



**MASTERPEACE**  
Creating peace.  
Together.



# MASTERPEACE

Management  
Report

01 - 2016





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## Introduction

We are proud to present to you our first quarter of the year 2016 Management Report.

With events happening in the world almost every day from Baghdad to Brussels, the relevance of MasterPeace is evident more than ever before. We are more and more invited by potential partners to talk on co-creation opportunities and the Nelson campaign is spreading our brand and inspiration all over the world.

These con-currents offer both challenges and chances to the development of our organisation and the impact we desire to attain.

This report is a summary of the activities in Q1 and what is planned for the next 6 month, in line with the strategy discussed in previous meetings.

**With Regards,**

Aart, Ahmed, Aida, Aldara, Cesar, Florian, Ilco, Karim, Linda, Priscilla, Raghda, Roccio, Sofie

On behalf of all Nelsons, talent-bankers and partners



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## Communication & Campaigning

### **My Music MasterPeace Re-launched**

We are very proud on the global Music competition that we started early March <http://www.masterpeace.org/mymusic/> . This edition we teamed up with top names in the music world EMMA for Peace, the prestigious Euro Mediterranean Music Academy, Mideast Tunes, biggest network for musicians in the Middle East, U Convention hub, leading European music network and Aficionado leading online community for musicians and music passionate., together with a jury of top names in the music world, Grammy Award winner Ricky Kej, most famous band in Egypt Sharmoofers, South Sudanese hip-hop star Emmanuel Jal and both founders of EMMA for Peace Paolo Petrocelli, and Music Aficionado ,Greg Di Benedetto

Our ambition is to host 1.000 peace songs globally!

### **Be a Nelson Campaign & International Nelson Award**

We will continue our Nelson Award campaign all over the world. We started in the Netherlands, with Ilco presenting the award and honouring several other nominees. The ceremony set a standard for all MasterPeace clubs to emulate. In the Netherlands the Rotterdam Police organises a Be A Nelson Award where police agents will nominate a local change maker in their area. During the Iftar evening on the 24<sup>th</sup> of June MasterPeace will together with the Mr. Aboutaleb, mayor of Rotterdam, present the precious Nelson statue to the winner.

As of this writing, the clubs participating include Sierra Leone (of which Ilco has given a personal visit to kick-start the campaign), Nepal (x2), Pakistan (x2), Columbia, Mexico, Albania, Armenia, and Bosnia & Herzegovina. The clubs are all in varying stages of campaigning and most intend to host the award ceremony at this year's International Day of Peace. All participating clubs will attend a special workshop dedicated to the campaign during this year's annual bootcamp.

### **MasterPeace Website Make-over**

Our [www.masterpeace.org](http://www.masterpeace.org) is migrated to a new more user-friendly platform. The first analysis shows that 90 % of the visitors view more webpages and stay longer (83% drop in bounce rate) on our website. Next to that already 11 of our clubs host their local website so that we can localize our communication. Our aim is to have approx. 70 % of the clubs at year end communicating locally.



## “Walk In Her Shoes” Campaign

In the Netherlands, we co-create jointly with CARE Netherlands on a “walk in her shoes” campaign. This high-level collaboration will increase branding and generate funding. Roel van Velzen will perform ca 30 evenings with his ‘Call It Luck’ tour which is a true MasterPeace promotion tour. He will also perform in upcoming May on 3 Liberations festivals on behalf of MasterPeace.

## PeaceJam Partnership, Storytelling Advance

We partnered with [www.peacejam.org](http://www.peacejam.org), through their a global storytelling platform to include our stories. Moreover Peacejam has a great partner network with around 14 Nobel Prize laureates

We are honoured that Shirin Ebadi, the first Iranian Nobel Prize winner will be our special guest on the 21th of September, the day that all MasterPeace clubs celebrate the International Day of Peace. We will invite ca 800 younger people to learn from Shirin, to be inspired to be a local change maker and to party in the evening using the power of music to connect and inspire.

## Sustainable Development Goals As a Language

The SDG’s are growing to the perfect language internally and externally. It serves the reasoning of MasterPeace project and linking it to the relevance of the world! It helps approaching partners, and opening doors for collaboration.

The Clubs team created an overview of the year plans and roadmaps of all the clubs. The outcome was that the majority of the projects can be aligned to 6 main SDG’s:

**SDG #4** Ensure inclusive and equitable quality education and promote lifelong learning opportunities

**SDG #5** Achieve gender equality and empower all women and girls.

**SDG #10** Reduce inequality within and among countries.

**SDG #11** Make cities and human settlement inclusive, safe, resilient and sustainable.

**SDG #16** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

**SDG #17** Strengthen the means of implementation and revitalize the global partnership for sustainable development.

With this overview we can more easily facilitate internal best practise sharing. Externally we can better align with strategies of potential partners and eventually contribute to helping the world achieve the global SDG goals.

As an example, for **SDG #4 Education**, as a focus area in which we launched in the Netherlands an innovative digital tool called “Skillzz”. This tool is also offered to the French “La Poste” who might offer this tool to all secondary schools in Paris.



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This online tool can be scaled to new countries with new partners. We also are aligning with the Lions club in Turkey who want to offer education to the Syrian refugees in Turkey. Skillzz will be translated the next 2 month into 5-8 languages so that the clubs can offer them in their community

## Organizational Development

We welcome three new board members. Hely Olivares, active at CAF the Latin American Development Bank who will support our expansion in Latin America, Ante Frens (active at the NAM who will focus on our organisational development and finance) and Matthias Scheffelmeyer (Ashoka Turkey/ Berlin) who will focus on social entrepreneurial innovation.

We are very proud on our sustainability and smooth operation in our Cairo! With the team and dynamics stronger than ever office, under the current management and structure! We are finalizing partnerships with some key players locally in Tech, social media and non-profit with CARE Cairo, kijamii, Maqqar and soon Ford Foundation.

We are equally proud, with increasing impact in Latin America. To us the regional hub strategy proves to be the right way to move forward. In a separate one pager Sofie will describe the team activities. The principle is that every new hub needs some seed money covered in our budget and will be self-funding in 6 quarters.

We aim to start 1 or 2 new regional hubs at the end of this year in the Asian area.

Karel van Eechoud (2 days a week) and Celine van Dormalen will join the Dutch team in April/ May.

## MasterPeace Club

We improved the process of describing the grass-root model and ambitions in a proper and standardised 'Clubs Roadmap' which is an annual plan template all our clubs need to fill detailing their vision, objectives, goals, and projects in alignment with the SDGs.

What we see that in this area we can really improve the global exchange of knowledge and the clubs team will work on enhancing the plans to become more "S.M.A.R.T" in order to facilitate them in a better way with training and matching them with business partners and universities.



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In March, we started our calls for expansion and we aim to have 10 extra clubs by the end of this year and welcome thousands of new Nelsons.

**Bootcamp Preparations:** The end of May we are organizing our yearly global bootcamp in Georgia which is a tough challenge this year. After the selection and announcement of the hosting country, all visa conditions changed due to the instability in the region, which made it challenging for some participants due to the new visa conditions.

In November we will organize an Asian boot camp.

'The e-learning entrepreneurship' trainings via the network university (Guinea and Sierra Leone) will be evaluated on ambition and impact in order to improve the results. MasterPeace Sierra Leone in partnership with Cordaid local office is going to organize a training for the participating students and invite them to Cordaid's network of entrepreneurs events.

We are piloting the use of Massive online education platforms like [www.EDX.org](http://www.EDX.org) that offer high level trainings (including certificates) at a very low fee. Two clubs already started with project management and inclusive leadership trainings.

The two clubs in Nepal are jointly working together with Aflatoun's partner organization in Nepal to spread social and financial education in different school, covering SDG number 4, and MasterPeace club in Pakistan is undertaking steps to work with Aflatoun's

## Social Enterprises

We started a successful pilot with the Waka Waka lamps in Maasailand. From our last visit to Maasai Land for the walk, we brought quantity of lamps to be sold by Ezekiel and his team locally. The financial model is still in formation, but the need and distribution is evident.

In India, we are investigating the potential of the Janta Meals concept (basic food serving around 10,000 people daily in slums area).

Our MasterPeace India club leader Dr. Manu Mishra met with our partners in Netherlands, started a detailed feasibility study and market research in a potential to turn into an important successful social enterprise

Skillzz offers the opportunity to "sell" the education tool to Business partners, more details being developed.



## Capacity building

The team is working on final preparation for the global boot camp. This year is a shift year, since we run some major advancements on the format by generating more than 50% of the content from clubs' leaders, inviting external partners, and focusing on building clubs capacity by practicing and doing rather than receiving direct trainings.

### Development & Updates

-The team started on developing business ideas to sustain the clubs financially. The regional office in latin America is our first focus. The team is working with our partner, the networking university, to develop a business plan for the regional office.

-With focus on quality improvement, we started to work with MasterPeace Marrakesh about improving their existing training centre, and starting e-learning platform for profit.

-Developing the co-creation powers between clubs working in the same country. Two clubs in Nepal will be working together on Nelson award campaign, Afalton project in Nepal, and they will develop a unified plan to organize a regional boot camp in Asia.

-The team has launched the knowledge platform. It is still under development, and major changes will be applied by the end of the second quarter.

-The team developed the new MEAL outline for the year 2016. Two reports will be published during this year focusing on numbers and quality improvement.

## Partnerships

### Development and Ambitions

With the Rijksdienst voor Ondernemend Nederland ([www.rvo.nl](http://www.rvo.nl)) we do welcome a new partner. Our ambition is to have new partnerships with [www.hill.org](http://www.hill.org) and [www.kadaster.nl](http://www.kadaster.nl) , both are relevant for concept of 'innovating justice' on SDG 16 and SDG 5 (gender equality).

We are proud on the partnerships with [www.peacejam.org](http://www.peacejam.org) and the global music ambassadors who actively participate in our global music campaign

To strengthen and deepen our network of partners we will organize the 5<sup>th</sup> of September our third **MasterPeace Great Minds Meeting**. The location will be in De Fabrique in Maarsse. We



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expect ca 350 attendees, the theme will be on '**Resilience**' a global and relevant theme that is both inspiring and impactful)

#BeANelson

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LOOKING FOR YOU**

