCERTS ON THE INTERNATIONAL DAY OF PEACE

Each year on the 21st of September, the UN International Day of Peace, we organize a rapidly growing number of heartwarming peace concerts all over the globe. These concerts fuel dialogue and celebrate diversity by providing a stage for artists from different cultural, religious and political background. On the UN International Day of Peace 2014 we aim for MasterPeace concerts in around 50 countries, all together reaching out to millions of people, directly (at least 200,000 people will attend the concerts), via Radio, TV and Internet broadcasting or other media coverage. This outreach will inspire thousands of new peace-builders, media, artists and companies to team up with our movement and support our goals towards 2020.

Tickets for MasterPeace events are always for free for people who did something for peace via a MasterPeace club or the MasterPeace 2.0 Platform. Check here for the latest information about cities with concerts and involved artists!



**"MUSIC CAN TRANSCEND
CULTURAL BARRIERS AND
BRING PEOPLE TOGETHER."**

JIMMY CARTER



Within 3 years we have reached our current status with a Central Office in Cairo (Egypt), European office in Utrecht (Netherlands), MasterPeace Clubs in over 40 countries, 300,000 Fans on Facebook, a board with experts From 4 continents, a campaigning team (containing global top marketers), 5 Founding Partners (Corio, vFonds, PAX, Triodos Foundation, Cordaid), a structural donor (Dutch National Postcode Lottery), 37 Collaborative Partners (including the UNAOC, the United Nations Alliance of Civilizations), 16 media partners (including the UNDPI, UN Department of Information and Tribe of Noise with 22,000 artists) and some first business partners (incl. KPMG for the auditing). Are you the next? We hope so!

KEY PERFORMANCE INDICATORS (KPI'S) BY 2020

By 2020 over 500 million people are reached and inspired by MasterPeace to start working for peace, dialogue, disarmament and the reduction of armed conflict:

- 1 million people were or are actively involved via MasterPeace Clubs, educational programs, special contests and (other) #MasterPeace Support actions;
- 400,000 new peace builders ('Masterpeacers') are registered with profiles on our website and actively supporting peace work in around 400 regions (including many conflict areas), within 400 MasterPeace Clubs in around 100 countries;
- 1000+ International Peace Day and other peace-building events are organized by the MasterPeace Clubs;
- International Day of Peace is globally known >20% (4 times more than now);
- At least 50 global or local peace NGOs state that our support increased their impact. Together with specialists we develop indicators to monitor the impact of all these active people and inspiring initiatives worldwide. We expect this impact measurement to be fully available between 2015 and 2020. Of course the facts and stories behind the numbers is what moves us most.

Please read 15 first stories of MasterPeacers in this document: <http://bit.ly/1PhRl8>

SUSTAINABLE MOVEMENT

The number of wars and tensions between 'east' and 'west' are rising, just like the expenditures on weaponry. We officially started in 2010 and believe that we can only fuel significant change if we dedicate our time and expertise till at least 2020 and build a sustainable movement; young, inspiring and bottom-up.



TEAM UP WITH THE FOUNDERS

Ilco van der Linde and Mohamed Helmy are the founders of MasterPeace. They already worked together successfully in the dance4life project, in which Ilco was the International CEO and Mohamed the director for Egypt. dance4life is now involving hundreds of thousands young people in pushing back HIV and Aids in 30 countries. Mohamed has a MBA background (Emory/Atlanta) and Ilco has organized campaigns on peace and human rights since his 15th birthday. By then he started the Liberation Festivals in Holland; with 1 million visitors these festivals are now the largest thematic youth project of Europe. **Please feel invited to team up with the founders; your support may be crucial. December 2013 both founders received an award for their peace advocacy works by UN Secretary General Mr. Ban Ki-moon.**





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