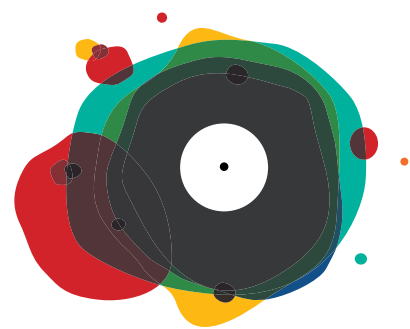




MASTERPEACE

PASSION STATEMENT

MUSIC ABOVE FIGHTING.
DIALOGUE ABOVE JUDGING.
BREAD ABOVE BOMBS.
CREATION ABOVE DESTRUCTION.
PEOPLE CAN DO IT.
THAT'S MASTERPEACE.




MASTERPEACE

21/09/2014
Creating peace.
Together.



ANY WORLD ORDER
THAT ELEVATES



ONE NATION
OR GROUP
OF PEOPLE

LIKE
LATER
SHARE
EMBED

02:13

HD

OUR TWO MINUTES INFOMERCIAL IS AVAILABLE ON:
[HTTP://VIMEO.COM/16469261](http://vimeo.com/16469261)

PASSION STATEMENT

We are dedicated to put **MUSIC** above **FIGHTING**, **DIALOGUE** above **JUDGEMENT**, **BREAD** above **BOMBS** and **CREATION** above **DESTRUCTION**. Through music, culture, art, sport, new media and the development of the International Day of Peace, MasterPeace will encourage dialogue, togetherness and social sustainability from small local neighbourhoods to large conflict areas, worldwide.

As a MasterPeace community, we are a global innovative movement of artists, activists, journalists, cities, companies and members from civil society who believe that world peace is possible if enough people start to work for it and who are inspiring world leaders to really deliver on two extremely important goals: creating a world with less armed conflicts and no nuclear arms, creating a world in which opportunities are shared equally. MasterPeace is the best possible answer to fear and indifference and we already have committed our time, dedication, expertise, passion and professionalism.

Will you join us in this 'Just Do It'-campaign for peace?



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W-PAPER = PASSION STATEMENT

After one year of conceptualizing (including testing, listening, learning, presenting, adding, involving, evolving and so on) we wrote this 'W-paper', to provide clarity on Why, What, When, Where and Who regarding MasterPeace.

SLOGAN / PAY OFF

The slogan we use is: **"MasterPeace: Creating peace. Together"**, emphasizing togetherness (= coming together, but also: open, exchange of ideas, contact, dialogue) and creation (= collaborative and positive action, especially those with a creative nature) as the key words for MasterPeace.

MISSION STATEMENT

MasterPeace will be the most heartwarming global peace project ever, as a result of an intensive East-West cooperation, supported by artists, NGOs, companies, cities, social entrepreneurs and you. MasterPeace will develop several attractive peace-building projects, including a mesmerizing concert in Cairo on Peace Day 2014, where artists from all the world's major conflict areas will perform to promote togetherness, international collaboration and the reduction of (armed) conflicts.

The concert will be an exclusive reward for people who actively supported peace-building activities in the years before Peace Day 2014. Because peace-building is a verb. MasterPeace will be officially launched on Peace Day 2011. MasterPeace. "Creating peace. Together".

WHY MASTERPEACE

There are many reasons to start a large-scale, new, fresh, innovative, bottom-up peace initiative supported by the 'East' and the 'West'. The number of wars is growing and the number of fugitives due to conflicts is growing. In conflict areas in particular, women and children (child soldiers) are often abused heavily, human rights and democracy are severely under pressure, and the realisation of the UN Millennium Development Goals (which focus on education, combating poverty, and equal opportunities, among other things) lags behind four times as much on average. And last but not least non-proliferation treaties on nuclear arms are largely ignored.

One might expect the prevention of conflicts to be high on everyone's agenda. One might expect world leaders to fight to achieve the UN Millennium Development Goals and halt the proliferation of nuclear arms. One might expect everyone to be aware of the International Day of Peace and many to set to work after Obama's great speech in Cairo (June 2009). One might expect a huge active movement for peace to announce itself, because after all peace-building is a verb. But none of it has happened. Only the number of people that encourages conflict between cultures and faiths seems to be growing. All this while there are many beautiful peace initiatives and hard workers 'on the ground' in conflict areas. Heroes who dare to choose for instruments instead of weapons. These initiatives and people deserve much more support and visibility. With modern campaigning and a central role for music, art, sport and (new) media so much positivism and new engagement could be mobilised amongst citizens and businesses worldwide! How inspiring it could be to bring people together on a large scale and get them to work on behalf of peace without needing a tragedy first. Simply on the basis of will and connectedness.

INTERNATIONAL DAY OF PEACE

The International Day of Peace (the 21st of September) seems to be the best kept secret of the United Nations. The vast majority of the world is not aware of this special day (source: Trendbox, January 2010). A measurable sub-goal of MasterPeace is to raise the awareness for this yearly and potentially unifying day. A successful International Day of Peace can provide more documentaries, songs, events, peace-building initiatives et cetera worldwide, to support peace in general and related organizations, people and messages in particular. For this reason we start (Peace Day 2011) and end (Peace Day 2014) our first three years of campaigning on this day and we will ask our MasterPeace Clubs in tens of countries to develop activities on Peace Day 2011, 2012, 2013 and 2014 too.

THE “2014 DREAM” - OUR FIVE GOALS FOR 2014 – OUR MASTERPEACE

1: Creating the MasterPeace Concert.

On Peace Day 2014 (21st of September) we will organize the most heartwarming peace concert ever. We will bring together on one stage the top artists from 14 of the world's major conflict areas. Think about popular artists with 'power of speech' and many fans from for instance North and South Korea, North and South Sudan, Russia and Chechnya, Pakistan and India, Israel and Palestine, USA and Iran, Turkey and Kurdish areas¹, bringing a message of togetherness and positivity, and a message to push back armed conflicts and nuclear arms. The event will be broadcast internationally.

2: Creating 14 MasterPeace Documentaries.

In the week before Peace Day 2014 those artists will prepare their part of the concert in 14 studios, supported by world-renowned artists as artistic mediators. At first some artists will hardly shake hands, but at the end of the week they will be friends. That's what making music can bring. This process and the exchange of visions, values, judgments, experiences and dreams will lead to beautiful documentaries, to be broadcast worldwide.

3: Organizing a MasterPeace Village.

In the week before Peace day 2014 Cairo – the biggest city of Africa – will be transformed into a Peace Village. The city will host inspiring peace meetings, as the one possibly bringing thousands Mayors for Peace together to launch with us their global campaign to create a world free of nuclear arms and also to announce their support for a special MasterPeace initiative designed for communities and schools. All over the city hotels, clubs, universities, theatres and museums will host artists, activists, marketers, NGOs and social entrepreneurs for debates, seminars, workshops to fuel peace-building innovation and information exchange. Because open minds are like open parachutes: they work better.

4: Creating 14 'MasterPeaces' – MasterPeace Art

In the year before Peace Day 2014 we will organize a traveling exhibition of at least 14 'MasterPeaces', pieces of art created together (in 2013 and the beginning of 2014) by at least 28 artists out of 14 conflict areas¹. Fashion, design, sculptures, paintings, poetry created by 'opponents' to reach out and work together and inspire the process of coming together with positive examples.

5: Mobilizing 20 million MasterPeacers.

By '2014' we will have mobilized at least 20 million MasterPeacers empowering the peace processes within 14 conflict areas of the world with new engagement, creative peace-building activities and supportive communication. All our collaborative actions will be statements of positivity and connectedness by people in north, south, east and west together.

¹ MasterPeace focuses on 14 to 16 countries or regions where armed violence prevails or where armed violence could become a reality due to rising tensions. These will all be regions where local and international, additional media attention, mobilization of civil society and innovative peace-building initiatives could add value to the (current) peace processes in the broadest sense. These countries and regions include: Sudan, Democratic Republic of Congo, Colombia, Iraq, Israel/Palestine, Pakistan/India, Afghanistan, Kosovo/Balkan Area, North/South Korea, China/Xinjiang Area or Tibet, Russia/Chechnya, Turkey/Kurdish area, USA/Iran, Nigeria/Delta Region, Kenya (Luo/Kikuyu), the 'Horn of Africa' (Ethiopia/Eritrea/Somalia). Focus countries/areas might be changed in the coming years due to developments. Our content experts amongst the Founding and Collaborative Partners will be involved in such decision.



YOUR ACTION – YOUR MASTERPEACE

To make this “2014 dream” come true your action is needed. We provide you with four possible actions. Through each action you can earn an invitation for the final MasterPeace Concert.

JUST DO IT! – BECOME A MASTERPEACER

We will recruit millions of ‘MasterPeacers’, subscribing the ‘MasterPeace Statement’, developing thousands of new artistic peace-building activities (music, design, graphics, banners, films), developing thousands of new peace initiatives and learning about NGOs and grass root projects working on the reduction of armed conflicts in the broadest sense.

Every week, best practices from all over the world will be highlighted so they can get more known, more funds and more volunteers. One of our tangible goals is related to highlighting the positive works of others: by 2014 we will have recruited at least 200,000 new volunteers for peace-building initiatives all over the world. Because they need and deserve this additional support and MasterPeace can be as wind beneath their wings. And of course these volunteers earn their invitation for the MasterPeace concert.

[< Extensive project plan on masterpeace.org activities available >](#)

JUST BUILD IT! – BECOME CO-OWNER OF MASTERPEACE

If you really want our “2014 dream” to happen we invite you to become co-owner of MasterPeace and start building it yourself. Why should we wait on others, while we can be powerful beyond measure if we just do it ourselves! For this purpose, we developed the possibility to start a MasterPeace Club in your region or country that can develop all sorts of peace-building activities related to MasterPeace.

Joining the ‘2014 for 2014’ action will provide another option to become co-owner of MasterPeace. Between 2011 and 2014 we invite 5,000 schools, cities, discotheques, universities, restaurants, soccer teams, fitness schools, student clubs, bands and other ‘teams’ to raise 2014 Euro for MasterPeace covering a third of our “2014” costs. Making our dream come true... are you up for this? Each “2014 for 2014” donation will be rewarded with 10 invitations for the MasterPeace concert.

[< Extensive manual on setting up a MasterPeace Club and a project plan for the “2014 for 2014” action are available >](#)

JUST SOLVE IT! – YOUR COMMUNITY MASTERPEACE

Millions of people have to endure a destructive and ongoing conflict in their private life. What’s the biggest conflict in your personal life? MasterPeace collaborates with top mediators who are willing to provide their knowledge through a helpdesk on our website. For conflicts within communities, schools and neighborhoods MasterPeace develops the so called Community MasterPeace initiative, which will be launched internationally during the Peace Village in Cairo (2014), after years of intensive testing. With the help of music, media, mediation, dialogue, incentives and a bit of humor we designed a concept that will make opponents in streets and schools make ‘Masterpeaces’ together. All people who actively participate in a Community MasterPeace will earn their invitation for the MasterPeace concert on Peace Day 2014.

[< Summary on “Community MasterPeace” available >](#)

JUST GO FOR IT! – TRAVEL TOWARDS THE MASTERPEACE CONCERT

Paulo Coelho has given permission to make his famous novel ‘The Alchemist’ come alive. In every country of the world, MasterPeace (and especially the MasterPeace Clubs) will inspire individuals to become the shepherd boy of this story and start traveling towards the Pyramids in Egypt as green and visible as possible. Due to the involvement of sport clubs, travel websites, libraries and others, we expect at least 10,000 participants, all of them earning their entry for the MasterPeace concert thanks to their ‘pilgrimage for peace’. We expect this will create at least 10,000 inspiring stories of guts and personal leadership. In Egypt, all travelers will be connected to new friends living in the Middle East. MasterPeace Journey - The Alchemist Alive will create thousands of new intercultural and interfaith friendships and bring positive stories through media, weblogs, documentaries to millions.

[< Project plan for ‘MasterPeace Journey - The Alchemist Alive’ available >](#)

THE ELEVATOR PITCH

How could MasterPeace be summarized within 30 seconds (the so called elevator pitch)? MasterPeace will be the most heart warming peace project ever, organized by young people in east and west. We will make the International Day of Peace more known and loved. We will organize concerts, documentaries, community and school projects to mobilize millions of new, active peace-builders. And finally the MasterPeace movement will inspire world leaders to push back armed conflicts and create a future with equal possibilities and no nuclear arms. Mind you, MasterPeace will become the 'Just Do It' campaign for peace.

MASTERPEACE QUESTION

MasterPeace can be seen as an open invitation to civil society in general and the world citizens in particular to get involved in and start or join initiatives for peace. During the campaigning there will be one central question: "WHAT WILL YOU DO FOR PEACE?"

**"OUR WORLD NEEDS
PEOPLE WITH PASSION
AND COMMITMENT,
THAT CREATE SPACE
FOR THOSE THAT HAVE
BEEN SHUT OUT, WHO
ARE ALWAYS THERE
FOR THEIR FELLOW
MEN AND KEEP THEIR
FAITH IN GOODNESS."**

Her Majesty Queen Beatrix
of the Netherlands





Ilco van der Linde
Mohamed Helmy

MASTERPEACE LEADERSHIP

MasterPeace is an East-West cooperation led by founder Ilco van der Linde www.ilcovanderlinde.com and the project's Managing Director Mohamed Helmy. They already worked together successfully within Dance4life, involving hundreds of thousands youths in 30 countries in pushing back HIV and Aids. Ilco was the international CEO of Dance4life and Mohamed the Egyptian project leader. For MasterPeace both work in close connection with the board of the MasterPeace Foundation and its Founding Circle (including representatives of Founding Partners). Here's a short video message from the founder: www.vimeo.com/12413791

MASTERPEACE FOUNDATION & MASTERPEACE CLUBS

The MasterPeace Foundation, officially based in The Netherlands is allowed by the founder to act officially as the sole owner and operator of the MasterPeace project. In every country activists/social entrepreneurs, NGOs/grass root projects or others can obtain a license to develop MasterPeace activities in their own region/district/province/country. They may start MasterPeace Clubs, guided by project managers at the Central Office. The first clubs are being developed at this moment in Kenya, Nigeria, Japan, UK and Spain.

MASTERPEACE CENTRAL OFFICE

The MasterPeace Central Office is based in Cairo (Egypt) through the MasterPeace implementing arm called "NextPUD" (Next Pyramid Upside Down), a not-for-profit company fully focused on developing MasterPeace and run by Managing Director Mohamed Helmy. The MasterPeace Central Office is operated by a large number of young Egyptian and international youths working as volunteers with the support of a professional full-time team. Egypt is the location for the Central Office because many conflicts are in or close to the Middle East and Egypt likes to play an active and stabilizing role in these peace processes. In addition, we aim to organize the 2014 MasterPeace Concert near the famous Gizeh Pyramid, a UNESCO World Heritage site on the crossroad between all continents, part of the famous 'The Alchemist' story, a beautiful décor for life changing event, a location with magical energy. Last but not least there is a skilled (Dance4life), highly educated and enthusiastic team working on MasterPeace, daring to take ownership for this challenging topic.

MASTERPEACE FOUNDING PARTNERS

For network, knowledge, organizational & financial support MasterPeace involves a number of Founding Partners. The Dutch government (through the Dutch Committee on Sustainable Development/NCDO), Triodos Foundation/Triodos Bank ("The most sustainable bank of the world", New York Times, 2009), City & Province of Utrecht (including Peace Treaty Utrecht), the international consultancy office &Samhoud (winner of European Business Award 2010) and IKV PAX Christi/PAX Christi International are involved as Founding Partners already. The Dutch government (through the Dutch Committee on Sustainable Development/NCDO) is also involved from the first moment. In the first half of 2011 we will involve at least four more parties. For this, we are in contact with f.i. Oxfam Novib, Cordaid, Dubai Chambre of Commerce, Sekem Group, Healthnet TPO, KLM and Mayors for Peace. Founding Partners may act as co-owners of the initiative, within certain limits. At least once a year they will come together. MasterPeace will develop activities on content and/or communication with all partners, such as a full year (2013) of content and fundraising activities with the city and province of Utrecht (celebrating a 300-year-old international peace treaty, hosted by the city of Utrecht in 1713).

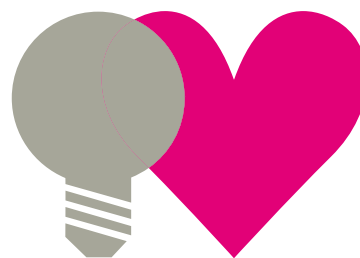
MASTERPEACE COLLABORATIVE PARTNERS

Collaborative partners are supporting MasterPeace with network, organizational support and knowledge/content. Examples are United Civilians for Peace (UCP), youth initiative Pax-it, Centre for Conflict Handling (CVC), European Centre for Conflict Prevention (ECCP), AIESEC Egypt, the UK based Peace One Day, the Global Partnership for Prevention of Armed Conflicts (GPPAC), Alliance for the University of Peace, UN Volunteers, VoiceOver 2015, UNOY Young Peacebuilders (all confirmed), Flare (Italy), Global Alliance of Sustainable Bankers, Women Peace Program, Peace Brigades International, Mayors for Peace, War Trauma Foundation, High School Utrecht (still to be confirmed) and many others will follow.

MASTERPEACE BUSINESS AND MEDIA PARTNERS

In Europe (especially the Netherlands, where the foundation is based) and the Middle East (especially Egypt, where the Central Office is based) and many other countries, including conflict areas, global and local business and media partners and specialists are and will be invited to support MasterPeace. Not only to save on costs but also to actively involve companies in the MasterPeace alliance. Activists, artists, social entrepreneurs, NGOs, cities, governments and companies need to work together more closely on social causes, because we need each others skills and networks to really create professional and sustainable solutions. Examples of partners are ID&T (providing support in PR and logistics), Lloyd Hotel Amsterdam (hosting all meetings of the EU base team), Schijvens Factory (producing all 100% ecological MasterPeace T-shirts till 2014), KPMG (providing accountancy and consultancy almost for free in first years), VVH Business Translations (for – you guessed it – all translations), Vissers Advocatuur of the European Lawyers Network, Trendbox (for international market research), VJ Movement (a network of 150 video journalists, VJs), Dutch (consultancy company organizing the back-office for the '2014 for 2014' crowd-funding), the Dutch Bevrijdingsfestivals, El Karma (responsible for several edutainment television programs in the Middle East), El Sawy Cultural Wheel (supporting with network, advices and venue), Beyond the Catwalk (involving models worldwide), Google, E-bay, Coca-Cola and TNT (supporting for instance the **Cairo Marketing Summit**, a yearly initiative of MasterPeace to involve and connect the worlds leading marketing experts; for more information please check www.cairomarketingsummit.com)

Cairo Marketing Summit



MASTERPEACE EDUCATIONAL PARTNERS & PROJECTS

MasterPeace strives to involve several international schools and universities with multi-year 20-hours programs with an innovative mixture of lessons, materials and activities focused on empowerment, peace education, creating artistic 'Masterpeaces', social entrepreneurship & fundraising.

MASTERPEACE BRANDING TEAM

Our campaigning office (Mortierbrigade, Belgium) and two well-known experts, Tom Himpe (UK) and Johan Kramer (Netherlands), form the MasterPeace Branding Team. They guide the development of the MasterPeace brand & campaigning in close collaboration with the Founder, the Managing Director, our designer Marion Donneweg (Spain) and top companies on PR, PA, Web design and Media.

MASTERPEACE CAMPAIGNING 2011-2014 AND BEYOND, TOWARDS 2020

Although brand development and some major PR actions (such as the Official Launch on Peace Day 2011) will be done globally, most campaigning will be done locally; first in The Netherlands and Egypt, later in all countries with a MasterPeace Club/license partner. Generally, the campaigning is to generate traffic to the site and make people sign up as MasterPeacer and join or start peace-building activities. On the site and through other activities people learn about all other possible actions for MasterPeace, like the '2014 for 2014' fundraising action, the 'Community MasterPeace' initiative and the 'MasterPeace Journey - The Alchemist Alive'.

Campaigning will officially start on Peace Day 2011 and develop towards the apotheosis on Peace Day 2014. The aimed, highly interactive website (ready and tested September 2011) will also invite people to develop and promote their own peace initiatives. All of this related to a rewarding system: earning an invitation for the MasterPeace Concert in 2014.

We expect the project to continue after 2014 even more strong, attractive and effective. Possibly the MasterPeace Concert in 2014 will be used as a jump-start for an even bigger ambition: creating a global coalition for a world without nuclear weapons, with a new apotheosis by 2020. Besides this the Community MasterPeace initiative and the MasterPeace Education projects, both tested and developed into proven concepts, will be launched for global use on Peace Day 2014. By 2014 MasterPeace will probably be very well known all over the world and also a highly appreciated and supported movement and brand, thus creating the logical obligation to continue and include even more

countries and millions of people. Having said this our first three years of campaigning will primarily build up towards the International Day of Peace in 2014 to create a sense of urgency.

MASTERPEACE BOARD OF ADVISORS

We will involve some highly influential persons within a Board of Advisors. They are asked to provide moral and communication support and if possible also network, knowledge and funding opportunities.

MASTERPEACE BASE TEAM IN EGYPT

In Egypt the base team has project leaders for all major areas of work: event production, peace village, regional campaigning, website (the International Web Team), regional fundraising, Alchemist Alive hosting, the mentioned yearly Cairo Marketing Summit, regional partnerships and the global expansion by guiding / starting up MasterPeace Clubs.



MASTERPEACE BASE TEAM IN NETHERLANDS/EU

The EU Base Team of MasterPeace has its office in the Netherlands (Utrecht). The base team has project leaders for PR & Campaigning activities, fundraising in general and the '2014 for 2014' crowd funding action in particular, program/artist involvement, Strategic Partnerships/Founding Partners, Community MasterPeace and MasterPeace Education.

CIRCLES OF DELIVERY

Thanks to a clear division of tasks working with two base teams is doable. We expect that quite soon delivery and collaboration will be more important than geographic location thanks to the 'circles of delivery' we designed. There's a Founding Circle (including Founding Partners), a Funding Team (chaired by Founding Partner IKV PAX Christi Netherlands), a Branding & Campaigning Circle, a team Artist Involvement, the Community MasterPeace initiative, the MasterPeace Education, et cetera. The Web Team is maybe the most inspiring example of international collaboration. Involved experts are based in: London, Sofia, Cairo and Barcelona.



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THE MASTERPEACE STATEMENT

<http://www.masterpeace.org/join-us/>

Subscribed by any new MasterPeacer, through our website and (other) social media activities

- I agree with the following 'MasterPeace statement'. MasterPeace, that's me!
- I don't agree with the following 'MasterPeace statement'. MasterPeace, that's not me!

PEACE? IT STARTS WITH ME

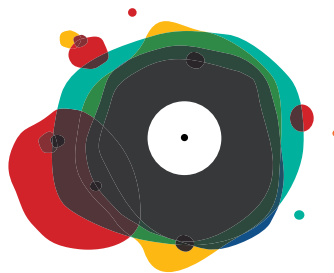
I believe that world peace is possible. Even under the most difficult circumstances it starts with me believing in it, followed again by me, acting accordingly. I decide that I will actively try to reduce conflicts in my own private life. I will support peace-building projects as much as possible. I will actively reach out to people living with other truths, beliefs, values and cultures and try to develop new collaboration and friendships.

PEACE? JUST DO IT!

Doing this is the best answer to indifference and the best way to inspire others to do the same. Only talking, dreaming or singing about peace won't bring it. Peace-building is a verb. For this reason I support MasterPeace and its general goal: "Creating peace. Together." Because MasterPeace is actively bringing artists, students, activists, travelers and others together, across borders of culture, faith, color and even hatred.

MasterPeace is actively supporting peace-building in the broadest sense. MasterPeace is a platform for everyone choosing music and art above weaponry. Together with MasterPeace I believe that armed conflicts will never bring sustainable solutions. They only absorb money, energy and natural resources needed to realize the Millennium Development Goals and improve health, education, environment and future in general.

"BE THE CHANGE YOU WISH TO SEE" (Mahatma Gandhi)

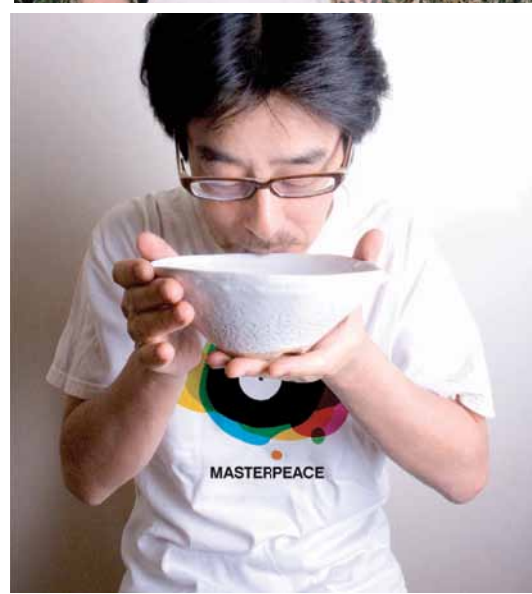


MASTERPEACE

21/09/2014
Creating peace.
Together.

KEY PERFORMANCE INDICATORS

8 FOUNDING PARTNERS	Secure budget at E 550.000,00 yearly and active co-creation on communication, content, partnerships, multi-year strategy, etc.
14 CONFLICT REGIONS	Involved in MP (via media, artists, the MasterPeace Art Project, broadcasting of documentaries, MasterPeace Clubs, etc.)
4500/450,000	4500 schools, universities, sport clubs, hotels, restaurants, etc involved in the '2014 Euro for 2014'-initiative, each of them reaching/involving an average of 100 people (= total reach 450,000)
500/500,000	500 schools and universities involved in MasterPeace Educational Projects, with an average of 1,000 students (= total reach 500,000)
30	MasterPeace Clubs / soft License countries/areas in 2014 supporting MasterPeace and organizing Peace Day activities and other (Master)Peace related works
20,000,000:	MasterPeacers' = people participated once or more often in one of the (digital or live) activities organized or inspired by MasterPeace
200,000:	Database of email addresses of MasterPeacers who like to stay informed and can be mobilized for future peace-related activities
200,000	New volunteers or donors recruited for peace related NGO's or grass root projects by 2015
10,000:	People joining the MasterPeace Journey – The Alchemist Alive
200.000	Visitors (= rewarded participants) at the MasterPeace Concert in 2014
6/18	Testing/development of Community MasterPeace initiative in 6 countries and 18 cities (as 2011-2014 pilot towards aimed announcement of international roll-out during Peace Village, Cairo, 2014 with Mayors for Peace in 4.207 cities / 144 countries).
14	Heart warming documentaries on MasterPeace c.a.
20/50%/7.0	Trendbox measures >50% awareness of the existence of the UN International Day of Peace/Peace Day and >20% awareness of existence of MasterPeace, including >7.0 appreciation in totally 20 randomly chosen countries (including Egypt, Netherlands) on all continents
156	Positive peace initiatives profiled and supported by MasterPeace website (3 years x 52)
50,000,000	Visitors of the MasterPeace Website between 2010-2015
1 BILLION	Reached through global broadcasting of event and documentaries





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21/09/2014

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