

"I believe in MasterPeace. World leaders cannot push back armed conflict alone. We need the whole world to make this happen."
Desmond Tutu



MASTERPEACE
21/09/2014
Creating peace.
Together.

MasterPeace 2014-2020 – The Summary

ONE MILLION VOICES FOR PEACE

On the UN International Day of Peace, 21 September 2014, the fast growing, global, impartial, grassroots peace building movement MasterPeace will initiate and organize peace concerts and events in over 50 countries around the globe. These MasterPeace events will celebrate peace and diversity and fuel intercultural dialogue and conflict prevention. Together they aim to mobilize up to one million voices for peace.

24 HOURS NON-STOP INTERNET BROADCAST

From sunrise to sunset the outstanding concerts, speeches, performances and a special 'Great Minds Meeting' will provide footage for a 24 hours non-stop Internet broadcast, reaching out to hundreds of millions all over the globe.

AMSTERDAM – THE HEART

One of the concerts will be the unifying edition held in Amsterdam (the Netherlands). Popular artists from all the world's major conflict areas will perform together, accompanied by the famous Metropole Orchestra. Experience the philosophy behind our mission through the 'Music above Fighting'-video: <http://bit.ly/1bnNS4c>

MASTERPEACE – JUST DO IT CAMPAIGN FOR PEACE

People can earn their (discounted or free) ticket for one of the MasterPeace Concerts on the UN International Day of Peace (September 21) by signing up for the movement via our 2.0 platform www.masterpeace.org where projects and new peace builders meet.

'MUSIC ABOVE FIGHTING'

'2014' is the starting point towards the year 2020, when we aim to have set up 500 MasterPeace Clubs in 500 regions, involving 500,000 peace builders. These MasterPeace Clubs provide people with an attractive opportunity to apply their energy and talent for building peace. All our clubs use non-violent 'soft power' such as music, art, social media, events and dialogue, to bring opposites together and prevent new armed conflict. MasterPeace also aims to inspire governments and world leaders to reduce the tremendous expenditures on new weaponry (411 billion US Dollar in 2012). We believe that when a substantial part of this money will be spend on health, food and education, it will bring more safety for people, on the long run.

ABOUT MASTERPEACE

The MasterPeace Foundation officially started in 2011 and is a not-for-profit foundation based in The Netherlands, with offices in Cairo and Istanbul. Its board contains experts from four different continents. MasterPeace Clubs are currently active in 40 countries, involving thousands of young peace builders, especially in conflict areas. MasterPeace has 5 Founding Partners (PAX and Triodos Foundation amongst others), 39 collaborative partners (including the UNAOC and Mayors for Peace, with 5,500 members globally), 15 media partners (including the UN DPI, but also the global artists community Tribe of Noise) and several business partners (including KPMG). World leaders like Nobel Peace laureate Desmond Tutu and Mary Robinson are ambassadors, as well as top artists like Gilberto Gil, Oleta Adams and Angelique Kidjo. The Rockefeller Foundation added the Egyptian and Dutch MasterPeace founders to its 'Top 100 of Next Centuries Innovators'. December 2013 UN Secretary General Mr. Ban Ki-moon awarded the MasterPeace founders – Ilco van der Linde and Mohamed Helmy – for setting up the most innovative peace-building initiative. With almost 1,000 new likes per day MasterPeace is the fastest growing social cause on Facebook: <http://on.fb.me/14ZMcc8> And our wish is to grow further, together with you, to become even more effective and sustainable.

Music above fighting, Dialogue above judgment, Bread above bombs, Creation above destruction. That's MasterPeace