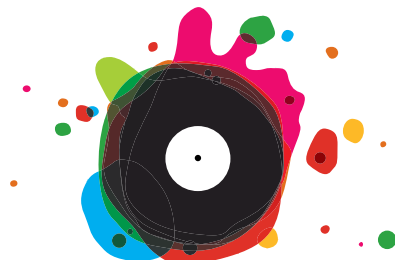


MASTERPEACE  
**VISION  
& STRATEGY**  
2015 - 2020



**MASTERPEACE**  
Creating peace.  
Together.


## 1- BACKGROUND

In 2010, MasterPeace was founded to build a global peace movement that mobilizes the mass of the public around the world to use their talents for peace building and togetherness. The MasterPeace clubs are the on the ground arm of MasterPeace that allows local young leaders to take ownership of MasterPeace within their own communities. Through music, dialogue, events and social media, the movement has expanded to 40 countries around the world (by the end of 2014) engaging tens of thousands of new peace activists in local peace initiatives and developing a 'culture of peace' in order to prevent new armed conflicts. By 2013, MasterPeace was awarded by the Secretary General of the United Nations Mr. Ban Ki-moon the 'innovation in peace building' award on behalf of the United Nations Correspondents Association (UNCA).

On the international day of peace, 21st of September 2014, MasterPeace has organized a heartwarming peace concert in 40+ countries reaching out to millions of people globally to raise awareness of the day and inspire more people to join the movement. You can watch the official after movie here [https://youtu.be/h6uP\\_y\\_LZuk](https://youtu.be/h6uP_y_LZuk)

## 2- VALUES

MasterPeace was built with 4 values being the core of the movement DNA and the essence of the formula that allowed hundreds of beautiful initiatives to arise by the movement: **Positivity, Autonomy, Walk the talk and Co-creation.**



**"I BELIEVE IN MASTERPEACE.  
WORLD LEADERS CANNOT PUSH  
BACK ARMED CONFLICT ALONE.  
WE NEED THE WHOLE WORLD  
TO MAKE THIS HAPPEN."**

DESMOND TUTU

## 3- VISION STATEMENT:

MasterPeace wants 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 and religious backgrounds to show leadership and use their talent and energy for building peace.

### 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.

### 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.

## MORE SUSTAINABLE WORLD WITH LESS ARMED CONFLICT

Access to resources, shift of power, 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. This also implies a crucial and strategic relevance to business and their role in creating more stability. 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.

## 4- GUIDING PRINCIPLES:

MasterPeace is very keen on sticking to some principles to make the model of a global movement work; three of them are very critical for the growth of our clubs:

- **MAXIMUM OWNERSHIP BY LOCAL LEADERS:**

No strategy or plans or decision were made at the central office on behalf of the club about their work and / or focus. We stick to a neutral position in terms of "what to do" and we focus our energy on "how to" by supporting the clubs formally and informally on executing their projects.

- **LOW BARRIERS TO ENTRY**

The clubs license and its obligation are as easy as possible so that we encourage maximum number of people to participate. However, a certain level of professionalism and commitment is required.

- **REBRANDING 'PEACE'**

The first step of engagement is inspiration. We have always tried to create an attractive and vibrant brand that would appeal to people all over the world and make peace less "boring" and more "upbeat". For this we have been using lots of music, art, social media and exciting stories to keep the energy up.

## 5 – STRATEGY 2015-2020

In this period the clubs will be at the center of MasterPeace. MasterPeace is gradually moving from a "building muscles" phase to "tuning and training muscles" phase where we think we can better use our capacity to create bigger impact. We would like to put the development of MasterPeace local leaders at the heart of our work to create a new generation of social entrepreneurs working to develop themselves, their teams and their own communities with peace principles and using community mobilization tools such music and art and events to inspire the global mass for peace building and togetherness. This development in our opinion is the key and pre-requisite to transform or prevent violent conflict in our areas.

After evaluating the previous 4 years, we have decided that in 2015 – 2020 we will use the following strategic points/principles as main guidelines for our work :

## **1- MASTERPEACE IS A LEADERSHIP HUB FOR PRINCIPLED FUTURE LEADERS:**

We believe that we can grow and achieve our goals by growing our people. We would like to provide exceptional learning opportunities to our clubs members in everything they do: decision-making process, team dynamics, projects, management, dialogue and reconciliation activities, marketing, (social) media, etc.

We will continue to make sure that every single activity done internally or externally will help our leaders to learn, grow and create change. And by leaders we don't only mean the clubs presidents, but we mean every layer of leadership within the clubs. This way, we know that we will attract more high potential leaders, and create a global ecosystem in which each one contributes to the success of the other.

We use an inspiring honorable title for all our leaders, who use their talents and energy to bring social change for their communities and help to prevent new armed conflict: they are 'Nelsons', named after the most famous Nelson ever, Nelson Mandela.

### **ON AN ACTION LEVEL,**

- We will partner with leadership and education institutes and individual coaches globally to provide educational opportunities.
- We will support our clubs participation in international conferences and trainings
- We will develop a new manual and guidelines that will enrich the members of our clubs with better business experience
- We will develop an M&E system that enables us to differentiate between clubs and prioritize our resources to the most active clubs
- We will continue to campaign with the call : 'Be A Nelson'

## **2- ECONOMIC DEVELOPMENT IS A KEY TO CREATE PEACE.**

We believe that a lot of violent conflicts evolve because of lack of resources or because of social pressure due to lack of economic opportunities. We will work on encouraging the business and financial world to invest in for profit ventures that create social impact within our clubs communities, provide financial and learning opportunities for our clubs leaders. Not only to transform our financial model to be more sustainable, but also to attract and retain more talents and knowledge to our movement by creating better growth opportunities.

### **WHAT THIS WILL IMPLY ON AN ACTION LEVEL,**

- We will start a new business matchmaking program that matches our active clubs with businesses (in the developed world) that need specific services for a specific fee (for example, a club can help distribute a product or a service for a business). This approach will be a step forward toward a sustainable social enterprise model within MasterPeace and will aim to provide clubs with sustainable income as well as expertise, knowledge and networks. This approach will be called " Access point strategy ".
- We will approach and recruit existing social entrepreneurs to join our movement and be part of the MasterPeace Social Entrepreneurs Fellowship as a platform for young businessmen to actively contribute in peace building.

## **3- WE ARE STRONGER TOGETHER**

We believe that our main strength is our substantial size and unity under a common umbrella (MasterPeace movement). We will continue to expand and grow this umbrella. Diversify the pool of people to include more communities, more talents and more capability. We acknowledge that each of us has his own strength and we will work on creating more and better platform that enables the exchange and growth of this strength.

### **ON AN ACTION LEVEL,**

- We will continue to expand our clubs pool and add more countries and different qualifications to our network according to a comparative advantage model.
- We will give special focus on expanding MasterPeace in the west with new business partnership via the matchmaking and shareholder for peace programs.
- We will grow our communication capacities by recruiting existing journalists to our movement and use the clubs content to create and distribute new media content that promote dialogue and positive coverage of conflicts.
- We will start regional offices focused on fundraising and coordination of their designated regions.
- We will develop an orientation program to all new clubs to ensure cultural alignment and manage expectation
- We will continue to use the international day of peace as a yearly moment to campaign using the power of music & art in order to attract new people to join our movement
- By 2020 we aim to have 200,000 'Nelsons' working in around 200 communities, most of these being communities in (former) conflict areas.





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Together

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[masterpeace.org](http://masterpeace.org)

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