

# MASTERPEACE REPORT

2020



**MASTERPEACE**

Creating peace.  
Together.

# CONTENTS

<b>Foreword</b>	<b>3</b>
<b>Our why, how &amp; what</b>	
Vision, mission and values	5
Our Theory of Change	6
MasterPeace Strategy	7
<b>Where are we now?</b>	
2020 in numbers	8
<b>MasterPeace highlights</b>	
Global	12
Africa	15
Americas	18
Asia	19
Europe	20
<b>Learning &amp; measuring our impact</b>	
Results from the M.E.A.L. surveys	25
Looking forward	29

# FOREWORD

## Looking back, looking forward

Looking back at 2020, our society faced unprecedented challenges. Covid-19 put a spotlight on all the weaknesses in our global and local systems. The 1.6 billion people who work in the informal economy and their vulnerable countries are set back 5 to 10 years in their development according the UN International Labor Organisation. The pandemic is an attack not only on our healthcare systems but also on our economic and social resilience. As a popular African proverb reminds us: “a hungry man is an angry man”; the lack of trust in “the other” is growing.

Peace in MasterPeace does not equal the absence of war: we work towards the presence of democracy, freedom of speech, equality and equal access to education and (job) opportunities. In this trying time, MasterPeace is more relevant than ever. Covid-19 has reminded us that we cannot solve challenges on our own, inspiring us to co-create with more great global and regional partners than ever before.

Our mantra “Creating Campaigns, Concepts and Funding Together” was and is our guiding principle.

As our ambassador Emmanuel Jal (former child-soldier and well known artist) shared during a recent webinar, reflecting on what he had learned from one of the toughest moments of his life: “there is a reason why I am still alive”.

We believe that together, we have 7 billion reasons to live.

**It takes you and me to work together step by step and build a sustainable future for all.**



Aart Bos



## GLOBAL CHALLENGES

**UNSUSTAINABLE BEHAVIOUR.** We are using up natural resources 1.75 times faster than they can regenerate.



**PERSISTING INEQUALITIES.** 736 million people still live below the poverty line of 1.90\$ per day.



**IMPACT OF VIOLENCE.** 1.5 billion people live in fragile states. Conflict costs the economy \$14 trillion a year.



**REFUGEE CRISIS.** 80 million people are on the run globally.

## OUR ANSWER

The global and local challenges we face are immense. We believe we cannot “outsource” the potential solutions to our governments or even the UN: it takes you and me to stand up and work for a better future. We believe in an abundance of talents and we can outnumber the negative: not an easy journey but one worth travelling.

**It takes YOU and ME to ACT!**  
**That's MasterPeace.**

## 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 that there is more that we have in common than what 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.**

## OUR MISSION

Mobilising talents for a sustainable future with less conflict.

## OUR CORE VALUES

Positivity, impartiality, co-creation and “walk the talk”.

## OUR WORK

MasterPeace carries out its work through its local arms - **MasterPeace Clubs**. As a global community, we act across **all continents** and co-create **innovative and sustainable projects** for local change. The projects that MasterPeace Clubs carry out are aligned with our **5 focus SDGs**:



**Quality Education** is key to help the youth to grow their self-esteem and skills.

Achieving **Gender Equality** remains a key challenge in many countries where MasterPeace works, hindering individuals from making use of their talents to the maximum extent.

We also see the need to create (local) perspective for these talented young people through **Decent Work and Economic Growth**, as young people without perspective might be more inclined to follow negative role-models, leading to polarization and extremism.

Urbanisation is an important trend affecting underprivileged communities, thus pushing the need to create **Sustainable Cities & Communities** that offer perspective to the youth.

Finally, we believe that the basis for a cohesive society is **Peace, Justice & Strong Institutions**.

## OUR THEORY OF CHANGE

The Peace in MasterPeace is not based on the absence of war but the presence of freedom of speech, equality, access to education and job opportunities for everyone. Lack of perspective is a root cause of conflicts, brain-drain and the growing gaps in the world.

MasterPeace is a network of like-minded changemakers and organisations who understand that we cannot afford to be negative but it takes you and me to ACT!.

**Our Theory of Change** focuses on three key activities to realize this perspective for all and leave no one behind:

1. We use the power of arts to inspire, mobilise, grow self-esteem, help in reconciliation and healing with oneself and “the other”.
2. We facilitate dialogue which means be open to “the other” and to include all stakeholders in the local ecosystem, including the public and private sector.
3. We create perspective for youth on a local and regional level.



**Mobilize and Inspire**

**Organize Dialogue**

**Create Perspective**

## MasterPeace is globally recognized for its contribution to society. We are...

- ... passionate about building perspective for youngsters.
- ... using culture to create sustainable social impact.
- ... voicing the youth across 4 continents.
- ... a foundation that acts as a social enterprise.
- ... leading with innovative grassroots movement models and project implementation.
- ... agile in scaling local initiatives to global level by being a broker and connector in 40 countries.

# MASTERPEACE STRATEGY

## Connecting networks with networks

Our product portfolio of storytelling, visualization and street art, rap and spoken word related to the first type of activity - using music, art and play - has grown.

We co-create with new partners like **Community Arts Network** ([link](#)) and **ISA Sports** ([link](#)). Our Artist Create Together (ACT) concept was developed in the Netherlands and scaled up via local projects in multiple countries.

With our good friends of **Stichting Art.1** ([link](#)) we won a major tender called “Artist Stafete”, a 30-month program with 45 local CSOs in Albania with focus on gender equality. On leadership and social entrepreneurship, we have also won various EU tenders with the help of our friends of **Youth Power** ([link](#)).

Our model based on local ownership and social franchising has proven to be successful as we develop and implement concepts in various countries.



The year 2020 feels (strangely enough) as a kind of “harvesting year” for us. Although many events and community-building activities had to be cancelled or postponed, we used the challenges imposed by Covid-19 to grow in our digital competences and organised multiple webinars with many participants, such as the Stress Free Summer Festival together with **Peace Revolution** ([link](#)) and the International Day of Peace (IDP, 21st of September) in co-creation with our partners at **Citytransformers** ([link](#)), **The Hague Centre** ([link](#)), **AIESEC Denmark** ([link](#)) and many others.

During the IDP, youngsters from 100 cities all over the world discussed their call to action, after which their 10 statements were handed over to a UN delegation in Copenhagen-Denmark ([link](#)). As a follow up, we will be invited by the UN to have an intergenerational dialogue on the 21st of September 2021.

With the India-based **Connecting Dreams Foundation** ([link](#)) we co-create and organise bi-weekly webinars on the SDGs ([link](#)).

**Together we will grow in impact on a regional and global scale.**

## 2020 IN NUMBERS

**43** countries

**55** MasterPeace Clubs

**5** new Clubs

**4** new countries

**2** Clubs stopped

**350** local projects

**33.800** direct participants

**170.000+** indirect participants

**25.000.000+** in media outreach

**400K** organisational funds

**5M** network funds

## OUR WORLD MAP IN 2020



## OUR CORE TEAM IN 2020



Aart



Frederieke



Maria



Maryam



Siddhant



Dorothee



Linda



Marleen



Raghda

## NEW CLUBS IN 2020



Find all the Clubs on [Our Team page](#).

## WELCOME TO THE FAMILY



**Club:** MasterPeace Kosovo  
**Leader:** Liridona Berisha  
**Legal Umbrella:** SIT - Center for Counseling, Social Services and Research  
**Find out more:** [MasterPeace Kosovo](#), [SIT](#)



**Club:** MasterPeace Ghana  
**Leader:** Abdul Rashid Shaibu  
**Legal Umbrella:** Dream Shapers Foundation  
**Find out more:** [MasterPeace Ghana](#), [Dream Shapers Foundation](#)



**Club:** MasterPeace DR Congo  
**Leader:** Jacques Selemani  
**Legal Umbrella:** Programme for the Well-being of Children( PWC)  
**Find out more:** [MasterPeace DR Congo](#)



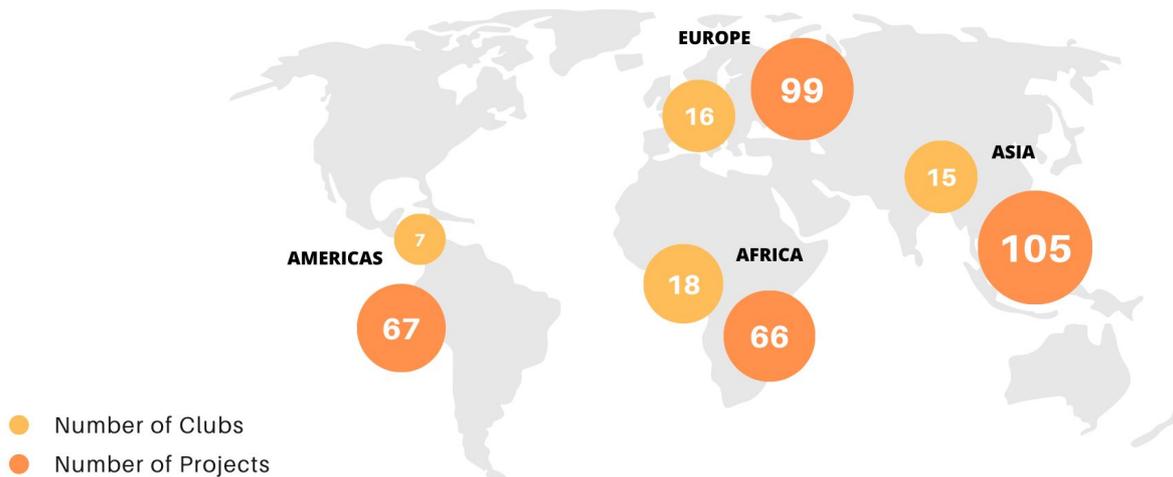
**Club:** MasterPeace Lebanon  
**Leader:** Antoinette Moubarak  
**Legal Umbrella:** Lebanese Development Network  
**Find out more:** [LDN](#)



**Club:** MasterPeace India-Nagaland  
**Leader:** Theja Meru  
**Legal Umbrella:** Rattle and Hum Music Society  
**Find out more:** [Task Force for Music and Arts](#)

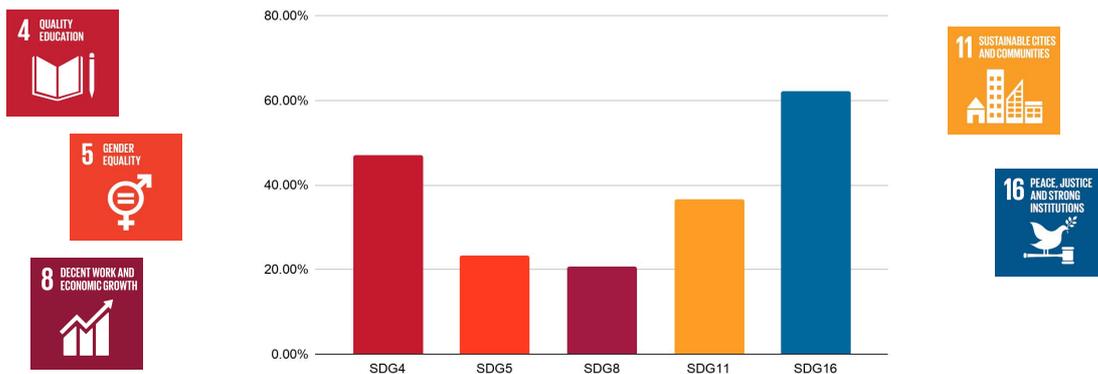
## PROJECTS PER CONTINENT

This map shows how many MasterPeace Clubs are on each continent, and how many projects they collectively carried out in 2020.



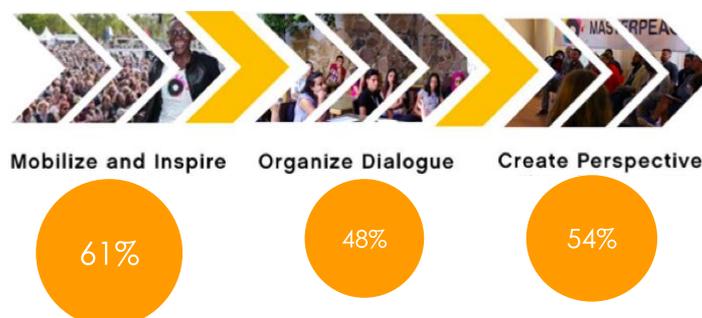
## PROJECTS PER SDG

Based on our M.E.A.L. (Monitoring, Evaluation And Learning) surveys, we can see how many of the Clubs' projects target each of the focus SDGs of MasterPeace.



## PROJECTS PER CORE THEME

Just like last year, the Clubs' projects mostly focused on the first core theme of MasterPeace: music, art, sports and play\*. Note that in addition to "Mobilizing and Inspiring" the youth, the arts also engage and support them in rising self-esteem, reconciliation and healing. There was also a sharp rise in activities that "Create Perspective".



\*Many of the projects are aligned with more than one core theme of MasterPeace, so the total does not add up to 100%.

## GLIMPSES AT SOME PROJECTS OF THE CLUBS

**MasterPeace Germany:**

MasterPeace Festival



**MasterPeace**

**Colombia-Bogotá:**

Dance4Healing



**MasterPeace Poland:**

The School Entrepreneurship

Incubator



**MasterPeace Jamaica:**

Navigating Our Digital Era



**MasterPeace**

**Colombia-Medellin:**

Art & Culture, Migration &

Challenges in times of

pandemic



**MasterPeace Denmark:**

Winter Concert



**MasterPeace Ukraine-Kiev:**

An international children

literary competition

«A World without Violence»



**MasterPeace Nigeria:**

Sensitization on Child Abuse



**MasterPeace India-Bengal:**

Online Storytelling

Festival



**MasterPeace**

**India-Karnataka:**

Multiplying Skills



**MasterPeace Kenya:**

Peace Dialogue Webinar



**MasterPeace**

**Pakistan-Karachi:**

World Peace Song by

ESharp



**MasterPeace Cameroon:**

Women Driving Peace and

Economic Development



**MasterPeace Uganda:**

MOCAVE - MasterPeace

Online Civic And Voter

Education



**MasterPeace Bangladesh:**

Kite Competition for the

International Day of Peace



# MASTERPEACE GLOBAL HIGHLIGHTS

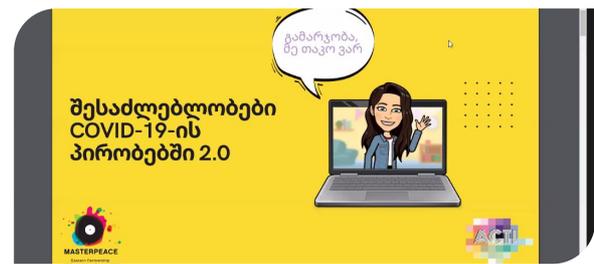
## ACT! CREATIVE TWINNING: YEAR II AND SHIFT\_DIGITAL

BOSNIA & HERZEGOVINA  
ALBANIA  
MOROCCO  
GEORGIA  
THE NETHERLANDS

The second phase of the ACT! Project continued engaging the same partner countries, but in the new reality of COVID-19. The project took a digital shift on all the building blocks: hosting **music meet-ups** online, **painting virtual walls**, running **video-based storytelling** and coming together on **virtual summit panels**.

The online shift came with many challenges related to the local contexts. In ACT! countries, young people have **limited access to online tools** due to either band-width, connectivity, availability of electronic devices or the demands of traditional education. The situation was extra challenging for

underprivileged youth. While transforming bigger parts of the project proved to be challenging, it offered a wider platform for youngsters from diverse backgrounds to join the project. **Digital-ACT!** merged offline and online activities of implementing the four building blocks. The project continued to involve local stakeholders for open virtual dialogue and connection in these unusual times. As social media was the main sphere to showcase the project, we were able to achieve a bigger media outreach.



### Facts on ACT! towards the end of Phase 2

BUILDING BLOCK: WALLS OF CONNECTION	BUILDING BLOCK: MUSIC	BUILDING BLOCK: STORYTELLING	BUILDING BLOCK: SUMMITS
294 artists 30 walls painted 9786 participants	13 Live Concerts 534000 participants (online/offline audience)	800 trained 438 stories published	15 summits 2317 participants (online/offline audience) 127 stakeholders 60 follow-up projects

## ¡ACTÚA! IN COLOMBIA 2.0

COLOMBIA - BARRANQUILLA  
COLOMBIA - BOGOTÁ  
COLOMBIA - CALI  
COLOMBIA - MEDELLIN

¡ACTÚA! 2.0 will build on the successful methodologies created in the four cities (**4PeaceFest** by Medellin, **Dance4Healing** by Bogotá, **ARTucation** in human rights, “El derecho al derecho” by Cali, **Barrios de paz** / Peace Neighborhoods by Barranquilla).

In the next phase the four cities will implement learnings and methodologies of the other three cities, all in parallel. For this phase the project will **grow into sustainability** by standardizing processes and empowering other Civil Society Organizations (CSOs), while focusing on engaging the community (focus on youth) in the peace-process.

The four teams will establish the social and artistic lab called **¡ACTÚA! Lab** which is a hub of all



developed techniques, learnings, and methodologies. Community engagement and especially youth will continue to be the focus point of the project.

As a response to the tight lock-down in Colombia due to COVID-19, the teams created immediate **response actions** to continue the cultural transformation with a chance to involve even wider community actions such as ¡¡ACTÚA!! in both door-to-door and online settings.

## #7BILLIONSTRONG CAMPAIGN



#7billionstrong aims to build the biggest unifying **sPEAK-UP campaign** to inspire all the 7 billion of us to raise their voices for an inclusive future that works for 100% of us.

**Strong - for - the Global Goals**, this campaign is a global invitation for everyone. It is open to all organizations, artists, institutions, schools, communities, businesses and individuals to share their voices, ambitions and actions for the full and inclusive achievement of the global **Sustainable Development Goals**, the SDGs.

The campaign will live and grow throughout the 2030 timeline of SGDs ensuring **every voice is heard!** Our goal is to reach 100% of the goals by involving 100% of the people. See more [here](#).

## PEACEDAY YOUTH ASSEMBLY - 2020 EDITION

The event gathered **100 young changemakers** from **96 cities**, who came up with recommendations for the United Nations on the occasion of its 75 years of existence. The youth could voice their dreams and ambitions as concrete actions, which were shared with representatives of the UN.

The epicenter of the initiative was **Youth Island** – a former sea fortress located a short sailing trip away from the UN City within Copenhagen, where 11 UN organizations collaborate across sectors to achieve the 17 Sustainable Development Goals.



Since the fortress was handed over to the Danish Scouts 5 years ago, it has been transformed into a unique **gathering place for young people** – and a thriving habitat, where grasses, herbs and wild flowers have started to overgrow the old gun emplacements and hangars.

The conclusions from the plenary sessions were collected by a harvesting team on Youth Island outside Copenhagen and turned into a **declaration** listing 10 recommendations for the UN. Click [here](#) to read the full declaration.

## YOUTH FOR SUSTAINABILITY DIALOGUES

Together with our partner the Connecting Dreams Foundation, we launched **Youth For Sustainability Dialogues (Y4SD)** - a platform that offers young people an opportunity to share their work with a wide audience of age peers and experts, composed of educators, journalists, entrepreneurs and development professionals from around the world.

The platform allows the youth to examine challenges in their local environment, **showcase their projects that offer solutions**, and come together as a youth movement that is truly 'glocal' towards the achievement of SDGs. Every two weeks, we hold a Y4SD session dedicated to a specific SDG. Find out more [here](#).

## STRESS FREE SUMMER FESTIVAL

This summer, we noticed how the whole world was struggling because of the devastations caused by the global pandemic of COVID19, and bringing mental, physical, social and economic consequences to people from all walks of life. Together with our partner **World Peace Initiative**, we brought together trainers with various expertise, who shared their knowledge and tools to help create peace of mind and stay positive.



You can review all the workshops [here](#) and read more about the event [here](#).

# REGIONAL HIGHLIGHTS - AFRICA

## PREVENTION OF COVID19

2020 has been a remarkably challenging year with the onset of the **COVID-19 pandemic**. Despite these difficulties, MasterPeace African Clubs rose to the challenge, organizing COVID-19-related activities alongside their already existing programmes.

The projects were often in the form of **training** in infection prevention and control, **health promotion** and **organization of healthcare services** with a specific focus on the (mental) health of the youth.

### MASTERPEACE GHANA

MasterPeace Ghana together with Dream Shapers Foundation (DSF) worked on a 3-day program to support two communities in the Dagme West District of Greater Accra, Ghana.

The team members of MP Ghana carried out a **major relief program** that kick started a massive health screening campaign to create awareness around communicable diseases and basic public health issues. While adults were screened, the little ones enjoyed reading books with the volunteers.



*The team of MasterPeace Guinea handed out self-made face-masks to create awareness.*





**MASTERPEACE**  
Creating peace.  
Together.

## MASTERPEACE CONGO

MasterPeace Congo organized several **awareness workshops** mostly in the community of BuKavu. The project also included a workshop addressing the pandemic related issues of 3 main urban municipalities of Bukavu City, at the level of intra-family socio-economic problems.



## MASTERPEACE BURUNDI

MasterPeace Burundi organised **awareness campaigns** to help dispel misinformation about Covid-19, while promoting precautionary medical measures like frequent hand washing and wearing masks.



## SPORTS FOR PEACE

Football players can be artists too, especially when we consider the skills they display with their feet. More importantly, the really great players work together towards one specific goal - being a team. MasterPeace Foundation recognizes the **role of sports** in establishing peace building and aims to actively promote and empower the youth of Africa.

Sport is a compelling tool to promote tolerance, and understanding, bringing people together across boundaries, cultures and religions. Its values such as **teamwork, fairness, discipline, and respect** are understood all over the world and can be utilized in the advancement of development of communities, solidarity and social cohesion.





## MASTERPEACE

Creating peace.  
Together.

### MASTERPEACE NIGERIA

MasterPeace Nigeria in collaboration with EESF carried out a **Peace Tournament** in Abuja with over 50 participants and more than 100 involved in talks and cheering the teams. The project brought together groups of different backgrounds who

would ordinarily avoid crossing paths, **representatives of two predominant religions** in Nigeria: Christian and Muslims and then across the Igbo and Hausa tribes. At the end of the tournament a peace talk was held with the youth on ways to **foster peace** in their community.

### MASTERPEACE BURUNDI

Football also enabled the **reunification of the population** separated by political-ethnic conflicts in Burundi. Although an extensive interregional competition could not take place due to Covid-19, the Club managed to play some smaller matches. The MasterPeace Burundi Club was invited to the closing of the football tournament for **the unity of Burundians** organized by the local authorities in Kinama zone in Bujumbura.



Celebrating International Day of Peace on the 21st of September in Burundi.



### FUTURE PLANS FOR THE CONCEPT

After the success of MasterPeace Burundi and MasterPeace Nigeria sport for peace projects, we will also focus this year on **utilizing sports as an actor for establishing peace**, and urge more MasterPeace Clubs to come forward and realize their sport initiatives. To realize these goals, several actions have been taken to **network with different NGOs** that support sport projects in Africa. We're happy to have started collaboration with the International Sports Association (ISA).

# REGIONAL HIGHLIGHTS - AMERICAS

## CREATING DIALOGUE THROUGH RADIO

### MASTERPEACE MEXICO

**Radio MasterPeace** is an internet radio station that functions as a platform for communication and dissemination of the culture of peace, which is built on **intercultural dialogue, collaboration, co-creation, creativity, active learning and critical thinking** as guiding principles.

MasterPeace Mexico launched the Radio as **experimental medium** of voicing societies, which soon became a great success involving other MasterPeace teams from different continents, including Asia and Africa.

But the most success came from within the region, as MasterPeace Mexico teamed up with MasterPeacers in Colombia - MasterPeace Cali and MasterPeace Bogota - as a collaboration on a **series of radio episodes** in support of Cali's Secretariat of Culture and the call "United for life".

MasterPeace Mexico also launched their 'Radio Atlampa', a **community radio station** that broadcasts from the El Laguito Community Center in Atlampa, CDMX. It was formed within the framework of the Barrios de Paz Atlampa project.

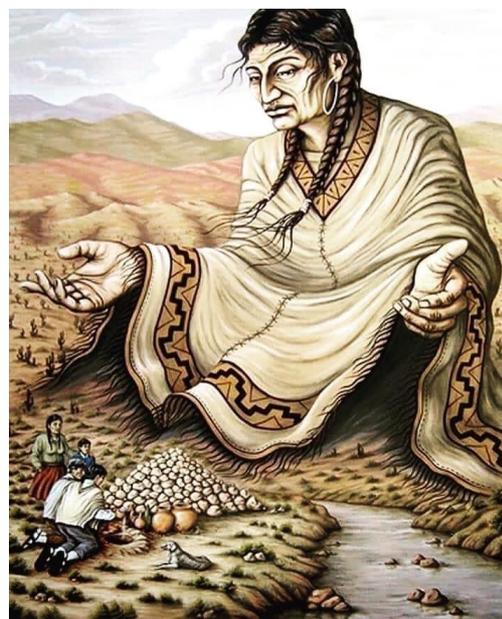


## POP-UP ARTIST SUPPORT

### MASTERPEACE ECUADOR

In the difficult circumstances caused by Covid-19, it is the creative industry that has been most affected. Our team in Ecuador decided to create a pop-up project to **help artists during the pandemic and lockdown**.

The Club started a campaign to support artists from different fields, based in the state of Pichincha: they **distributed food kits** and organized **community engagement activities**. The team managed to impact the lives of over 300 families directly.



# REGIONAL HIGHLIGHTS - ASIA



## BRINGING YOUNG PEOPLE TOGETHER

### MASTERPEACE NEPAL

For the average child growing up in Nepal there are few, if any, opportunities to travel or study in another country, to have first hand experiences and **exchange with their counterparts** elsewhere.

In 2020, the Global Classroom project carried out a pilot program where students from Nepal were given the unique opportunity to **connect with students from Japan**. This digital connection made it possible for children between the ages of 10 and 12 to explore what common interests and inspiration they share, as well as learning about how they differ.

The project provided valuable input that will help MasterPeace Nepal reach their **goal of connecting 1,000 children in Nepal** with classrooms around the world by 2030.



NEPAL AND JAPAN

11th December 2020  
Time 11:00 (Nepal) 14:00 (Japan)

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Shree Janata Primary School (Nepal)  
Beppu Primary School (Japan)

## AWARENESS ABOUT COVID19

### MASTERPEACE AFGHANISTAN

Misinformation and confusion surrounding the Covid-19 outbreak in 2020 were the motivating factors for MasterPeace Afghanistan's Covid-19 Support project. The multi-step project began with conducting **interviews where minority groups** in the nation's two largest cities were able to express their concerns related to the pandemic. In the next phase, **200 posters promoting effective Covid-19 health and safety measures** were installed throughout Kabul.

Following this information campaign, citizens from the several ethnic groups were invited to **record video messages** about their perspectives and thoughts for the government related to the

pandemic. Both the offline information campaign and the online videos emphasised the importance of civic expression. Altogether they were able to reach tens of thousands of citizens impacted by the outbreak.



## INTERFAITH DIALOGUE FOR PEACE

### MASTERPEACE SRI LANKA

Peace and understanding between different religious faiths was at the heart of MasterPeace Sri Lanka's work in 2020. By hosting a **Training of Trainers workshop** the organization was able to engage with 30 people from 3 districts, with representatives from all 4 religious groups.

In addition to the training, specific **plans for community dialogue** were developed to be rolled out at the district level. The commitments and momentum resulting from this workshop represent a **long-term engagement** based on dialogue and mutual respect.

## EMPOWERING YOUNG WOMEN

### MASTERPEACE INDIA-ODISHA

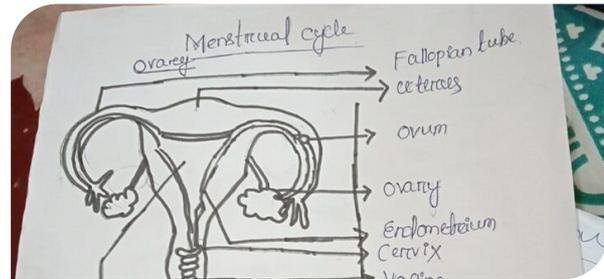
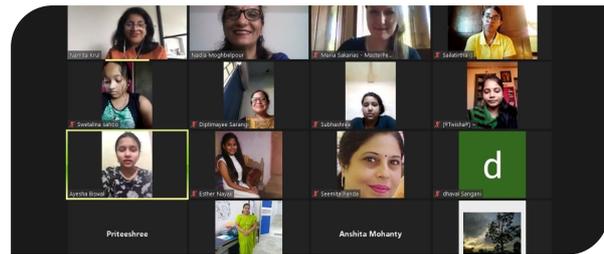
Every woman deserves dignity and freedom. Yet one longstanding obstacle to both of these rights stems from shame, stigma and lack of understanding of menstruation. **MasterPeace India-Odisha joined forces with Meribody** ([Link](#)), a science-based information source and menstruation



tracking app, to engage a group of 10 students over the course of five weeks in an open discussion on this topic.

Throughout the sessions, the girls at Blossom School in Bhubaneswar, were provided with a **safe space and access to a trained medical professional** who developed the app, where they were free to ask questions and share personal experiences.

The program is an important step towards a wider effort to **end the taboo and promote confidence and self esteem** among young women in South Asia.



## INSPIRING MEN TO DO THEIR PART

### MASTERPEACE NEPAL - DAJUVAI

In September 2020, MasterPeace Nepal - DajuVai held a two day conference, the first of its kind, on Feminism and Men. The virtual event featured discussions surrounding the **responsibility and impact of men** when it comes to the treatment of women in society.

With 90 participants, and reaching over 40,000 viewers online, the event proved both inspiring and effective in broadening the perspective of men on subjects like patriarchy, male privilege, and gender based violence.

DAY LEFT

1

*Nepal's First Conference on  
Feminism and Men:  
Engaging men and boys on ending  
Gender-based Violence*

📅 20 & 21 Sep 2020 ⌚ 9:30 A.M - 4:30 P.M

📺 LIVE [facebook.com/DajuVai](https://facebook.com/DajuVai)

Organized by:

Together with:

Supported by:



Toxic Masculinity hurts men too

A fair world for everyone

[facebook.com/DajuVai](https://facebook.com/DajuVai)
[brothersofnepal@gmail.com](mailto:brothersofnepal@gmail.com)
[twitter.com/dajuvai](https://twitter.com/dajuvai)

# REGIONAL HIGHLIGHTS - EUROPE

## ACT! FOR LIBERTY

BOSNIA & HERZEGOVINA  
CROATIA  
GERMANY  
ROMANIA  
THE NETHERLANDS

In these countries, 1250 youngsters joined our program “ACT for Liberty”.

In 2020, we celebrated **75 years of freedom**. But what does actually freedom mean to the youngsters in these days? In our many projects in Europe, we meet many youngsters filled with euroscepticism and a growing distrust in traditional institutions and governments.

Our vision is that there are 7 billion talents, but with **growing gaps between have and have nots**, increasing polarization and nationalism, the urgency on a local and global level is high. Now, Covid-19 has put a spotlight on all weaknesses in our systems. We need all talents to build a sustainable future. Therefore, we challenged

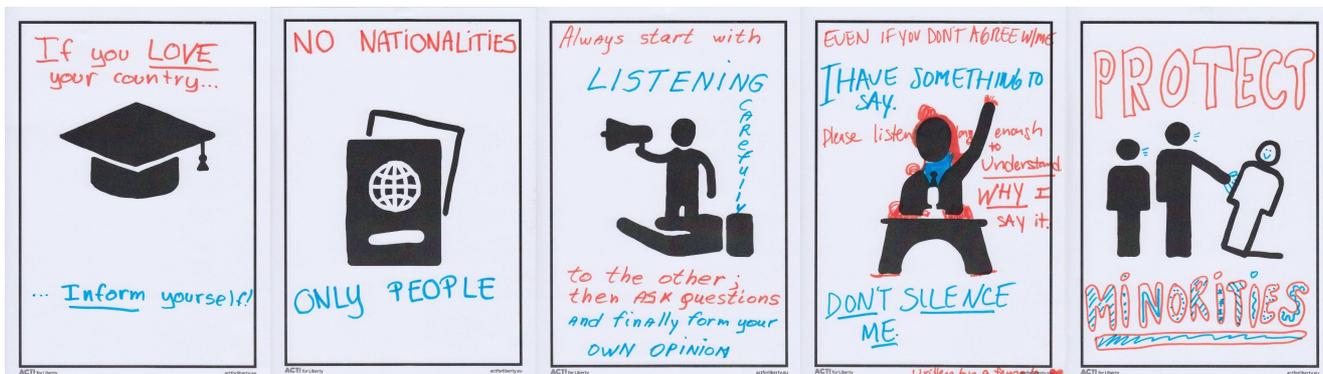
youngsters to be the **architects of their own future**: to join voting processes and ACT via even the smallest steps to build a better community in their country.

Peace is not the absence of war. We chose **7 dimensions of freedom** that resonate with youngsters: “Democracy, Freedom of speech, Migration & integration, Respect, Equality, Cybersecurity & Privacy and Reliable & Fake news”. These are themes that address their core values and impact their daily lives.

In order to create awareness and challenge the youngsters to join the debates, we used the “boiling frog” metaphor in a game. When a statement is “too hot” for you, you **“jump” and act**. We co-created this concept with our partner Autres Directions ([link](#)). Their answers were mirrored with facts in various EU countries. Based on these insights they created their personal statements on posters that we uploaded on the ACT! For Liberty platform ([link](#)).

### Some examples of the responses:

- Migration:** 62% “jump” at violating the rights of refugees to keep their own nationality if they wish.
- Freedom of opinion:** 61% “jump” at violating the right to criticize the government policy.
- Equality:** 77% “jump” at violating the right of equal pay for men and women.
- Democracy:** 82% “jump” at violating the right to religious beliefs and practices free from discrimination.
- Privacy:** 75% “jump” at violating the right of privacy if you use speech technology services.
- Fake News:** 66% “jump” at violating the right to be informed based on reliable & verifiable information.



## A BRIEF OVERVIEW OF OUR EUROPEAN CLUBS' ACTIVITIES

**MasterPeace Netherlands** carried out 19 projects in education to work on talent development using storytelling, the power of visualization on “Walls of Connection” and using music with ambassador Diggy Dex during the Just Peace festival in the Hague. You can find more detailed stories [here](#).

**MasterPeace Albania, Bosnia & Herzegovina, Georgia and Morocco** joined forces using our ACT concept as part of the Creative Twinning program run by the [RVO](#).

**MasterPeace Denmark** organised 7 projects, one of them (powered by DNS The Necessary Teacher Training College) being the powerful Peace and Justice Webinar with Jan Oberg as special guest. See more [here](#).

**MasterPeace Romania** organised 6 projects in 2020: one of them was a three year program to work on a Peace Education curriculum in secondary school to stimulate citizenship and prevent issues like discrimination and stereotypes on gender differences.

**MasterPeace Slovakia** with Edu4U as the legal umbrella of their Club, organised 4 projects with

students of various schools, all related to active citizenship.

**MasterPeace Croatia** with Lumen as licensed Club, organised 3 projects with a core focus on music, youth festivals and active citizenship.

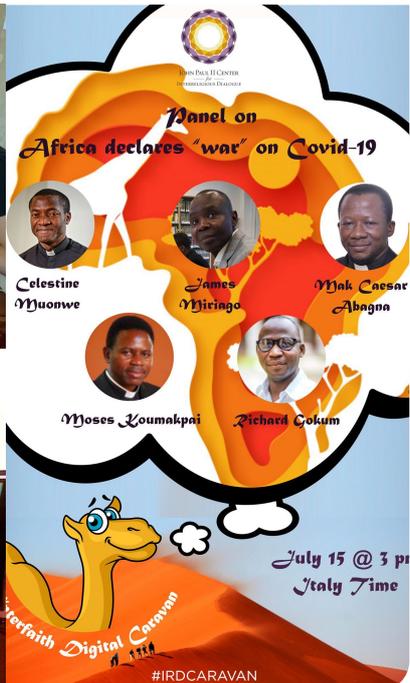
**MasterPeace Poland** organised 7 projects focused on perspective building via social entrepreneurship.

**MasterPeace Ukraine-Kiev** organised 5 projects with focus on engagement via storytelling, poetry and photography.

**MasterPeace Ukraine-Lviv** organised 3 projects with a focus on interreligious dialogues; including a prestigious series of 6 webinars called the Interfaith Digital Caravan.

**MasterPeace Germany**, in co creation with Youth Power, organised 2 projects with a focus on storytelling by people from all backgrounds.

**MasterPeace Kosovo** is MasterPeace’s newest Club, supported by SIT – Center for Counseling, Social Services and Research. Their projects focus on active citizenship and gender challenges.



# LEARNING AND MEASURING OUR IMPACT



**MASTERPEACE**

Creating peace.  
Together.

# RESULTS FROM THE M.E.A.L. SURVEYS

## SELF-EVALUATION BY THE CLUB TEAM

How satisfied are you with the team dynamics and performance of your MasterPeace Club?



What made you successful? What were the main issues?

**MasterPeace Denmark:** I think we manage very well to look anew on all our initiatives in order to be able to correspond to new times. Anyhow we clearly can do better on publicity aspect.

**MasterPeace Afghanistan:** During the pandemic, it had been a very tiring situation for everyone but the Covid-19 project brought my team together to work for one aim and help people.

**MasterPeace Uganda:** We have used social media to stay relevant and keep communicating our values. This pandemic gave us time to grow our campaigns and understand our community.

**MasterPeace Sri Lanka:** We were able to collaborate with national and international organizations such as N-Peace Network, KAICIID, Internews and contribute to SGD16.

How much did COVID19 impact your work?



In which ways? How did you cope with the situation, which changes did you implement to your fieldwork or organization?

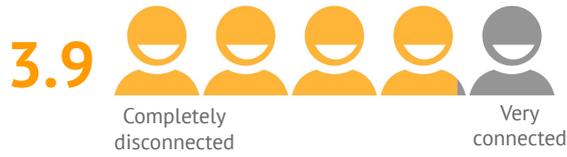
**MasterPeace Kenya:** We had to find alternative projects which could be done virtually despite having already come up with a road map for the rest of the year. Our office space was also closed down once the pandemic struck as we used to use a facility in a university. Meetings were harder to organize because internet connection was harder to access for some of the team members making it hard to work.

**MasterPeace Jamaica:** The pandemic affected our work minimally. In fact, upon reflection, we believe that the pandemic actually helped us in completing our projects effectively seeing that everything was done online. Not only was this easier to plan and execute but it was also cost-effective.

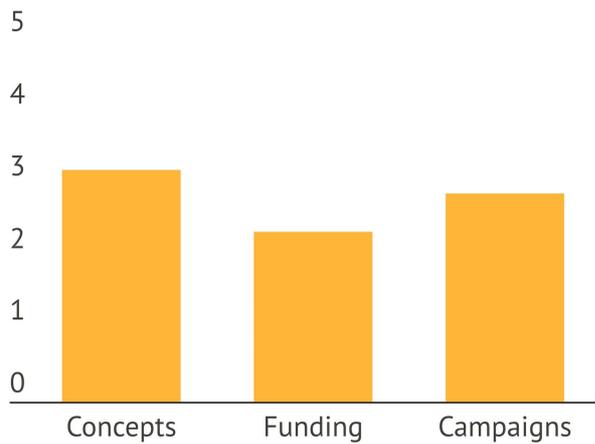
**MasterPeace Albania:** In our country we were not allowed to organize gatherings or offline activities, so everything had to pass online, but not all of the youngsters have access to internet, which made it harder organizing online activities.

## SELF-EVALUATION BY THE CLUB TEAM

How connected did you feel with the MasterPeace global network in 2020?



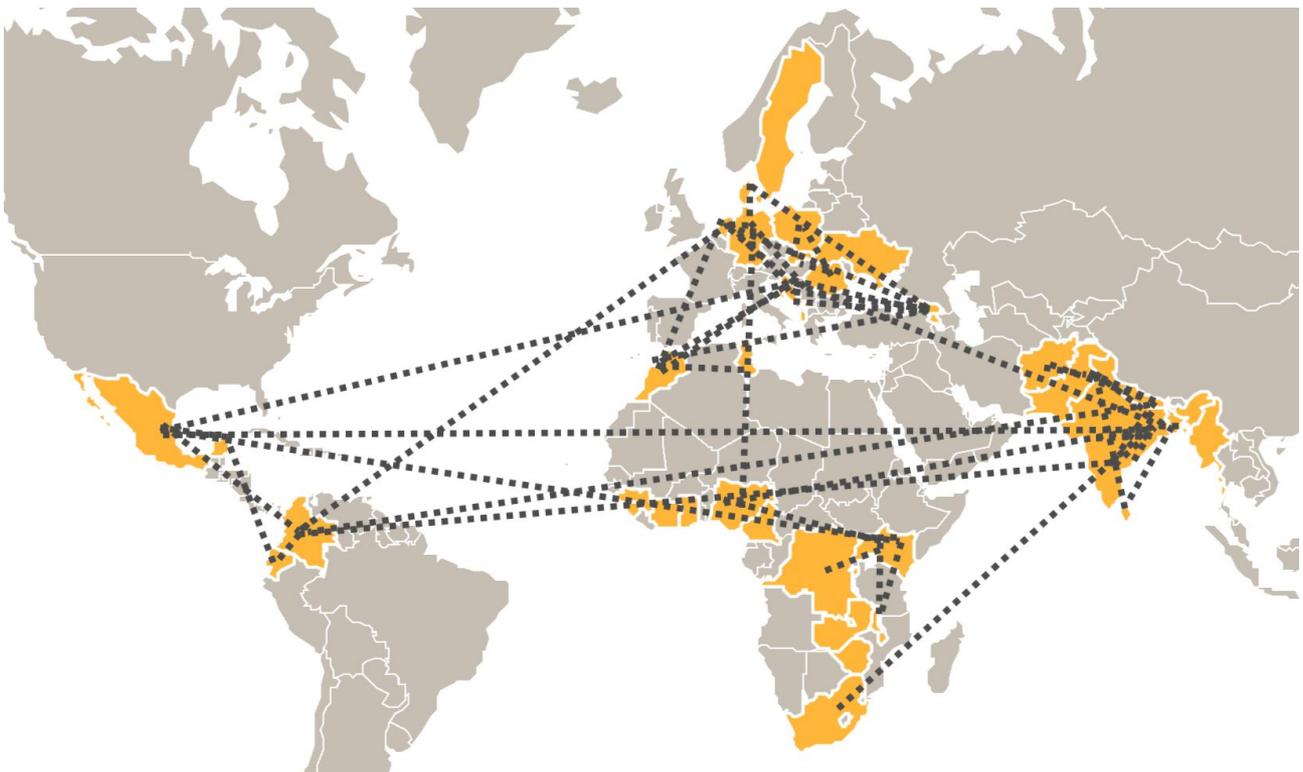
Did you actively collaborate with another MasterPeace Club in 2020? If yes, which Clubs did you work with?



**MasterPeace Kenya:** Uganda, Congo, Mexico and Cameroon to create Masterpeace East African Radio

**MasterPeace Colombia-Barranquilla:** Worked together with Bogota, Cali, Medellin in ACTua and the IDP celebration. Established a joint group of funding to international funding calls with Medellin and Bogota.

Mapping our collaborations:



## FEEDBACK TO THE CORE TEAM

How satisfied are you with the communication and support by the MasterPeace Core Team in 2020?



What is, in one sentence, the added value of MasterPeace for your Club or for you personally?

“Through real, bottom-up action at MasterPeace we can achieve that dream we all had as children: to make the world a better place!”

“Co-creation to turn empathy into a tool for community development.”

“I always loved MasterPeace because it gives us the ownership and support to develop projects and events that are aligned to our local context “

“Peace has no borders!”

“Stronger Together”

“Freedom is an added value of MasterPeace, as through MasterPeace we have the freedom to express ourselves in the best way possible, without being judged, without fear, and full of love.”

“We work through the peace value. We are heirs of this land where our generations must cultivate love, peace and equality among all of us in order to reach a harmony of life.”

“When I joined MasterPeace in 2012, I got to learn and grow more with the best network. I could make a significant impact in the society with help of willing individuals.”



**#7billionstrong: MasterPeace believes that the world has 7 billion talents rather than 7 billion issues.**

Some highlighted talents within the MasterPeace Clubs, captured with the survey:



# LOOKING FORWARD

## Looking Forward into 2021

This year we celebrate our 10th anniversary during the International Day of Peace. A moment to show appreciation to each and every one who contributes to society. Our passion is to engage, connect and empower as many as possible. We are #7billionstrong!

This January, together with many of our European friends, we have already won 3 EU tenders. We will share concepts and funding opportunities on the 4 continents where we are active.

We will grow our networks and increase our impact based on our values. Since the very beginning, co-creation has been at the heart of our model. As has local ownership. Everyday we try to support youngsters to grow as people and as positive changemakers, creating perspective in their local ecosystem. As I always say, "I do have the best job in the world".

**No doubt I am one of the most thankful people to be able to have a role in this beautiful network of like-minded friends.**

Aart Bos  
Global Leadership



# LET'S CO-CREATE!



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Together.