



MASTERPEACE

Creating peace.
Together.

Mobilizing talents for a sustainable future
with less conflict.

The challenges of today are consequences of conflicts, lack of cohesion and increasing divisions between communities around the world. **It takes YOU & ME to ACT! That's MasterPeace.**



OUR MISSION: mobilise, inspire and connect talents for a sustainable future.

OUR CORE VALUES: positivity, impartiality, co-creation and "walk the talk".

OUR VISION:

We believe that the world has 7 billion talents rather than 7 billion issues. Therefore, we use the "soft power" of music, art, sports and play to **mobilize** and **inspire** young people.

We believe there is more that connects us than separates us. Therefore, we organize **dialogue** within and between communities and stakeholders.

We believe that the lack of perspective triggers polarization, extremism and conflict. Therefore, we create **perspective** through capacity-building and leadership trainings for young people.



Mobilize and Inspire Organize Dialogue Create Perspective

OUR WORK

MasterPeace carries out projects through its on-the-ground arms - **MasterPeace Clubs**, bringing direct, meaningful and sustainable positive impact to local communities.

Our strategy is to **connect networks with networks** and to leverage **local knowledge** by co-creating with our Clubs and regional resource mobilization teams. We focus on **5 SDGs**.



OUR MODEL

Our organizational model is a unique **"upside-down pyramid"**, where the Clubs are in the lead. Based on the concept of **"social franchising"**, every Club takes ownership of their projects and designs a roadmap according to local needs. The Foundation offers support by knowledge sharing, partnership-building and personal & professional coaching.



OUR CORE CONCEPTS

While maintaining our grassroots identity, our global community is a ground for testing **innovative and creative concepts**, which are based on the Clubs' best practises and our Theory of Change. In this way, we are scaling the local initiatives up and out. "Creating peace. Together." means **"Creating concepts, funding and campaigns. Together."**



MASTERPEACE IN 2020

- 42 countries
 - 54 MasterPeace Clubs
 - 350 local projects
 - 170.000+ people mobilized
 - 25.000.000+ in media outreach
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- 400K organisational funds
 - 5M network funds

