

MasterPeace Vision & Movement 2012 - 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 who stand up for it, who 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.

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 as well as 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; and music in this case 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, in all our activities and also in the leadership of MasterPeace; within MasterPeace East and West equally co-create. Check this if you like:

<http://goo.gl/rTxgr>.

Nelson Mandela: "The world is round indeed. It all starts and ends with the ones we love."

Involvement

Social change requires the active participation of civil society in large numbers. And 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 potentially vicious cycle with underdevelopment combined with global warming leading 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 they spend more money on buying new weaponry: 411 billion USD in 2010 (SIPRI, 2012).

Clearly this can not 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.

Visitor of our website: "How expensive would it be to feed the world? Surely less than bombing it."

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 values

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 – with a broad variety of people and stakeholders using 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 and free messages can be spread via social media. It's about time to use this new 'power of the people' to fuel peace building. For this 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 slacktivism 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 2014 and 2020 (see below).

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 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.

MasterPeace Journey – The Alchemist Alive

Paolo Coelho gave us permission to make his famous novel 'The Alchemist' come alive. We invite people to be inspired by this book and travel in a green and eye-catching manner, towards the Pyramids in Cairo. Walking, biking, hitchhiking or by boat our travelers will catch the attention of the world. Along the way we encourage them to provide interviews, lectures at universities, work for communities they visit and use their social media to spread the news about MasterPeace and their heroic 'pilgrimage for peace'.

MasterPeace Events & Campaigning

MasterPeace Concerts on the International Day of Peace

On the 21st of September 2014, the International Day of Peace, we will organize the most heartwarming peace concert ever alongside the Pyramids in Cairo (Egypt), the famous UNESCO world heritage site. Here we will bring together on one stage popular artists from 'both sides' of our focus areas (see below) – supported by world leaders and world famous artists - to fuel dialogue and at the same time focus the world's attention on what we all share: the longing for a sustainable world with less armed conflicts. The MasterPeace Concert will be combined with a documentary project, educational programs, TV-programs, campaigning and a MasterPeace Capital Cairo (see below). On the International Day of Peace 2020 we will organize a second global MasterPeace Concert in Hiroshima (Japan), exactly 75 years after the Second World War and the use of the A-bomb. Here we will support the Mayors for Peace call for a nuclear arms free world.

Jimmy Carter: "Music can transcend cultural barriers and bring people together".

Between 2012 and 2020 on a local and regional level our clubs will feature several hundreds of International Day of Peace events with accompanying campaigning. All global and local concerts will involve thousands of artists, hundreds of thousands of visitors and millions of people watching the related radio and TV-programs. Tickets for MasterPeace events are not for sale. To attend, you first need to work for peace via your MasterPeace club, your MasterPeace journey and/or the MasterPeace 2.0 Platform.

MasterPeace Capital Cairo

In the week before the MasterPeace Concert we will transform the biggest city of Africa and capital of Egypt together with our partners into a Peace Capital, with the motto: "Minds are like parachutes. They work better if they are open." Throughout the city visitors and media of the Concert will find debates, seminars, conventions, lectures, talk shows, fueling the exchange of knowledge on peace building. Capacity building, improved global collaboration and innovation of peace building is our goal.

2014 for MasterPeace 2014

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 2014'-initiative. Concerts, sport events, seminars, actually everything is good as long as it matches with our Passion Statement and values and raises at least 2014 Euros/USD/UK Pounds. Successful organizers get rewarded with six invitations for the MasterPeace Concert. Together these local initiatives create a huge variety of inspiring activities, social entrepreneurship and bottom-up support for MasterPeace and its goals.

Our focus areas

We have selected several focus areas, because peace efforts and peace builders in these areas desperately need additional support and media attention. We aim to have MasterPeace clubs in these areas, actively provide more information about these areas to the general public and involve the people in these areas in the further development of our concept. Artists from these areas will be involved in the program of the MasterPeace 2014 concert. The current focus areas are: Afghanistan, Armenia/Azerbaijan, China/Tibet, Colombia, Congo, India/Pakistan, Iran, Iraq, Israel/Palestine, Kenya, Kosovo/Serbia, North/South Korea, Nigeria, Russia/Chechnya, Sudan/South Sudan, Turkey/Kurdish area.

Key Performance Indicators (KPIs)

By 2020 some millions of people are actively involved in peace building thanks to MasterPeace and our partners. In order to reach this result we will have achieved the following by the start of 2015:

- 400 million people reached (website/radio and TV programs/events);
- 2 million people involved (clubs/educational programs/MasterPeace Journey/2014 for 2014);
- 400,000 Masterpeacers (registered with profiles on website) actively supporting peace works;
- 700 peace building and/or International Peace Day events organized by the MasterPeace Clubs;
- 200 MasterPeace Clubs are active in at least 60 countries and on all continents;
- 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. In these years we also expect to be able to finance hundreds of grass root peace initiatives with the active involvement of our fans and thus adding another measurable impact at later stage.

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 here if we dedicate our time and expertise till at least 2020 and build a sustainable movement; young, inspiring and bottom-up. Within 2 years we have reached our current status with a Central Office in Cairo (Egypt), European office in Utrecht (Netherlands), MasterPeace Clubs in 20 countries, board with experts from 4 continents, campaigning team (containing global top marketers), 6 Founding Partners (Corio, vfonds, IKV Pax Christi, &samhoud, Treaty of Utrecht, Triodos Foundation), 37 Collaborative Partners (incl. Mayors for Peace in over 5,000 cities), 16 media partners (incl. global top company Ogilvy and the Cartoon Movement) and some first donors and business partners (incl. KPMG for the auditing). Are you the next? We hope so!

Team up with the founders

Ilco van der Linde (48) and Mohamed Helmy (29) run the organization. They already worked together successfully at 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 an 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.