

## COMMUNICATION ON ENGAGEMENT (COE)



2018 - 2019

### Part I. Statement of Continued Support

4 February 2020

*I am pleased to confirm that MasterPeace reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption.*

*This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.*

*In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.*

*In pursuing our mission for more sustainable future by mobilizing talents MasterPeace continues to see value in collaborating with the UN Global Compact.*

*Sincerely yours,*

A handwritten signature in blue ink, appearing to read "Aart Bos".

Aart Bos



**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 an increased separation between communities around the world.

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

**OUR VISION:** there are 7 billion talents and not 7 billion issues.

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

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



**OUR STORY**



MasterPeace is a global **non-profit, non-governmental and non-religious peace movement** launched in 2011, with the mission to mobilize people around the world to use their talent and energy for building peace and togetherness. Today, we are a close-knit network of 54 officially licensed MasterPeace Clubs in 40 countries around the world, who collectively realize around 350 local projects per year, based on shared vision, mission and values. These local projects mobilize **thousands of people to act for a more peaceful world**, and align with the **UN's Sustainable Development Goals: SDG4, SDG5, SDG11 and SDG16.**

**OUR WORK**

MasterPeace carries out projects through its on-the-ground arms - **MasterPeace Clubs**, bringing direct, meaningful and sustainable positive impact to local communities. The Clubs' projects are focused on three core themes: **mobilize, inspire and connect** young talents via music, art and play, **organize dialogue** by bringing together stakeholders and people from different walks of life, and **create perspective** through leadership trainings, capacity-building programs and kicking off social enterprises.



**Mobilize and inspire**  
Young local change makers via music, art and play

**Organize Dialogue**  
Bringing opposites together

**Create Perspective**  
Through Bootcamps, E-learning, and social enterprises

**OUR MODEL**

Our organizational model is a unique "**upside down pyramid**", where the Clubs are in the lead. As a grassroots movement, every Club takes the ownership of their own projects and designs a roadmap according to their 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 also acts as a **laboratory for testing innovative and creative concepts**, which are based on the Clubs' best practises and the MasterPeace Transformation Model. In this way, we are scaling the local initiatives up and out. "**Creating peace. Together.**" means "**Creating concepts, funding and campaigns. Together.**"



**MASTERPEACE IN 2019**

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



## **Part II. Description of Actions**

### **II.1 General**

MasterPeace realizes the urgency of the sustainable development agenda and partnership networks.

In 2018 we had 50 clubs active in 40 countries. They all together were responsible for 350 projects. In 2019 our clubs grew in impact by executing 400 local projects. We mobilized over 50.000 people and reached more than 25 million by media outreach.

### **II.2 Highlights MasterPeace projects**

#### **Leadership summits**

- Every year MasterPeaces organizes a Great Minds Meeting in the Netherlands where public institutions (like schools and local governments), businesses (like Ikea, Akzo, Volksbank) and NGO's meet, join a dialogue and take action. We raise awareness about the issues that play a role in our private and business lives today, such as immigration, poverty, climate change, freedom. In this way we strengthen networks, also within the Global Compact network, and inspire the private sector to incorporate social values in their business strategy.
- The African Youth Leadership Summit was held in Zagora, a medium-sized city in Eastern Morocco, where 100 young African leaders came together. This AYLS was organised by MasterPeace Morocco, a team of seven passionate young leaders who give a voice to today's youth and who invite speakers from the Moroccan Parliament, from South Africa, Tunisia, Kenya, Ghana, London and the Netherlands to help inspire, learn and connect. Themes discussed were: access to education, entrepreneurship, gender equality and inclusion. The same type of leadership summits where businesses and governments meet, were held in Bosnia & Herzegovina, Albania and Georgia in 2019. It shows the way MasterPeace builds dialogue and start networks on a local level between businesses and ngo's.
- Under the theme of DANCE AFRICA, the team of Great Minds Nairobi (powered by MasterPeace and collaborating with MasterPeace Kenya) organized an in-house challenge for the former's sales & marketing department of BIDCO-AFRICA. The goal was to provoke and spark a change in mindset which would inspire a new generation of leaders with the ability to come up with innovative, sustainable and long-term business solutions according to the SDG's.

#### **Social Entrepreneurship Challenge**

- One of the proven concepts of MasterPeace is the Social entrepreneurship Challenge. One example is the Challenge at the Albeda College (TVET school) in Rotterdam in May 2019. 180 TVET students worked extremely hard to help 10 social entrepreneurs improve their business. They set to work as entrepreneurs themselves by resolving a practical case of an existing social entrepreneur in three days. The

students gain knowledge on the social business model canvas, teambuilding and presentation skills. Students experience what it's like to have a business, align with the SDG's in your business model and make impact.

### **Walls of connection**

- MasterPeace since the beginning is active in creating Walls of Connection worldwide. Where walls are usually meant to divide people, Walls of Connection strive to connect people from different backgrounds. In the process of design as well as in the creation of the Wall businesses, local community, youngsters come together and share their ambitions for the future.

In The Netherlands, the team organized in 2019 a Wall of Connection together with Windesheim University, one of the largest universities of applied sciences in the Netherlands in Zwolle. The Wall painting happened during one of the university's main "SDG generation" events. With thousands of students from different countries joining every year, the event was aimed to create a sense of unity between the students and the city, bringing pride and ownership over future themes.

### **Nelson award**

Our clubs worldwide, including the Netherlands, like to work with role-models within the community or within the business organisation. Role-models can be nominated and honored with a Nelson Award, initiated by MasterPeace. Last year 30 students from Dalton College Alkmaar with support from the local SNS bank selected 5 local social entrepreneurs who made a difference in their community. Not only did we strengthen the network between students and the local businesses, but also did we raise awareness about the impact a business owner can make.

### **Awards**

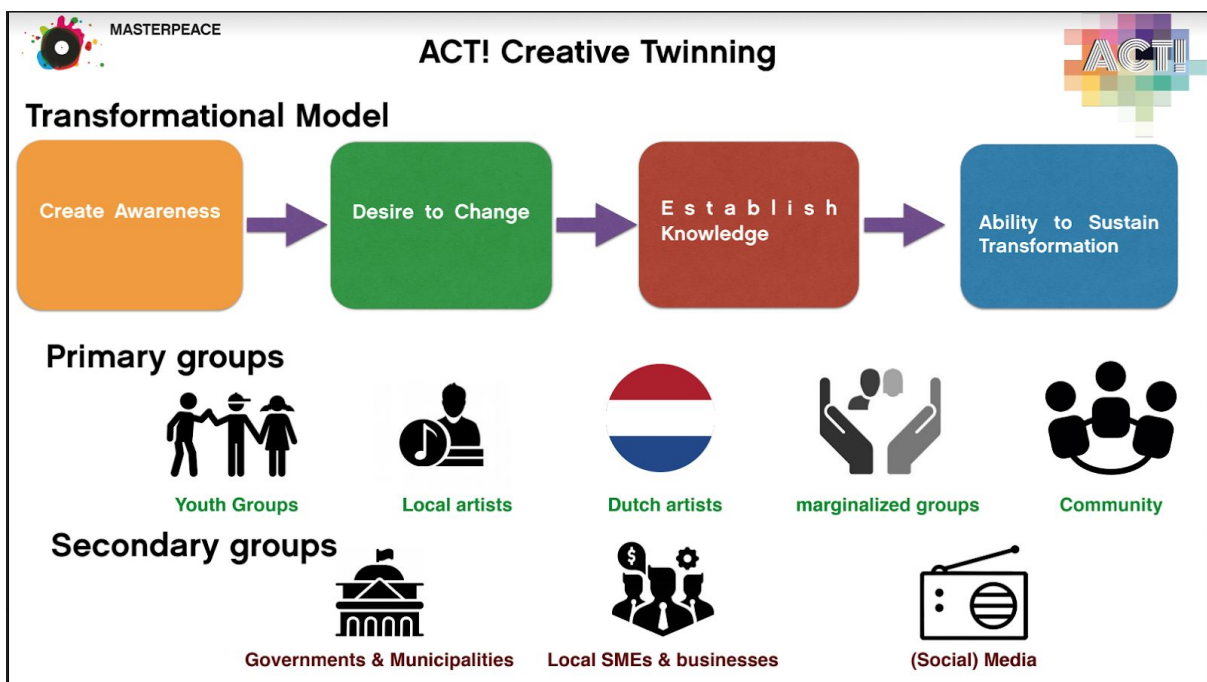
- In 2018 MasterPeace was awarded the "GLOBAL PEACE LEADERSHIP & EXCELLENCE AWARD" of the prestigious World CSR Congress. The moment was witnessed by around 500 attendees from 33 countries representing the best efforts in CSR, which brought some of the top names in both business and civil society. The team of the well-known Dr. Bhatia (Founder World CSR Day) appreciated our principles to fight conflicts based on positivity and impartiality. Special interest was dedicated to our model of connecting local change-makers via our global movement and supporting them with coaching, creating campaigns, concepts and funding together was seen as unique and innovative.
- In 2019 MasterPeace received the Peace Symposium Award, presented by the city of Nijmegen in collaboration with the coalition Peace Mission Without Weapons. We see this as a recognition of our work (nationally and internationally) by local governments.

### Part III Measurement of outcomes

In co creation with MasterPeace The University of Utrecht developed a unique transformation model to measure the social impact on a series of positive interventions. The model contains 4 phases:

- A) create awareness (using culture as a tool)
- B) participants (citizens, artists and role-models, business and government) have a desire to be part of the change
- C) participants have the knowledge and
- D) know-how to sustain the transformation.

Before and after a selected number of projects together with the University we run a survey among the participants to measure the impact.





## Marginalized Groups Journey- example

Murad Aykhan (21 years, rural Kakheti, Georgia ) From the Azerbaijanis (6.5% of Georgia's population) about to graduate. Ambitious, skeptical on opportunities, never voted, never in public activities, likes music

	Create Awareness	Desire to Change	Establish Knowledge	Ability to Sustain Transformation
Doing	<ul style="list-style-type: none"> <li>- Can I take an active part in my city?</li> <li>- Can take part in trainings related to telling my story?</li> <li>- Is it possible to organize a summit?</li> <li>- Can I see my music role models play in a celebrated concert?</li> </ul>	<ul style="list-style-type: none"> <li>- Participate in workshops to learn presentation skills (for storytelling)</li> <li>- Shared my opinion in pre-wall discussions</li> <li>- Worked on inviting other participants to a summit</li> <li>- Invited to see my favorite band along with my friends</li> </ul>	<ul style="list-style-type: none"> <li>- Courage to share my stories and skills to express myself</li> <li>- Join painting part of my city wall to leave a mark on where I live</li> <li>- Participate in actively organizing an event within my community</li> </ul>	<ul style="list-style-type: none"> <li>- Growing local network and connection to local authorities</li> <li>- Get matched to local SMEs and businesses</li> <li>- Participate in follow up activities decided after the urban project</li> <li>- Got connected to my favorite role-model and promoted their new record</li> </ul>
Thinking	<ul style="list-style-type: none"> <li>- What activities I can do</li> <li>- Does my personal story matters</li> <li>- Is it possible to organize an event within my community</li> </ul>	<ul style="list-style-type: none"> <li>- I know concrete possibilities to use my talents</li> <li>- I know more about my city and</li> </ul>	<ul style="list-style-type: none"> <li>- I have more skills and experiences</li> <li>- I can be an added value to my community</li> </ul>	<ul style="list-style-type: none"> <li>- Understand the work market better</li> <li>- Gained knowledge on my preferred career paths</li> </ul>
Feeling	<ul style="list-style-type: none"> <li>- Lack of self awareness</li> <li>- Don't realize my talents</li> <li>- Don't feel part of the community , feeling left-out</li> </ul>	<ul style="list-style-type: none"> <li>- Enthusiastic about some projects that matches my talent</li> <li>- Positively influencing my participation in the community</li> </ul>	<ul style="list-style-type: none"> <li>- More confidence to join other activities</li> <li>- Feeling heard by authorities and community</li> </ul>	<ul style="list-style-type: none"> <li>- Feeling connected to my community</li> <li>- Empowered to share my opinions</li> <li>- Feeling socially and politically engaged</li> </ul>
Experience	<ul style="list-style-type: none"> <li>- Not accepted for who I am</li> <li>- Lack of opportunity to showcase my talents</li> <li>- Lack of respect from other majority groups</li> </ul>	<ul style="list-style-type: none"> <li>- Formed some friendship outside my regular group</li> <li>- Fun and beneficial experiences</li> </ul>	<ul style="list-style-type: none"> <li>- Connected to similar minded people in my community</li> <li>- Experience active engagement in decision making</li> </ul>	<ul style="list-style-type: none"> <li>- Assessed for my own talents and skills</li> <li>- Learnt new experiences related to leadership</li> </ul>