



Co-funded by
the European Union

Needs Analysis Report



EdU4u



center for
intercultural
dialogue



GROWUNITED



Contents

1. Introduction
2. Methodology: A Three-Layered Approach
3. Layer One: Insights from Previous Projects
4. Layer Two: European Youth Trends (The Possibilists)
5. Layer Three: Field Survey Findings
6. Conclusions and Recommendations

Annexes



1. Introduction

The FOODPrint project, funded by the Erasmus+ programme, aims to foster sustainable and conscious food consumption among young people across Europe. By leveraging participatory education methods and visual tools such as eco-labels, the project seeks to activate behavioural change in youth regarding food choices and food waste. A central objective of the project is to co-develop with CSOs and young people a youth-friendly food sustainability eco-label inspired by Doughnut Economics.

The need for this project emerges from a growing awareness that young people are increasingly disconnected from the origins and impact of their food. Despite being vocal on climate issues, many youth still engage in unsustainable consumption habits driven by fast food culture, social media influence, and economic limitations. At the same time, civil society organisations face difficulties in promoting sustainable behaviours due to a lack of effective tools, coordinated campaigns, and youth-specific educational content. The COVID-19 pandemic further disrupted access to quality food education, especially in non-formal learning settings. Combined with increased food insecurity and misinformation, these factors revealed a clear gap that FOODPrint aims to address through innovative, youth-led approaches.

To ensure relevance and impact, Task 2.1.1 involves a structured **Needs Analysis to understand:**

- Current youth attitudes and behaviours around food consumption and waste
- Gaps in awareness, access, and motivation
- Barriers faced by civil society organisations (CSOs) in engaging youth
- Tools and methods most effective in promoting sustainable consumption

This report presents the results of a three-layered research methodology that combines desk research, global trends, and field-based data.

2. Methodology: A three layered approach

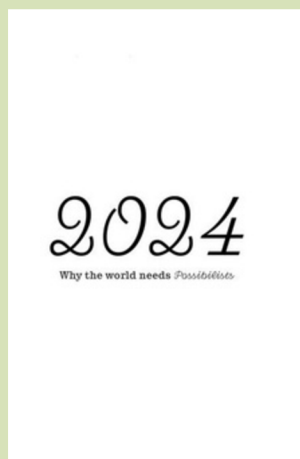
The Needs Analysis followed a layered model:

Layer One: Desk Research



Insights were drawn from previous Erasmus+ projects and international reports that relate to youth education, sustainability, and civic engagement. This includes the **MasterPeace MEAL Report (2024)**, the **ACT Project Insight Report**, and outcomes from **ACT as a Doughnut**.

Layer Two: Global Trends Mapping



This layer integrates results from The **Possibilists Europe Report 2024**, a large-scale, biannual study by ChangemakerXChange that captures the voices and challenges of over **200 young changemakers** across **29 European countries**.

Layer Three: Field-Based Survey

A primary data collection survey coordinated by IED gathered insights from **23 youth workers** and educators across **6 countries** (Cyprus, Germany, Netherlands, North Macedonia, Romania, Slovakia). The survey consisted of **5 thematic sections** covering youth behaviours, organisational practices, and policy gaps.



3. Layer One: Insights from Previous Projects

MasterPeace is a global grassroots movement present in over 45 countries that uses music, art, and dialogue to foster peacebuilding, youth empowerment, and civic engagement. Through creative campaigns and local action, MasterPeace empowers communities—particularly young people—to take ownership of local challenges, including climate justice, education, and sustainable development. Their work emphasizes the role of culture and storytelling in creating inclusive, participatory approaches to societal transformation. One of their major tools is the MEAL system (Monitoring, Evaluation, Accountability & Learning), which offers structured feedback loops from CSOs worldwide.

The MasterPeace MEAL Report revealed deep-rooted disconnection between youth and institutional efforts, especially regarding education, climate, and food justice. Many CSOs struggle to maintain youth engagement due to:

- Lack of accessible, experiential educational tools
- Absence of long-term mental health and wellbeing strategies
- Fragmentation between grassroots and policymaking efforts

The report also identified that while youth express a strong desire to act on sustainability and social change, they often lack the platforms, recognition, and community support to sustain their engagement. In particular, efforts related to food and climate are fragmented, with CSOs working in silos and limited cross-sector collaboration. Youth often feel disempowered to make meaningful changes due to a lack of systemic support and practical, localized actions.

Projects like ACT as a Doughnut introduced methods of blending Artivism and Doughnut Economics. The project's co-creation workshops illustrated how artistic methods can enhance youth understanding of circularity, food justice, and local resilience. Activities such as participatory mural creation, public performance, and local food mapping helped young participants connect the abstract concept of sustainability with everyday food practices in their own neighbourhoods. This demonstrated the power of creativity and co-design in shifting behaviours and amplifying youth voices. The project's co-creation workshops illustrated how artistic methods can enhance youth understanding of circularity, food justice, and local resilience.



4. Layer Two: European Youth Trends (The Possibilists)

The Possibilists is a global alliance of over 20 major youth social innovation networks, including Ashoka, ChangemakerXChange, SOS Children's Villages, and Peace First. It was initiated to better understand and support the realities of young changemakers working to address social, environmental, and systemic challenges worldwide. The initiative is grounded in the belief that youth are not just beneficiaries of policy but powerful agents of change who need supportive ecosystems to thrive. The Possibilists conduct a biannual global survey that captures the needs, motivations, and barriers experienced by young innovators, aiming to co-create data-informed strategies and amplify youth-led impact.

The Possibilists Report (2024) highlighted:

- Top focus areas among youth changemakers: SDG 4 (Education), SDG 13 (Climate), SDG 10 (Inequality)
- Key motivations: 92% want to empower others, 90% want to address global issues, 82% want to support their communities
- Challenges: Burnout (30%), Financial insecurity (32%), Lack of support networks (45%)

The report paints a compelling picture of a generation deeply committed to systemic change, yet structurally under-supported. Young changemakers in Europe are not primarily driven by employment or personal gain; rather, they are motivated by a profound sense of purpose and social responsibility. They focus their efforts on education and climate action as transformative levers for social change and prioritise equity and access within their initiatives.

Despite this intrinsic motivation, the report found that most changemakers operate with limited resources, often juggling multiple responsibilities and struggling with burnout. Only a minority are able to sustain themselves financially through their initiatives. Moreover, a lack of access to networks, mentoring, and strategic guidance severely limits their ability to scale and collaborate.

The report also underlines the impact of climate anxiety and the mental health challenges associated with social innovation work. Nearly 80% of respondents expressed worry about climate change, and 30% reported symptoms of burnout. These findings reveal a dual need: for stronger well-being support and for tools that turn anxiety into empowered action.

Finally, the data clearly show that changemakers value peer learning, impact measurement tools, and meaningful collaboration. There is a strong demand for platforms that provide visibility, recognition, and practical resources. These insights directly support the FOODPrint strategy, which includes developing peer-informed, co-designed educational tools that bridge awareness and action.



The findings underline the need for **peer-based tools, participatory policy-making, and recognition of youth as agents of change**. Sustainability is a priority, but changemakers often face isolation, limited funding, and low visibility.

5. Layer Three: Field Survey Findings

This layer involved the design and implementation of a structured needs analysis survey across six partner countries, coordinated by IED. The goal was to capture real-world insights from youth-serving organisations regarding their experiences, practices, and challenges in addressing food sustainability with young people. Twenty-three youth workers and educators responded to the survey, offering both quantitative and qualitative data on youth consumption behaviours, food waste habits, systemic barriers, and the potential of tools like Doughnut Economics. This direct feedback is critical in shaping the FOODPrint educational and policy recommendations in a grounded and needs-based manner.

The survey gathered structured data across five sections:

a. Organisational Engagement

- 87% of respondents stated that their organisation considers food sustainability a priority.
- However, only 39% reported having active programmes directly targeting food sustainability with youth.
- Existing efforts mainly include cooking workshops (52%), youth-led awareness campaigns (43%), and trainings in social entrepreneurship related to food (26%).

b. Youth Food Consumption Patterns

- 78% of respondents observed that young people in their communities frequently consume fast food or ready-made snacks.
- Main factors influencing food choices were: affordability (83%), convenience (70%), taste (65%), and social media trends (48%).
- Only 26% indicated that sustainability is a factor considered by youth in their food decisions, and mostly when promoted through formal education or family influence.



c. Food Waste Perceptions and Practices

- 69% of youth workers noted that over-purchasing and poor meal planning are the main causes of food waste among youth.
- 61% stated that young people in their context rarely show concern about food waste unless prompted by external initiatives.
- Only 17% were aware of existing community-level campaigns or tools targeting food waste reduction.

d. Systemic Barriers

- 74% of respondents reported that young people perceive sustainable food as too expensive or elitist.
- 57% highlighted the dominant influence of digital media and influencers on food trends.
- 65% emphasised the lack of accessible food sustainability education or guidance in schools and communities.

e. Tools and Interest in Doughnut Economics

- 83% of youth workers expressed strong interest in using a youth-friendly visual eco-label to promote sustainable choices.
- 61% of respondents were unfamiliar with Doughnut Economics before the survey, but among those who knew it, 88% found it inspiring and suitable for youth education.
- 91% indicated willingness to co-develop or pilot tools that connect youth behaviour to systemic sustainability models like the Doughnut framework.
- Most respondents saw high value in visual, youth-oriented eco-labels.
- Doughnut Economics was unfamiliar to many, but those who knew it found it impactful.
- Clear appetite for co-designed tools that link individual behaviour to global sustainability.

6. Needs identified from the research

N1 : Educating Youth on Sustainable Food

The pre-research phase identified a strong need for educational initiatives that teach young people about sustainable food systems, emphasizing environmental impacts, food waste reduction, and sustainable diets.

Findings from Research:

- MasterPeace MEAL Report: Found a deep disconnection between youth and institutional education on food and climate justice. It highlighted the lack of accessible, experiential educational tools that connect learning with practical, local actions.



- The Possibilists Report (2024): Confirmed that education (SDG 4) and climate action (SDG 13) are top priorities for youth changemakers. However, they lack peer-driven, co-designed learning tools that bridge awareness and action.
- Field Research: Revealed that while 87% of organizations view food sustainability as important, only 39% have active youth-targeted programs. Sustainability influences food choices for only 26% of youth, showing a significant awareness gap.

These findings collectively reaffirm that youth need practical, participatory, and visual learning tools to understand and practice sustainability. Co-created materials such as eco-labels, participatory workshops, and localized awareness campaigns can effectively translate knowledge into behavioral change.

N2. Promoting Youth-Led Sustainable Projects

A major need identified was to promote opportunities for youth to design, lead, and participate in sustainability initiatives — empowering them as active changemakers.

Findings from Research:

- MasterPeace MEAL Report: Youth lack platforms, recognition, and long-term community support for their sustainability work. Fragmented civil society efforts prevent meaningful collaboration.
- The Possibilists Report (2024): Found that 92% of young changemakers want to empower others and 82% want to support their communities. Yet, many face burnout, financial insecurity, and lack of networks.
- Field Research: Showed that only 39% of organizations have youth-led sustainability programs, with most limited to short-term campaigns or trainings rather than youth-initiated projects.

The evidence shows a pressing need to institutionalize youth leadership within sustainability efforts. Platforms that offer recognition, funding, and collaboration opportunities can transform youth enthusiasm into sustained impact at local and transnational levels.

N3. Engaging Youth through Innovative Strategies

Pre-research findings pointed to the need for more creative and innovative approaches — such as Artivism and Doughnut Economics, to better connect with and engage young people.



Findings from Research:

- MasterPeace MEAL Report: Highlighted the success of ACT as a Doughnut, which combined art-based methods and Doughnut Economics to make sustainability relatable. Artistic co-creation (murals, performances, local food mapping) helped youth internalize abstract concepts.
- The Possibilists Report (2024): Emphasized that youth engagement flourishes through creative, emotionally resonant methods. Such approaches can also address burnout and climate anxiety by turning concern into creative empowerment.
- Field Research: Found that 61% of respondents were unfamiliar with Doughnut Economics, but 88% of those who knew it found it inspiring. 91% expressed willingness to co-create youth-friendly tools using this framework.

Creative engagement models like Artivism and Doughnut Economics are powerful tools to capture youth interest and build lasting motivation. Blending creativity, collaboration, and systems thinking can help young people connect personal choices with global sustainability outcomes.

N4. Strengthening Youth Networks and Skills

Another key need was to strengthen youth networks and develop skills such as leadership, collaboration, and environmental awareness to enhance long-term impact.

Findings from Research:

- MasterPeace MEAL Report: Identified fragmentation between grassroots and policymaking efforts, limiting youth access to skill development and advocacy opportunities.
- The Possibilists Report (2024): Reported that 45% of youth changemakers lack supportive networks. They highly value peer learning, collaboration, and recognition for their efforts.
- Field Research: Confirmed that while sustainability is a priority for most organizations, coordination remains weak. Youth initiatives tend to operate in isolation without broader network support.

The findings underline the importance of building robust, interconnected youth ecosystems. Strengthened networks, leadership training, and mentorship programs can help youth collaborate effectively, amplify their impact, and influence systemic change across communities.



N5. Shifting Youth Consumer Behaviour toward Sustainability

The final need identified was to encourage a shift in young people's consumption habits toward sustainable and eco-conscious choices.

Findings from Research:

- MasterPeace MEAL Report: Showed that while youth are motivated to act, they feel disempowered due to limited systemic support and lack of visible impact pathways.
- The Possibilists Report (2024): Found that changemakers seek tools that translate awareness into tangible action, helping turn climate anxiety into empowered behavioral change.
- Field Research: Revealed that 78% of youth frequently consume fast or convenient foods, and 74% perceive sustainable food as “too expensive” or elitist. However, 83% of youth workers expressed interest in visual eco-labels that promote sustainable food choices.

These findings show that changing youth behavior requires creative and accessible interventions that make sustainable choices visible, achievable, and rewarding. Co-designed tools like eco-labels, gamified campaigns, and social media challenges can effectively connect individual behaviors to global sustainability goals.

7. Conclusions and Recommendations

This Needs Analysis triangulates insights from project-based experience, global youth trend reports, and field research across six countries. The findings paint a consistent picture: young people care about food sustainability, but structural, economic, cultural, and educational gaps hinder their ability to act. Youth organisations and CSOs are willing to take the lead, but they require support in terms of tools, policy, and visibility.

Key conclusions:

- Youth demonstrate an interest in more sustainable food habits, but often lack the motivation, knowledge, and means to act consistently.
- CSOs working with youth are highly motivated but under-equipped to deliver food sustainability programming.
- Systemic barriers such as affordability, lack of access to sustainable food, misinformation, and social norms pose real challenges.
- There is a significant lack of participatory, youth-friendly educational materials tailored to the food sustainability context.
- Youth respond positively to visual and interactive tools, especially when co-designed and embedded in peer learning environments.
- The Doughnut Economics framework and associated eco-label were perceived as promising entry points for behaviour change.



Recommendations:

- Develop and test a youth-friendly eco-label that visualises food sustainability principles, co-designed with young people and grounded in the Doughnut model.
- Design toolkits and campaigns using visual content, gamified activities, and relatable language to increase awareness.
- Design toolkits and campaigns using visual content, gamified activities, and relatable language to increase awareness.
- Integrate food sustainability education into non-formal education spaces such as youth centres, CSO workshops, and digital platforms.
- Provide capacity-building programmes for youth workers and educators, focusing on how to address food habits, waste, and systemic food issues.
- Collaborate with social media influencers, local food producers, schools, and municipalities to multiply the impact.
- Advocate for policy-level change that supports youth access to sustainable, affordable food and educational initiatives.





center for
intercultural
dialogue





MASTERPEACE

Creating peace.
Together.

2024



ANNUAL REPORT

WWW.MASTERPEACE.ORG



MASTERPEACE
Creating peace.
Together.

TABLE OF CONTENT :

Foreword: Message from CO-Leaders

About MasterPeace

MasterPeace Impacts/Highlight in Numbers 2024

Why does the world need grassroots action?

Our Answer, Relevancy, and Services

Governance and Management

- Board
- Core Team

Key Events

- F(u)t(ur)e_Proof Bootcamp 2024
- African Youth Leadership Summit (ALYS)
- COOLTalks

Projects Highlights

- Campaigns
- International Day of Peace 2024: Dancing to the Earth Dance Beat!
- 16 Days of Activism

MasterPeace Network: Impact Stories and Highlights

- Asia
- Africa
- Europe
- LATAM

Finances

MasterPeace Global Partners and MasterPeace in global events

- MasterPeace in global events
- MasterPeace Awarded With GENE Global Education Youth Award 2024

Our Strategy Going Further



MASTERPEACE
Creating peace.
Together.

FOREWORD: MESSAGE FROM CO-LEADERS

This 2024 has been yet another amazing year for MasterPeace.

We had a leadership change this year. Aart Boss, the CEO for 10 years, passed the baton to a female tandem. Raghda El Halawany and Lucija Popovska took over in April as co-CEOs. Raghda has been leading MasterPeace projects and creativity since its inception, while Lucija brings her knowledge and experience from working globally. The team transitioned in Ploiesti and celebrated Aart's contribution to MasterPeace together with around 100 representatives of the MP Clubs.

We had an inspiring bootcamp in Ploiesti, Romania, hosted excellently by our Romanian club. Over 100 participants from nearly 50 clubs attended, and the theme was Future Proof - an opportunity to learn, exchange, and re-energize for everyone in the network. Before the Bootcamp, we hosted the first African Youth Leadership Summit, which also had a great representation of our clubs from the continent.

We refreshed the MasterPeace strategic plan. In the next three years, we will focus on empowering the MasterPeace network, creating impactful global programs, boosting our work in the Netherlands, and designing an innovation factory. We redesigned the organizational structure to align with the renewed strategy and created an empowered layer of leadership within the global team.

In 2024, we worked on 402 projects, and we estimate that we directly engaged around 150,000 participants in 56 countries. We involved 50+ clubs and partners in our projects and expanded our network with 5 new members. We continued to innovate and develop new concepts and partnerships, and we built a solid plan for 2025.

All in all, 2024 has been a remarkable year in many ways and we are excitedly looking to carry its successes to the next level in the future.

Raghda Elhalawany & Lucija Popovska

Directors
MasterPeace Global



MASTERPEACE
Creating peace.
Together.

MESSAGE FROM FORMER GLOBAL LEADER

After more than 12 inspiring years with MasterPeace, it's time for me to redirect my energy and explore new horizons. This decision comes with a heart full of gratitude and countless memories of leading this remarkable journey with all of you.

The appreciation, love, and support I have received from this global family have been humbling and life-changing. Together, we've built something extraordinary—waves of creativity, connection, and hope that I know will continue to ripple far and wide.

Though my path is shifting, my bond with MasterPeace remains eternal. This movement, its mission, and its people will forever be a part of me. I will continue cheering for all the milestones yet to come, and will continue (on a personal level together with my life partner Marcella) being relevant to society focusing on leadership & Sport Sparking Impact as we push for a more peaceful and inclusive world.

Thank you for 12 unforgettable years. Thank you for believing in me and in what we've built together. The journey doesn't end here—it only evolves.

With endless gratitude and love,

Aart Bos
MasterPeace Global





MASTERPEACE
Creating peace.
Together.

ABOUT MASTERPEACE

MasterPeace is a global, multi-award-winning grassroots network of organizations, artists, and active citizens dedicated to making a positive impact in schools, streets, and communities worldwide.

Why MasterPeace?

To address the changing nature of peace, responding to growing inequalities, increasing polarization, and other global challenges. We are a global movement for grassroots positive action, promoting a peaceful, sustainable, and inclusive world for everyone.

Mission

Our mission is to connect, support and strengthen CSOs for more social impact and share and scale innovative best practices to engage, connect and empower young people locally to use their talents for a peaceful, inclusive & sustainable future.

Vision

We believe that everyone has a talent.

MasterPeace envisions a world where everyone uses their talent to take action towards creating a more peaceful, inclusive & sustainable world.

Our Core Values

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

Work

MasterPeace carries out its work through local 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 implement are aligned with our 6 focus SDGs:

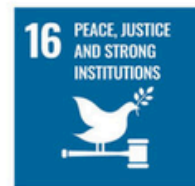
- **Quality Education** is key to helping youth grow their self-esteem and skills.
- Achieving **Gender Equality** remains a key challenge in many countries where MasterPeace works. Inequality hinders individuals from using their talents to the fullest extent.
- Creating a local perspective for these talented young people through **Decent Work and Economic Growth** is essential as young people without perspective may become more inclined to follow negative role models, leading to polarization and extremism.
- Climate change and urbanisation are important trends affecting underprivileged communities, thus pushing the need to create **Sustainable Cities & Communities** that offer perspective to youth.





MASTERPEACE
Creating peace.
Together.

- **Climate Action** is urgent and necessary if we are to secure a peaceful, inclusive & sustainable future.
- Finally, we believe that the basis for a cohesive society is **Peace, Justice & Strong Institutions**.



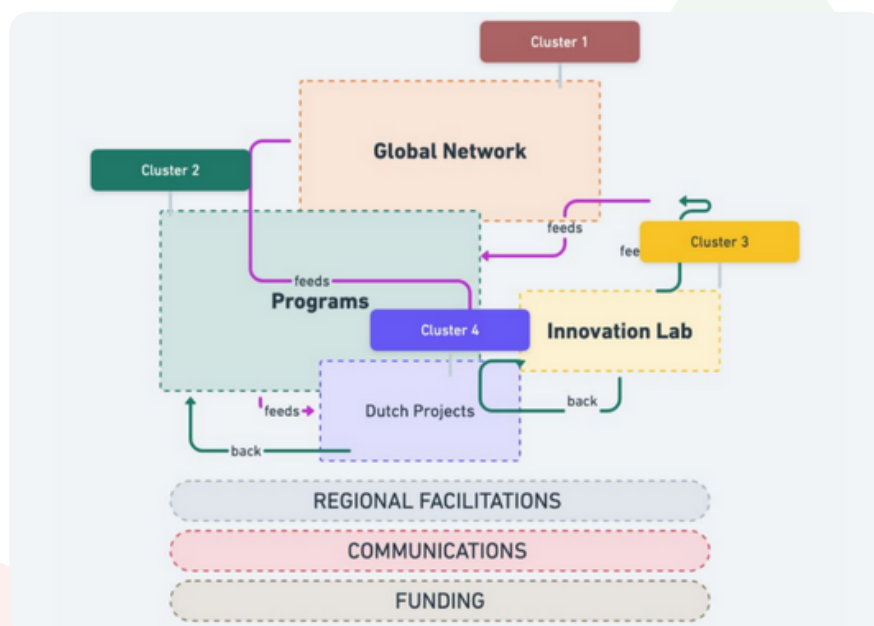
Clusters

The MasterPeace strategy focuses on four strategic goals:

1. Empowering a vibrant grassroots network;
2. Orchestrating impactful global programs;
3. Building an innovation lab; and
4. Boosting our program in the Netherlands.

In order to serve these goals and our network, we organize ourselves in several clusters:

1. The **Grassroots Network** Cluster is there to create spaces for interaction, exchange and growth; to design opportunities for global togetherness and sustainable action; and to nurture the ability to check the pulse of the MP world in an instant.
2. The **Global Programs** Cluster implements projects with clubs and partners across countries; It deepens capacities for engagement on focused thematic approaches; and it creates opportunities for direct impact globally.
3. The **Dutch Program** Cluster creates a vision and strategy for the Netherlands and establishes MP in the country; it enables synergies between the Dutch and the global programs where they complement and enhance each other; and it supports fundraising efforts in the Netherlands for local and global activities.
4. The **Innovation Lab** will focus on developing and prototyping new concepts; enhancing our existing methodologies and building intersectionality between communities and AI.





MASTERPEACE
Creating peace.
Together.

Clusters - Teams

Network

Ashwini
Lucija
Hamza
Njomza
Saugat

Funds

Raghda
Njomza
Maryam
Saugat
Ashwini

Dutch

Marleen
Dorothee
Yarima
Linda
Lucija

Projects

Natalia
Maryam
Saugat
Yarima
Raghda
Njomza

Innovation

Lucija
Raghda

Theory of Change

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

Engage

We use the **power of the arts to engage** (young) people, to grow self-esteem, help in reconciliation, and heal

O
p
e
n
t
o

Connect

We help **facilitate dialogue** to include all stakeholders, including the public and private sectors.

R
e
a
d
y
t
o

Empower

We **empower youth** on a local and regional level.

MasterPeace is globally recognized for its contribution to society.

MasterPeace is ..

- ... passionate about building perspective with and for youth.
- ... using the arts and culture for sustainable social impact.
- ... giving voice to youth on 4 continents.
- ... a foundation that acts as a social enterprise.
- ... leading with innovative grassroots models, products, and campaigns.
- ... agile in scaling up local best practices.
- ... a driver of transformation, serving as a bridge between youth, CSOs, and decision-makers.



MASTERPEACE
Creating peace.
Together.

MASTERPEACE IMPACTS/HIGHLIGHT IN NUMBERS 2024

40 Countries

56 MasterPeace Clubs

5 New Clubs

2 New Countries

402 Local Projects

150.000+ Direct Participants

2.2m+ Indirect Participants

16.6m+ In Media Outreach

5.4m Euro Funds Generated by MP Clubs

MasterPeace Clubs around the Globe in 2024



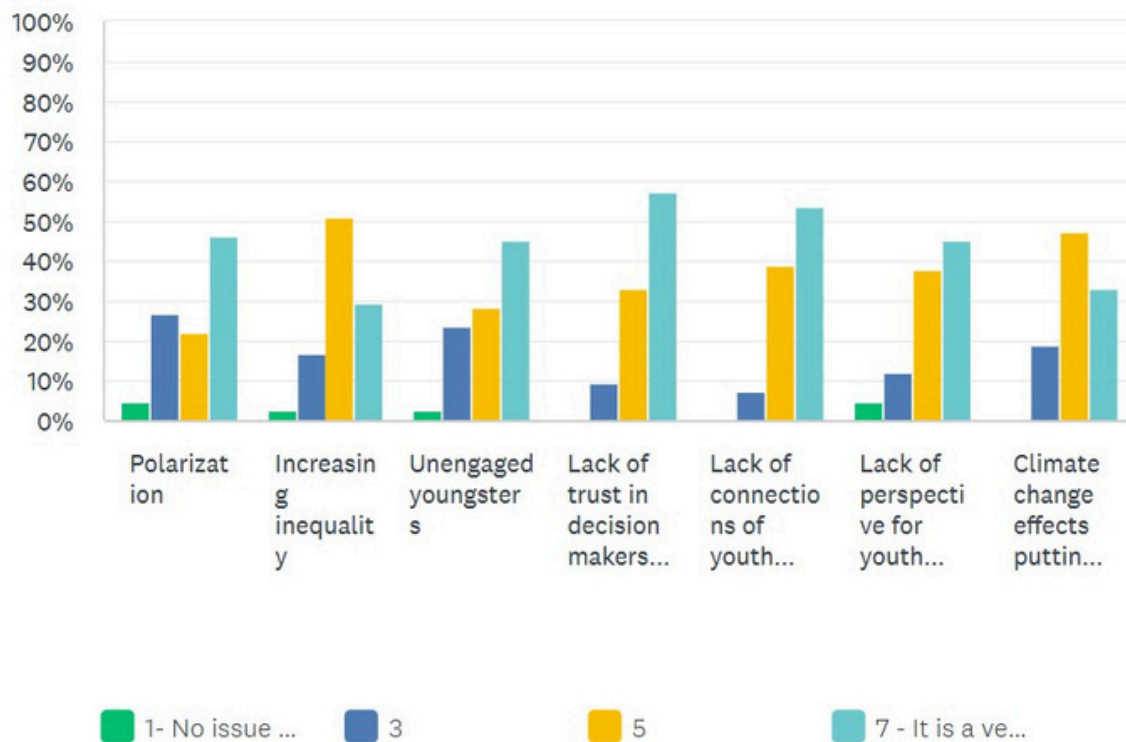
WHY DOES THE WORLD NEED GRASSROOTS ACTION?

The grassroots movement and initiation comprise people from the community and ordinary citizens. It is a bottom-up approach, thus causing lasting change. MasterPeace believes in bottom up change and that everyone has a role to play. That is why we focus on getting everyone actively involved (locally) in taking positive action toward a more peaceful and sustainable world. We cannot tackle the challenges independently; we need to co-create. That is why we have built a network of like-minded Civil Society Organizations. CSOs are creating significant positive change on all fronts of society. They are “boots on the ground” and are operating in the communities they serve. Through their actions, CSOs provide valuable insights into current issues, and they help identify the most pressing needs required to create an inclusive, peaceful, and sustainable future.



MASTERPEACE
Creating peace.
Together.

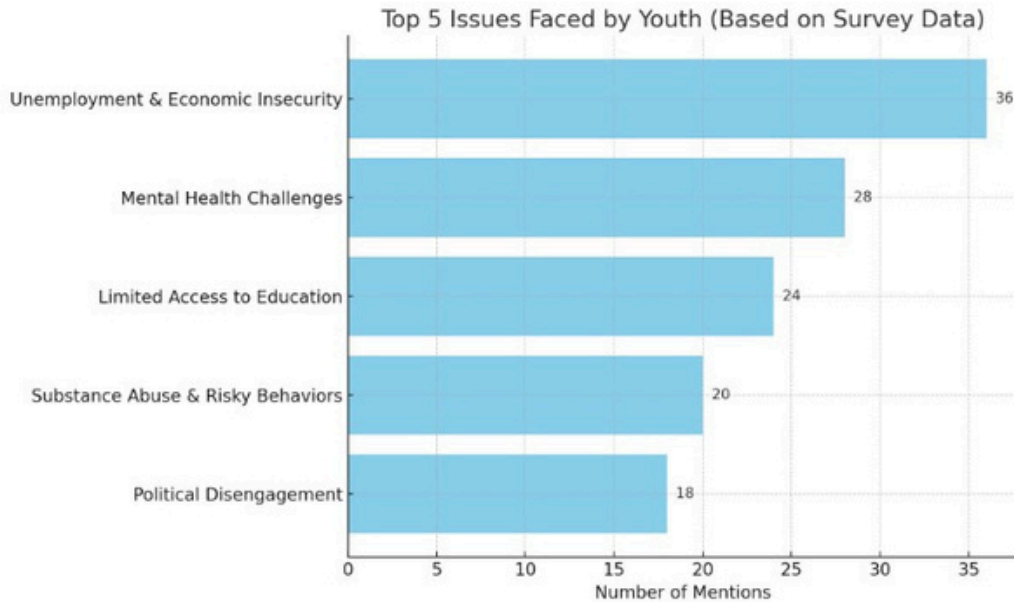
Every year, we conduct MEAL (Monitoring, Evaluation, Accountability, and Learning) with our clubs in the network. Needs analysis is an integral part of this survey, which provided insights on grassroots-level issues, gaps, and needful interventions. In the 2024 MEAL, we collected responses from 42 organizations in 30 countries across Asia, Africa, Latin America, and Europe. The report highlights two significant issues youth face: a lack of trust in decision-makers, reported as a very big issue by 57% of respondents, and a lack of meaningful connection with decision-makers, noted by 54%. That's a powerful insight—and it highlights why grassroots action is especially crucial for youth engagement. It means young people feel unheard—they feel disconnected and lack of trust.



Young people are the primary focus group of Civil Society Organizations within the MasterPeace network. The majority of clubs identified unemployment and economic insecurity, alongside mental health challenges, as the most pressing issues faced by youth globally. These are closely followed by concerns such as limited access to quality education, substance abuse, and political disengagement. Together, these recurring themes highlight the complex socio-economic and emotional realities confronting young people across regions. They emphasize the urgent need for inclusive, youth-centered policies and programs that empower the next generation and address their unique challenges with compassion and innovation.



MASTERPEACE
Creating peace.
Together.



From the survey responses, youth across regions seek practical solutions to long-standing systemic challenges. Here's what drives their needs:

1 . Skills Development & Education

Young people know that traditional education systems often fail to prepare them for real-world opportunities. They ask for practical, market-relevant training, from digital skills to leadership and entrepreneurship.

2 . Employment Opportunities & Entrepreneurship

With high youth unemployment globally, there is an urgent call for job creation and entrepreneurial support. Many youth want not only employment but also the ability to create their own ventures and contribute to local economies.

3 . Mental Health Support

Rising mental health challenges—driven by social pressure, unemployment, and instability—are pushing youth to seek accessible, stigma-free support systems.

4 . Access to Resources & Funding

Youth have ideas and ambition, but they frequently lack the capital, tools, or infrastructure to make them happen. They need microgrants, mentorship, and investment to bring their solutions to life.

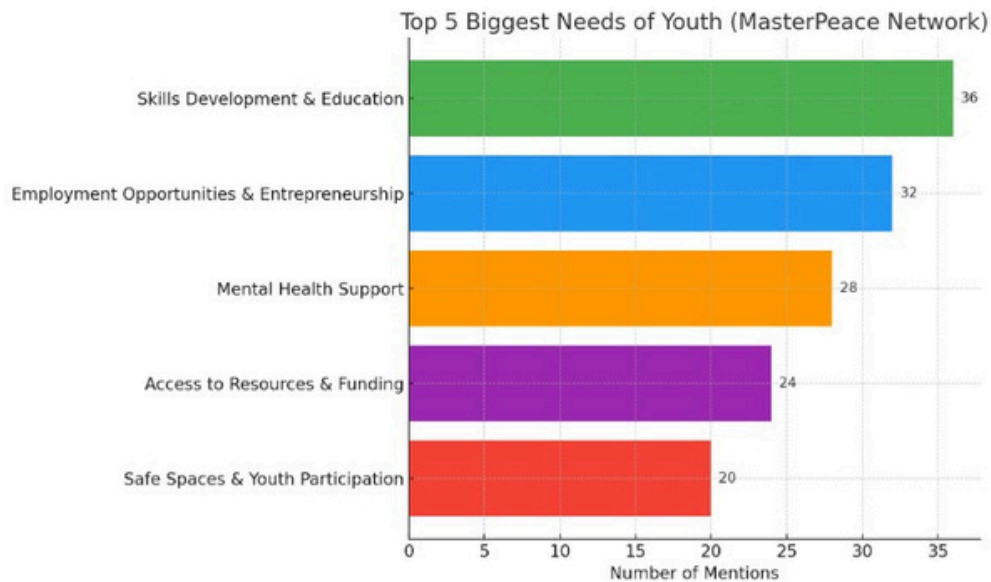
5 . Safe Spaces & Youth Participation

Youth want to be seen, heard, and respected. They are seeking inclusive spaces to express themselves, lead initiatives, and actively participate in shaping policies and their communities.

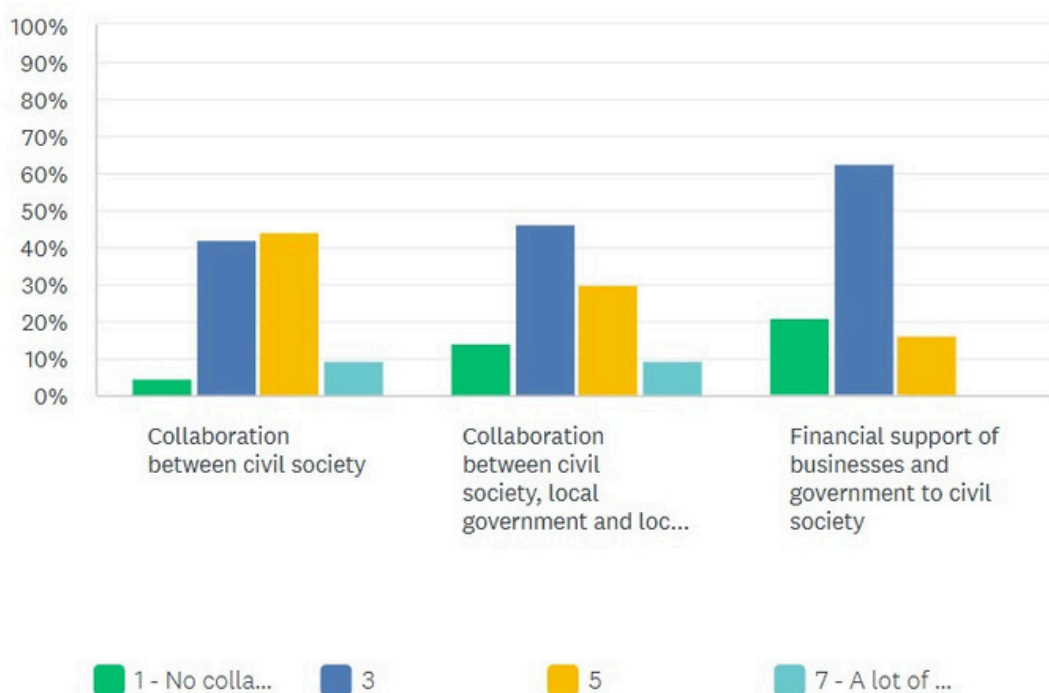


MASTERPEACE
Creating peace.
Together.

These needs reflect a generation that is ready to act—but is calling for the tools, support, and respect to do so meaningfully.



Likewise, only 44% report collaboration among civil society. Collaboration between civil society, local government, and local businesses is weaker, with about 38% reporting positive collaboration. Financial support from businesses and government to civil society is the lowest, with less than 35% indicating any support.





MASTERPEACE
Creating peace.
Together.

OUR ANSWER, RELEVANCY, AND SERVICES

MasterPeace operates through an “upside-down pyramid” governance model, where local CSOs and NGOs are in the lead, and the global office plays a supporting role. Through licensed MasterPeace Clubs, they drive real change on the ground rooted in their communities. These clubs are empowered to take charge of local impact, while the global team based in Utrecht, Netherlands, offers strategic leadership, coordination, and tailored support.

With an active presence in 40+ countries, MasterPeace exists to empower grassroots changemakers, especially youth-led organizations. We believe that local solutions have the power to tackle global challenges—and that meaningful change starts from the bottom up. By connecting people, resources, and ideas, we co-create a more peaceful, inclusive, and sustainable world, where every voice is heard and every effort counts.

What We Offer

Why It Matters

Capacity Building

Personal and organizational coaching, access to funding tips, support with grant writing, and a knowledge-sharing platform packed with tools and resources.

Strengthens clubs from the inside out—boosting leadership, strategic planning, and growth.

Global Network and Events

A vibrant international community of changemakers with regional and global exchange, co-creation opportunities, and visibility for local initiatives.

You gain not just reach, but real collaboration and inspiration from peers across the globe.

Funding Access

Joint grant opportunities, collaboration with the core team, business partners, and international networks. Tailored grant alerts and application support provided.

Helps secure the financial resources needed to turn ideas into impact.

Innovation Factory

Annual call for grassroots solutions with potential for global impact. Test, pilot, and scale your best practices in peacebuilding and community action.

Empowers your ideas to grow beyond your community and influence global conversations on peace.



MASTERPEACE
Creating peace.
Together.

Scaling

Scale grassroots innovations globally; support clubs and partners in replicating best practices and proven solutions across regions.

Helps speed up the impact of local CSOs by turning successful local ideas into global movements.

Campaigning

Annual global campaign on the International Day of Peace, plus tailored support for local and partner-led campaigns.

Elevates local voices, spreads powerful messages, and strengthens engagement through global visibility.

Research

Collect data on youth and CSO needs from the ground up—locally, regionally, and globally—to guide programming and support.

Ensures all action is grounded in real community needs, making strategies more effective and people-first.

Ecosystem Co-creation

Through partnerships, events, and regional alliances, build local bridges between CSOs, governments, businesses, and stakeholders.

Strengthens the support system around youth, ensuring long-term, community-driven impact.

Digital Skills and AI

Explore and expand the use of Digital Skills and AI for solving global challenges in peacebuilding, community development, and sustainability.

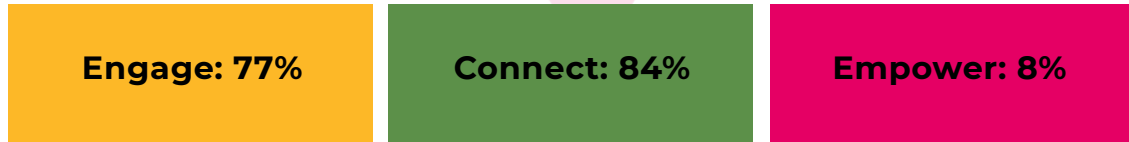
Embraces tech to innovate and accelerate progress in tackling complex, large-scale social issues.



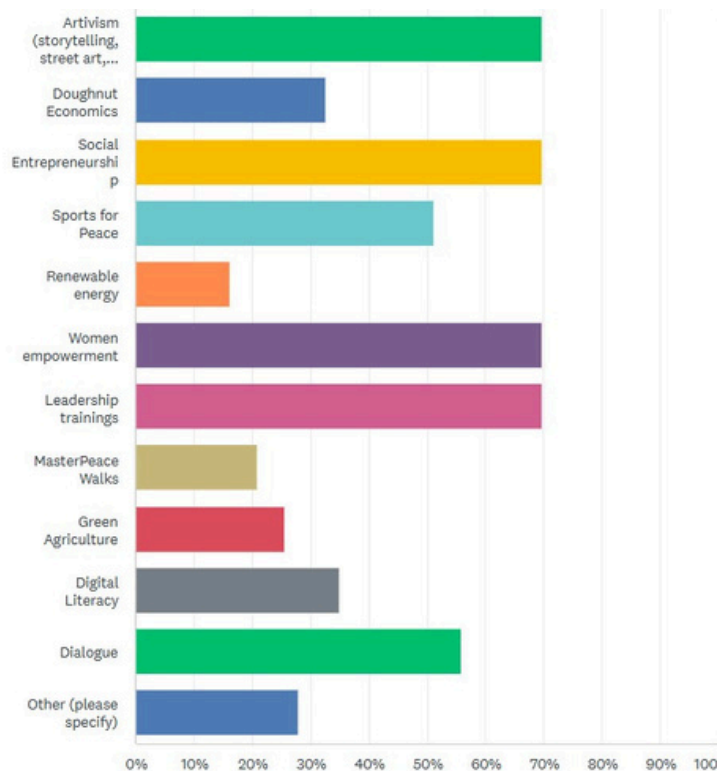
MASTERPEACE
Creating peace.
Together.

PROJECTS PER FOCUS AREA OF OUR THEORY OF CHANGE

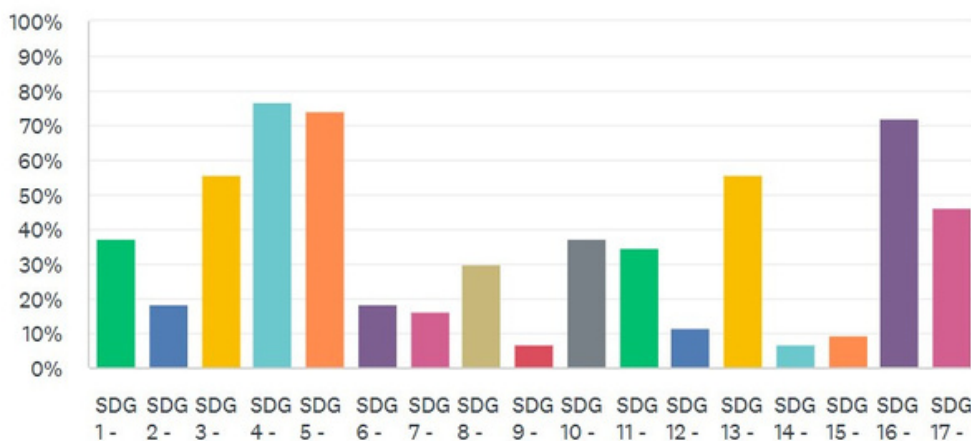
Clubs work in all areas of the MasterPeace Theory of Change.



PROJECTS PER CONCEPT/TOPIC



PROJECTS PER SUSTAINABLE DEVELOPMENT GOALS



Based on our surveys, we can see how many of the Clubs target each of the SDGs, where we also see the highest numbers on the focus SDGs of MasterPeace.



MASTERPEACE
Creating peace.
Together.

GOVERNANCE AND MANAGEMENT

Board

MasterPeace's board comprises five excellent professionals who are experienced and inspiring leaders in their respective fields. Our Executive Directors (Co-Leaders) steer the organization and are accountable to the board. Strategy and action plans are developed collaboratively and presented annually, along with in-between check-up meetings with the board, ensuring transparency, aligning organizational objectives, and inclusive governance.

- Ditta Dolejsiova, **Chair of the Board**
- Matthias Scheffelman
- Jessica Rothenberg Aalami
- Ante Frens, **Treasurer**
- Luísa Gockel

Core Team

MasterPeace follows an “upside-down pyramid” governance model, where our clubs (grassroots local CSOs/NGOs) are in charge, supported by a core team. Using a social franchise approach, licensed MasterPeace clubs to drive impact locally.



At the same time, the global office in Utrecht, Netherlands, provides strategic leadership, management, and support, and it empowers every individual, club, and partner in our movement.

Our Co-Directors:

Raghda El-Halawany
Lucija Popovska

Team:

Natalia van der Wee - Director of Global Program
Marleen Boersen - Director of Dutch Program
Yarima Lugo - Project Manager
Linda Witte - Project Manager
Dorothee Meijer - Strategic Partnership Director
Joan Muilwijk: Project Officer
Njomza Berisha - Fundraiser
Maryam Hayyan - Project Manager
Hamza Bouksim - Network Relations Officer
Ashwini Kumar Dhakal: Director of Network Program
Saugat Jung Pandey: Project Officer



MASTERPEACE
Creating peace.
Together.

KEY EVENTS:

1. F(u)t(ur)e Proof Bootcamp 2024



From August 30 to September 1, 2024, MasterPeace Global, in collaboration with MasterPeace Club Romania, hosted the F(u)t(ur)eProof Bootcamp in Ploiești, Romania. Led by Marian Dragomir, this gathering united changemakers from 32 countries to align strategies, foster collaboration, and strengthen the global MasterPeace network. The Bootcamp focused on three key goals: strategic alignment of MasterPeace's vision with local actions, networking and collaboration to exchange best practices, and community-building to empower clubs with impactful ideas for future growth.

A Global Gathering & Thematic Tracks:

Participants from Europe, Asia, Africa, and Latin America engaged in discussions and workshops across three thematic tracks:

1. F(u)t(ur)e World: Addressing AI, human rights education, and education reform for a rapidly evolving world.
2. F(u)t(ur)e Network: Capacity-building sessions on fundraising, storytelling, social media strategies, and AI tools for NGOs.
3. F(u)t(ur)e Practice: Hands-on workshops on Doughnut Economics, Activism, and sports for social change

Renowned speakers, including Akash Raj, Rima Jreich, Lewis Jansen, Armela Pengili, and Carlina Escobar-Tello, provided expert insights on these themes, inspiring action among participants..

Event Highlights & Cultural Exchange

- Day 1: Grand Opening & Leadership Transition

The Bootcamp began with an inspiring keynote by Aart Bos, setting the tone for strategic alignment and collaboration. The official leadership transition saw Raghda El-Halawany and Lucija Popovska take over as co-leaders, introducing the MasterPeace 2024-2026 strategy. The evening featured cultural performances,



MASTERPEACE
Creating peace.
Together.

including Romanian bands and a special act by Imnainla from India, fostering a spirit of global unity.

- **Day 2: Learning, Collaboration & The Peace March**

Participants engaged in interactive sessions across three tracks: Future World, Future Network, and Future Practice, covering AI, fundraising, education, Activism, and Doughnut Economics. The first-ever in-person CoolTalk, "Inviting the Future," led by Sudipta Dawn, sparked deep discussions on leadership in a changing world. The day concluded with a Peace March through Ploiești, symbolizing unity and collective action.

- **Day 3: Cultural Exploration & Closing Ceremony**

The final day was dedicated to cultural immersion with a tour of Bucharest and Mogoșoaia Palace, offering insights into Romania's history. The Bootcamp ended with a certificate ceremony, celebrating participants' commitment to global impact and MasterPeace's mission.



Key Takeaways & Impact

The F(u)t(ur)e_Proof Bootcamp 2024 was more than an event—it was a platform for global changemakers to exchange knowledge, form lasting partnerships, and drive action for a sustainable and inclusive future. The Bootcamp reinforced the power of collective action, digital transformation, and inclusive leadership, equipping participants with practical tools to amplify their impact. As they return to their respective countries, they carry forward the momentum to future-proof change and inspire local impact worldwide.

Together, we are Future-Proofing Change!



MASTERPEACE
Creating peace.
Together.

2. African Youth Leadership Summit (AYLS)

The African Youth Leadership Summit (AYLS) took place on August 27-28, 2024, in Ploiești, Romania, marking a significant step in strengthening leadership and collaboration among MasterPeace African club leaders. This long-awaited gathering provided a unique space for leaders to connect, break down cultural barriers, and develop trust, laying the foundation for future collaboration across the region and beyond.

The first day of AYLS focused on personal and team leadership, equipping participants with essential skills in communication, self-awareness, and team dynamics. Through interactive sessions, club leaders explored core values, leadership qualities, and storytelling as a tool for impact. These exercises were designed not only to enhance their capacities but also to be implemented within their clubs, ensuring a ripple effect of learning and growth.

On the second day, the focus shifted to acting as leaders within the MasterPeace network, with an emphasis on regional and global collaboration. Senior leaders from the MasterPeace family joined alongside Asia regional coordinators to explore synergy opportunities between Africa and Asia. Discussions centered on four scalable concepts: Renewable Energy, Sports4Peace, Social Entrepreneurship, and Smart Farming, highlighting the potential for co-creation and knowledge exchange across regions.





MASTERPEACE
Creating peace.
Together.

The impact of AYLS extends far beyond the event itself. For many African club leaders, this was their first in-person meeting, strengthening ties and fostering a sense of belonging within the MasterPeace movement. The summit successfully set the stage for future collaboration, ensuring the momentum built here will translate into tangible initiatives and partnerships that drive leadership, innovation, and positive change across the continent.



3. COOLTalks

MasterPeace Launched the COOLeaders initiatives on World Environment Day 5 June 2023. The MasterPeace COOLeaders program is building leadership at the grassroots level, particularly in the youth, to drive social transformation. Along with our clubs and partners worldwide, we are reaching out to more and more people and motivating them to take practical actions that can make a significant difference for this planet. The COOL Talk is one of the interventions of COOLeaders. Dialogue is the best way to find any solution because it brings a different perspective from a diverse audience, which then contributes to building strategy and policy. Usually, every last Friday of the month, for an hour session open to all the public, we invite speakers and stakeholders on a diverse and relevant to engage with our participants, connect with proven practices and approaches, and empower a community to build a new perspective and enhance their networking. In 2024, we had more than 10 amazing COOLTalks:

- *November 2024: Generation Focussed Learning: How Gen Z and Gen Alpha prefer to learn*
- *October 2024: Mental Health and Youth*
- *September 2024: Countering Misinformation in Social Media*
- *August 2024: Inclusive Business: Building Eco-System and Social Entrepreneurship*
- *June 2024 :Gender and Leadership: Redefining Leadership Beyond Gender Norms*
- *May 2024: AI for Good! Challenges and Opportunities for AI in the Social Realm*
- *April 2024 :New Forms of Activism: 360 on Artivism Panel*



MASTERPEACE
Creating peace.
Together.

- March 2024: Creating Space for Participation of Women in Sports and Public Sphere
- December 2023 : Food Security and Sovereignty in the Global South.

MASTERPEACE COOLTALK SERIES

AI for Good !

Challenges and Opportunities for AI in Social Realm



Speaker
Lewis Jansen
Founder of GAIDE, expert in transforming organizations powered by A.I



Speaker
Akash Raj
Co-founder of Whispp and expert in strategic usages of AI



Moderator
Raghda ElHalawany
MasterPeace Co-Leader and expert in inclusive AI and innovation



2 PM CET | 5:30 PM IST
31 MAY, 2024



Furthermore, Imnainla Jamir, a famous electric guitarist, acts as a global ambassador to carry the message of COOLeaders worldwide through her music and interactions with global youth. She represents youth with unique talent, and the MasterPeace network empowers their horizon through knowledge exchange, events, and collaboration. A standout highlight was the collaboration between a local Romanian band and talented artists from the MasterPeace Network—including Imnainla, Yarima, Gaby, Karen, and Juan—who co-created music and dance performances. Indeed, the power of art as a unifying force for peace, connection, and collaboration is lively during the boot camp.



MASTERPEACE
Creating peace.
Together.

PROJECTS HIGHLIGHTS :

In 2024 we have restructured our way of working with international projects moving from individually led to a strategic consolidated approach with standardized project management process that provides more space for creativity inside the tasks and enables higher quality of the projects outputs. A professional program management team was set under the Global Action Cluster - Global Program Team (GPT). This team, apart from managing programs, is responsible for developing standard tools for managing projects to be implemented globally and locally, for updating MasterPeace program evaluation instruments and for developing impact management methodology.

In 2024 we designed a project management model called “-3 Cycle”. In this model, work on the project begins 3 months before the project kick-off and continues in agile style constantly planning, implementing, reflecting and reviewing deliverables inside individual projects but also learning from this process and upgrading our method on the global level.

In 2024 GPT successfully ran and participated in 12 multinational projects involving 20 European and MENA region countries. We developed, upgraded and implemented innovative non-formal education methodologies (handbooks and online courses) for building capacity of Civil Society Organisations, training youth workers and implementing community projects with around 2000 youth and 300 youth workers and teachers locally and internationally.

The direct outreach of all programs was over 5500 participants of the activities and events. The topics included ARTivism, Doughnut Economics, Social Entrepreneurship. Let's take a closer look at some of the programs.

ACT! as a Doughnut

This 30-month project, launched in 2021 and completed in 2024, was an Erasmus+ KA2 project focused on School Education. Over 300 students from five European countries participated in a long-term learning program featuring 17 interconnected sessions. Built around Doughnut Economics, the curriculum incorporated themes such as EU Values, Art for Social Change, Systems Thinking, and Digital Literacy. Students applied their learning by delivering 25 community projects, inspired by Amsterdam's five-lens Doughnut Economics framework:



- Empowered: Addressing Peace & Justice, Social Equity, Political Voice, and Equality in Diversity.
- Connected: Exploring Connectivity, Community, Mobility, and Culture.
- Enabled: Focusing on Jobs, Income, Education, and Energy.
- Healthy: Tackling Health, Housing, and Water.
- Local - Ecological: Emphasizing the environmental dimension.



MASTERPEACE
Creating peace.
Together.

A key outcome of this project was the launch of the MasterPeace Knowledge Platform (knowledge.masterpeace.org), that aims to sustain results of not only ACT! as a Doughnut but disseminate results of all MasterPeace supported innovative methodologies, workshop materials, and tools.



DO U ACTism

This two-year project was completed. We successfully formed a transnational coalition of more than 20 CSOs (consortium and invited network) from three partner countries in the Balkans and Middle East and two of the EU countries, collaborating with global partners CAN, DEAL, and ChangemakerXchange and used their global platforms for dissemination of the project results. The outputs of the project included three upgraded MasterPeace Non-Formal Education (NFE) materials on topics of Activism, Doughnut Economics and Social Entrepreneurship.





MASTERPEACE
Creating peace.
Together.

We trained 45 youth workers to apply these materials effectively, and empowered 200 young people, with a strong focus on women especially from rural areas, who implemented 25 local community projects. To foster ecosystem building, we engaged local stakeholders through five Great Minds Meetings (GMM), connecting CSOs and the final beneficiaries - youth - with government, and local businesses. The last international GMM took place in Morocco and united 25 young change makers from participating countries.

One of the highlights of the project was the hybrid Social Entrepreneurship Challenge. This MasterPeace signature activity was held in the innovative format to enable youngsters to meet international social entrepreneurs and co-create cross-culturally. This format we plan to reuse in more projects as a proven success story.



Coeur Courage

This Erasmus+ KA2 project builds capacity for CSOs in six European countries, including Kosovo and Ukraine. In 2024, 52 youth workers joined trainings to boost their skills and organizations. We created an education program on four topics: Core Values, Activism, Doughnut Economics, and Social Entrepreneurship. Youth are running 26 community projects across the six countries, set to finish by April 2025.





MASTERPEACE
Creating peace.
Together.

No Label



Launched in January 2024, this youth-led Erasmus+ KA3 project tackles sustainability in fashion. Six MasterPeace Clubs from Germany, Netherlands, North Macedonia, Poland, Romania, and Slovakia, plus 24 partners, form a network of 72 thinking alike organisations from the civil society sector, education and fashion industry. We selected 96 young changemakers - Movers

& Shakers - to shift fashion habits locally. In June 2024, they surveyed 480 people on consumer behavior. After workshops on Artivism and Doughnut Economics, they designed sustainable hoodies with slogans and showcased them at the 2025 No-Waste Fashion Show in Krakow, Poland. Visit nolabelproject.org for more.



DARE 4.0

The DARE 4.0 project, now underway, is actively empowering along the project life-span 1,500 young people (ages 18–30), young entrepreneurs, and youth workers across Italy, the Netherlands, Sweden, Lebanon, Tunisia, and Morocco. The project strengthens digital competencies, fosters intercultural dialogue, and promotes diversity, inclusion, and innovation in an increasingly connected world.





MASTERPEACE
Creating peace.
Together.

We build on the extensive experience of partners, responding directly to the needs voiced by youth. With a vision for a future where difference is a strength, empathy is valued, and digital literacy is second nature and focus on DARE 4.0 is delivering impact through several key components such as 10 Online Facilitated Dialogues, Interactive Open Online Courses (IOOCs), Mobile App Co-Creation, and DARE 4.0 Summit. At the upcoming summit, a jury will review all applications and award the top three projects with learning awards, celebrating innovation, relevance, and community impact.

Girl Self-ESTEAM (Dec 2023 - present)



The Girls Self-ESTEAM project, managed by MasterPeace, is an Erasmus+ project designed to empower girls in ESTEAM fields (Entrepreneurship, Science, Technology, Engineering, Arts, and Mathematics) by equipping teachers in the Netherlands, Greece, Cyprus, Italy, and Turkey

with innovative educational tools and providing young girls with inspiring women role models. The project fosters inclusive learning environments and breaks gender barriers in STEM-related fields.

In 2024, we developed 14 innovative training modules on topics like Robotics, Arts, Fashion, Data Science, Sustainable Engineering, and Gamification. We engaged 58 teachers in validation workshops to validate these materials based on their feedback and translated the curriculum into five partner languages for broader accessibility. We designed a 3D virtual museum featuring six thematic rooms dedicated to ESTEAM fields, set for release in 2025. Successfully secured over 70 inspiring female role models, and reached with more than 140 stakeholders through needs assessments, workshops, and outreach activities. The project has a strong digital presence that was established via a project website, social media, and newsletters.



MASTERPEACE
Creating peace.
Together.

CAMPAIGNS :

International Day of Peace 2024: Dancing to the Earth Dance Beat!

On September 21st, the MasterPeace family came together once again to celebrate the International Day of Peace, uniting communities across the globe in a powerful movement of love, joy, and harmony.

Building on our past initiatives—the Heartbeat (2022) and the Earth Heart Beat Anthem (2023)—this year, we introduced the Earth Dance Beat, a rhythm of unity designed to inspire movement, connection, and celebration. To bring this vision to life, we launched a global dance competition, inviting our clubs to choreograph performances to this special beat.

During our Global Bootcamp in Ploiești, Romania, we crowned SIT from Kosovo the competition winner! Their inspiring choreography became the centerpiece of our final night, when participants from around the world came together on the dancefloor, sharing an unforgettable moment of unity and joy.



The movement spread far beyond the bootcamp. Over 200 dancers from across the world embraced the Earth Dance Beat, sending us incredible videos of their communities dancing for peace. Each step, each beat, and each shared moment reinforced our commitment to a world where peace is not just a dream, but a lived reality.

A heartfelt thank you to everyone who danced, shared, and believed in the power of peace. In a world facing many challenges, we continue to stand strong—dancing, spreading love, and creating peace together.

Let's keep moving. Let's keep inspiring. Creating Peace. Together.



MASTERPEACE
Creating peace.
Together.

16 Days of Activism

As part of our commitment to promoting peace, combating gender-based violence is also an important part of our work, MasterPeace Global Foundation joined the 16 Days of Activism against Gender-Based Violence campaign, aligning with the global movement "No Excuse."

We launched a social media campaign, engaging our global network of clubs to raise awareness, share best practices, and advocate for change.

Our campaign mobilized local MasterPeace clubs to contribute by crafting a powerful message starting with "No excuse for..." to highlight their key initiatives addressing gender-based violence, providing context on their ongoing activities and efforts in this space, and also sharing impactful visuals that represented their work and reinforced the campaign's message.

In addition to amplifying voices from our clubs, MasterPeace leveraged its platforms to showcase our global efforts in tackling gender-based violence. We shared insights into our projects, highlighted success stories, and presented key data to foster awareness and inspire collective action.

The campaign successfully engaged diverse communities worldwide, demonstrating the collective power of grassroots movements in advocating for a world free from gender-based violence. Through this campaign, MasterPeace reaffirmed its commitment to creating safe, inclusive, and empowered societies where there is no excuse for gender-based violence.

#16Days Of Activism

The campaign in numbers :

Period from: 26 November to 11 December 2024



Facebook :

Reach: 5,240
15 posts
11,742 Views
195 Interactions



Instagram:

Reach: 3,927
15 posts
8,884 Views
378 Interactions



MASTERPEACE
Creating peace.
Together.

MASTERPEACE NETWORK: IMPACT STORIES & HIGHLIGHTS

ASIA

Inspiring Co-Creation on International Women's Day – Bangladesh & Sierra Leone

MasterPeace Bangladesh and MasterPeace Sierra Leone co-hosted a powerful transcontinental event on International Women's Day 2024. Through the universal language of sport, two all-female football matches were organized in each country under the theme "Inspire Inclusion." The initiative brought together women's organizations, youth groups, parliamentarians, religious leaders, and other community stakeholders. Dialogues on resilience and global partnerships further amplified the impact, proving that impactful co-creation across continents is possible—without requiring major resources.



Cooling Earth: Climate Action through Creativity – Bangladesh

On World Environment Day 2024, the Cooling Earth campaign in Dhaka engaged youth through eco-workshops, climate performances, and panel discussions. Collaboratively organized by Travelettes of Bangladesh, Foundation for Humanity, and supported by MasterPeace Global and Culture Monks (India), the campaign inspired young changemakers to embrace climate action. Highlights included the Eco-Canvas Creations art initiative, youth-led street theatre, and powerful cultural performances.

Bridging the Digital Divide – Pakistan

On January 19, 2025, MasterPeace Pakistan donated 15 laptops to St. Albert High School to set up a fully equipped computer lab. The lab offers free digital literacy and AI training to underprivileged youth, ensuring inclusive access to 21st-century skills. This initiative directly contributes to SDG 4, advocating for equitable education and lifelong learning.



MASTERPEACE
Creating peace.
Together.

Rebuilding Futures: Supporting Flood-Affected Students – Nepal

Following the devastating monsoon floods in mid-2024, MasterPeace Nepal (via Nepal Youth Council) launched a Support Campaign for students displaced by the natural disaster. The initiative provided essential school materials for a full academic year, enabling children to return to learning with dignity and hope. This campaign exemplified MasterPeace's mission to empower youth even amidst crisis.

Spreading Harmony: Youth-led Peace Celebrations – India

Aarohan (India) celebrated International Peace and Environment Days with an event dedicated to young children, families, and stakeholders. Cultural performances, thematic songs, and environmental discussions inspired collective reflection on peace and sustainability. The event demonstrated how community-centered cultural expression can plant the seeds of long-term harmony.



Reviving Siloti Language and Culture – Bangladesh & Assam

On International Mother Language Day 2025, MasterPeace Bangladesh, in collaboration with MasterPeace Assam and Culture Monks, led a pioneering initiative to revive the endangered Siloti language. The event included bilingual storytelling, expert meetings, and the launch of a cultural anthology. This cross-border cultural preservation effort is paving the way for an annual publication and archive dedicated to Siloti history and philosophy.





MASTERPEACE
Creating peace.
Together.

AFRICA

Empowering Youth through Digital Skills – Malawi

MasterPeace Malawi launched a six-month Computer Literacy Program in Chikwawa, equipping 25 youth with vital digital and life skills. In addition to training in LibreOffice and digital tools, participants led outreach campaigns to tackle social issues like addiction. By combining tech skills with community service, this initiative fosters leadership and long-term empowerment.



Global Donut Days: Youth for a Sustainable Future – Tunisia

In Monastir, MasterPeace Tunisia hosted a three-day workshop as part of the Global Donut Days 2024. Youth participants explored the Doughnut Economics model, designing localized versions that addressed ecological limits and human needs. The event sparked critical dialogue around sustainability, inspiring youth to envision balanced, community-driven futures.





MASTERPEACE
Creating peace.
Together.

Empowering Young Minds at Naguru Remand Home – Uganda

Masterpeace Uganda, in partnership with Commonwealth Business Women Africa (CBW Africa) and the Rotary E-Club of Ntinda, hosted an impactful afternoon at Naguru Remand Home, dedicated to empowering youth and fostering hope.

The event, themed “#EmpoweringYoungMinds,” brought together inspiring leaders and eager young participants in a shared mission to ignite positive change. Gloria Bora delivered a powerful address, emphasizing resilience, self-belief, and the pursuit of opportunity. Special recognition goes to Remmie Male, Secretary of CBW Africa, and Lynn Odul, President of CBW Africa, whose leadership and collaboration were instrumental in the event’s success.



The Artemisia Project: Combatting Malaria Naturally – Tanzania

In 2024, the PALES Organization, a MasterPeace club based in Tanzania, launched its Artemisia Project, an innovative initiative aimed at combating Malaria, one of Tanzania's most pressing health challenges, using locally sourced solutions. This project focuses on the use of Artemisia herbal tea, a natural remedy known for its effectiveness in preventing and treating Malaria. By promoting the cultivation and utilization of Artemisia, the initiative empowers communities with a cost-effective and practical solution to this life-threatening disease.

The impact of the Artemisia Project has been remarkable. In 2024 alone, the initiative successfully reached 620 households and distributed over 5,000 Artemisia seedlings to community members. These efforts have provided families with not only an accessible means of protection against Malaria but also the knowledge to properly administer and dose herbal tea for maximum effectiveness.





MASTERPEACE
Creating peace.
Together.

EUROPE

Dreamsharing Festival: Intergenerational Dialogue on EU Values – Germany

On September 7, 2024, MasterPeace Germany (Growunited) hosted the Dreamsharing Festival in Eltville-Wiesbaden, bringing together youth and seniors from five European countries.

Workshops explored democratic values, civic space, and freedom. The festival closed with a dialogue between youth and local officials, generating actionable recommendations on defending EU values. Co-funded by the European Union (EU SGA 2024), the event was a model of participatory civic education.



GameEduQuest: Reimagining Learning through Play – Croatia

In January 2024, MasterPeace Croatia (LUMEN) organized GameEduQuest, an Erasmus+ training program focused on gamifying education. Bringing together youth workers and educators from 9 countries, the program developed and tested board games that promote creativity, inclusion, and critical thinking. The initiative showcased how non-formal learning tools can make education both fun and impactful.

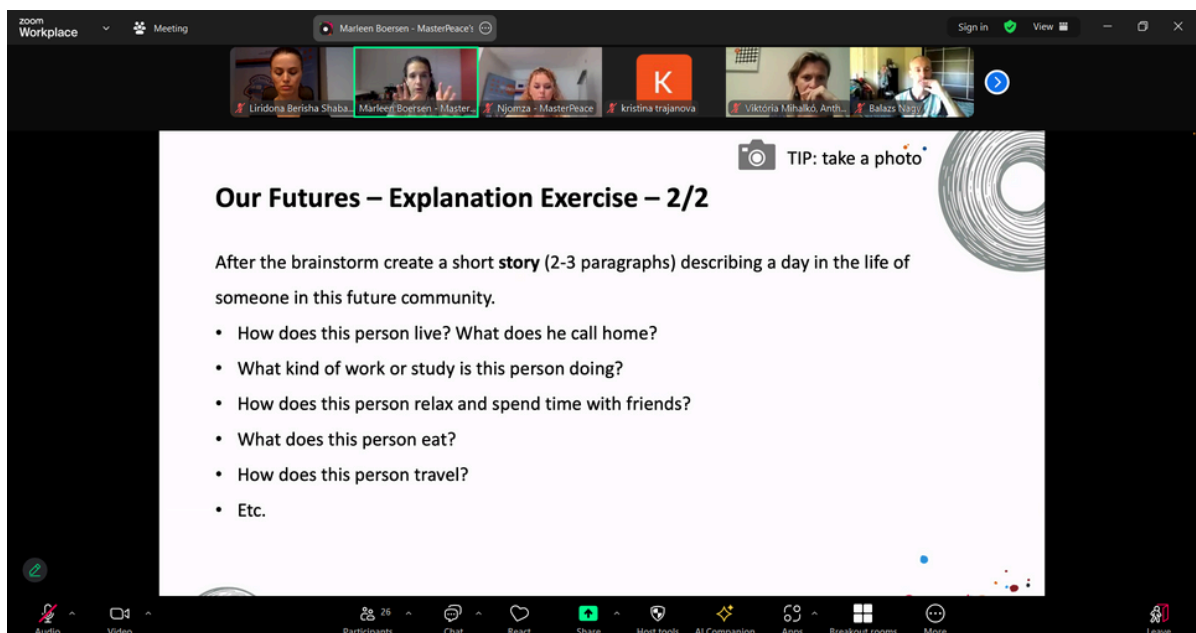




MASTERPEACE
Creating peace.
Together.

Spotlight on Sustainability: International Webinar on Doughnut Economics – Kosovo

MasterPeace Kosovo hosted a cross-border webinar exploring the Doughnut Economics framework and its practical application in youth work. Moderated by Marleen Boersen, the session welcomed 26 participants from six countries, sparking dialogue on reimagining economies within ecological and social boundaries. The webinar reaffirmed MasterPeace's role in promoting sustainable, youth-led innovation.



Urban Resilience on a Global Stage: WUF12 – Poland

MasterPeace Poland made a significant contribution to the World Urban Forum 12 (WUF12) in Cairo, Egypt. Engaging with over 24,000 in-person and 63,000 online participants, the team contributed to conversations on youth-led urban transformation. Invited by UN-Habitat leadership, their participation affirmed MasterPeace's commitment to inclusive, sustainable cities and set the stage for engagement at WUF2026 in Baku.





MASTERPEACE
Creating peace.
Together.

LATAM

Community Combo: Art and Resilience in Kitu – Ecuador



MasterPeace Ecuador's Community Combo project empowers youth and local leaders through a creative, edu-communicative approach. Activities span performing arts, digital media, and entrepreneurship, emphasizing resilience, leadership, and local identity. Through the LEGACIES initiative, the project revitalized community spaces with murals, totems, and public art—transforming environments while fostering pride and ownership.

Championing Displaced Women: Transmedia Booklet Launch – Colombia



MasterPeace Cali launched a powerful transmedia booklet titled *Developing Civil Protection Capacities among Women Displaced by Armed Conflict*. The event, held with Fundación Carvajal, showcased testimonies, research, and collaborative narratives from affected women. Copies were donated to La Casona Public Library to ensure broader access and advocacy. This initiative represents a bold step in elevating the voices of women leaders from conflict-affected communities and advancing peaceful, civil protection strategies.



MASTERPEACE
Creating peace.
Together.

MASTERPEACE GLOBAL PARTNERS AND MASTERPEACE IN GLOBAL EVENTS

Global Partners



Change
makerX
Change



UBIQUITY
UNIVERSITY



DOUGHNUT
ECONOMICS
ACTION
LAB

MasterPeace in Global Events

FSTP Community of Practice annual meeting in Skopje, North Macedonia

MasterPeace Global took the spotlight at the 2024 FSTP Community of Practice Annual Meeting in Skopje, North Macedonia, on November 6–7, hosted under the EU TACSO 3 project. Amid a dynamic lineup of regional changemakers, we showcased our innovative capacity-building model, empowering grassroots organizations across +45 countries. We presented how we equip youth and civil society with cutting-edge skills, driving impact in communities worldwide.



MasterPeace Awarded With GENE Global Education Youth Award 2024

In 2024, MasterPeace Global proudly won the Global Education Youth Award from GENE (Global Education Network Europe), joining 14 standout initiatives recognized for advancing global education. This honor celebrates our youth-led F(U)tu(re)_Proof Bootcamp uniting young leaders worldwide to tackle AI, sustainability, Doughnut Economics, Artivism, and human rights education. From a visionary idea to a compelling application showcasing our innovative approach and global impact, this journey reflects months of passion and persistence. This award isn't just recognition—it's proof our approach works, catapulting us toward new heights with expanded reach and resources. We're poised to ignite a generation of changemakers for a sustainable tomorrow.



MASTERPEACE
Creating peace.
Together.

OUR STRATEGY GOING FURTHER

We grounded our strategic plan in the MasterPeace theory of change: **engage, connect, empower.** We use the power of the arts to engage young people, help facilitate their dialogue among themselves and with key stakeholders, and empower them at local, regional, and national levels through these processes.

Our strategy focuses on growing and empowering our grassroots network of community-transforming organizations, creating impactful global projects in which the network members participate and co-create, developing new and innovative methodologies, toolkits, and partnerships, and growing our programmatic foundation in the Netherlands.

In the next three years, we expect to increase the number of engaged clubs, partners and stakeholders by 30%; to ensure at least 40% of participation of clubs and partners in global projects; to train 8 project leaders (both in-house & from the MP network); and to raise half a million Euro in the Netherlands.

Our strongest motor in the implementation of this ambitious strategic plan is our confident and competent international team.

Strategic goals

1 Empower Vibrant Grassroots Network

Foster exchange, collaboration, and learning with diverse ecosystem stakeholders.

2 Orchestrate Impactful Global Programs

Deepen capacities for engagement towards an inclusive, peaceful, and sustainable world.

3 Build an Innovation Lab

Develop insights, methodologies, concepts, and campaigns.

4 Boost Netherlands Program

Crafting projects and campaigns to engage Dutch communities and foster resource mobilization.

2024

Why the world needs *Possibilists*

Young individuals from across Europe are creating important positive change on all fronts of society. They devote themselves and their resources to tackling some of the most pressing challenges of our time, often at a great personal cost. This special Europe edition of The Possibilists Report highlights their impact and sheds light on their struggles and needs.

The change we envision:

The Possibilists is an alliance of the world's largest support networks for youth innovation. Our vision is a global support ecosystem that is aligned by a shared, data-driven understanding of the needs that young changemakers have; creating the best possible conditions for them and their initiatives to thrive.



The 2023 Study and the 2024 Europe Report

This study was conducted in 2023 by an alliance of the world's largest support networks for youth innovation. It was driven by the desire to better understand the lives and realities of young changemakers from around the world. We reached a total of 1656 changemakers from around the world, of whom 1160 run existing initiatives beyond the ideation stage. 229 of them come from **Europe**. The data presented in this special 2024 Europe report focuses on the latter.

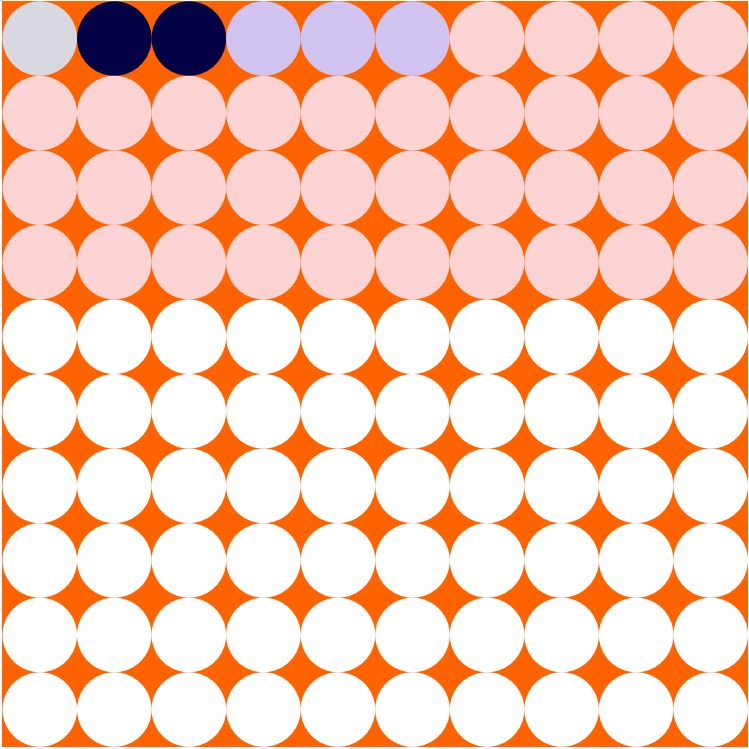
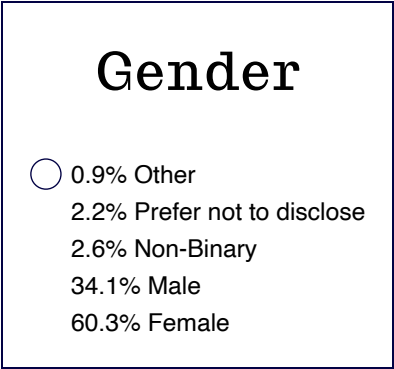
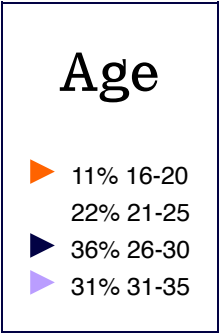
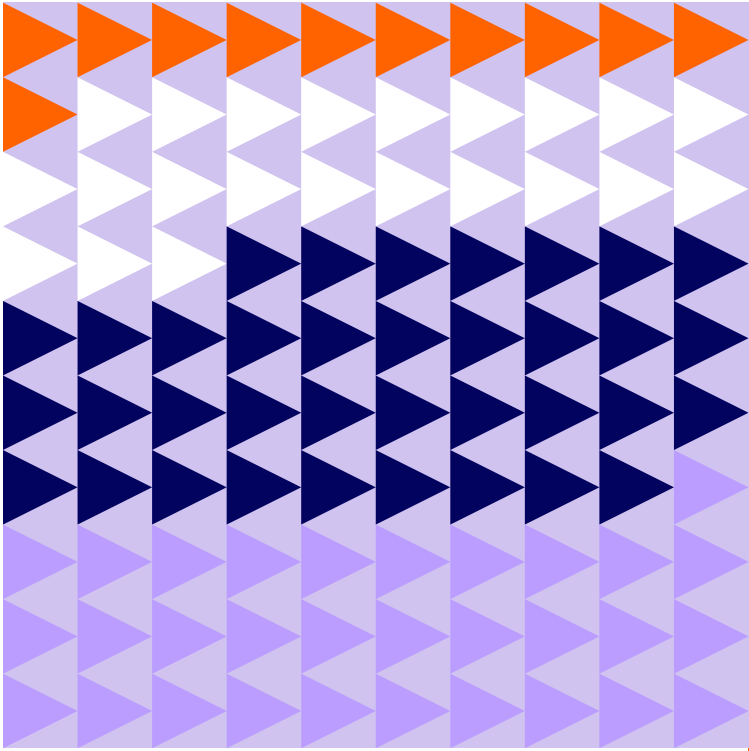
Info on the study participants:

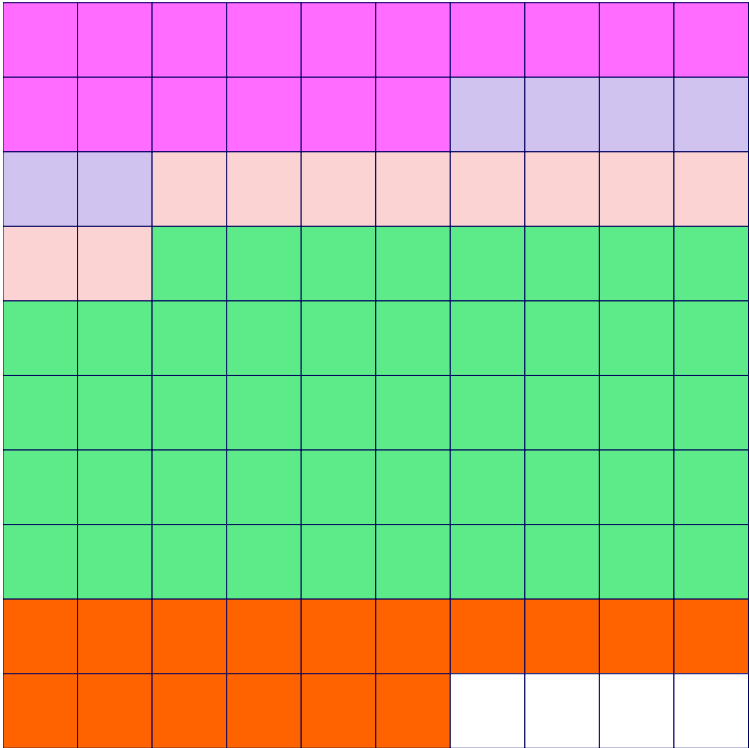
229

young changemakers

29

countries across Europe



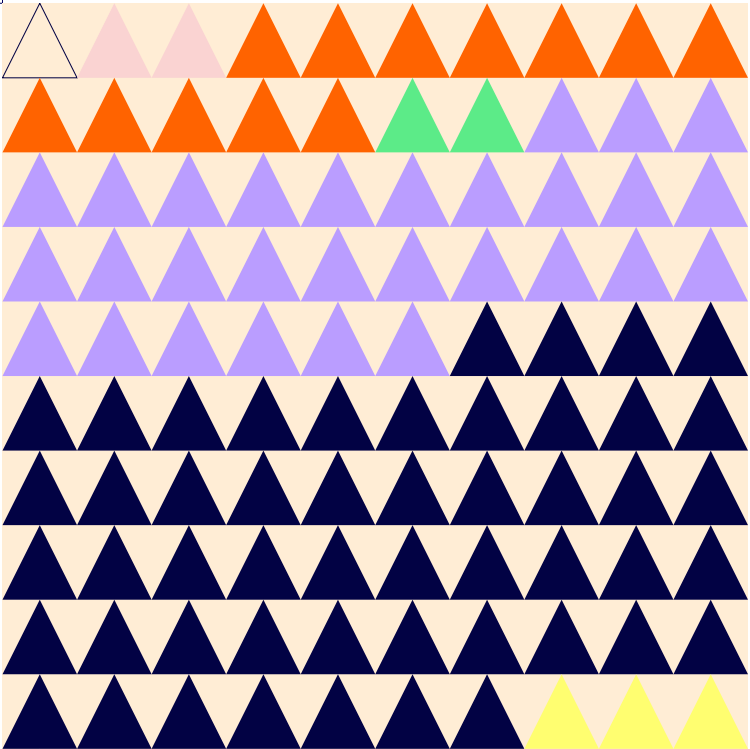


Overall Report: Origin

- 16% Europe
- 6% Central & South America
- 10% MENA
- 48% Sub Saharan Africa
- 16% Asia & Pacific
- 4% North America

Education Degree

- 0.4% No formal education
- 2.2% Secondary school
- 12.2% Highschool or equivalent
- 2.2% Vocational training
- 28.8% Undergraduate degree (e.g. Bachelor's)
- 50.7% Graduate degree (e.g. Master's)
- 3.1% PhD
- 0.4% Other



Marginalized

32% Yes

Including:

Young women and girls

LGBTQIA+

Migration backgrounds

Religious and other minority groups

Racial discrimination

Young people

Disability or other health related issues

Economically disadvantaged people

Indigenous people

People from a rural or underserved community

68% No

A powerful force for *change*

Aged
15-35

5%
Of global
population

1.8

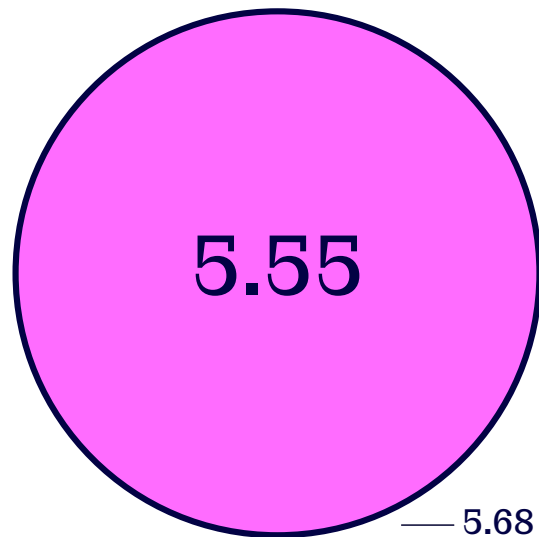
Billion youth

1.8 billion people are between the ages of 15-35 across the world. This equates to around 25% of the global population.

They are winning Nobel Peace prizes, and mobilizing movements around the climate crisis in ways that put global leaders to shame. They are voting in record numbers, volunteering, showing up for their communities, leading powerful movements against corrupt systems, and are choosing purpose over paychecks. They are taking real action, and it's time to take them seriously.



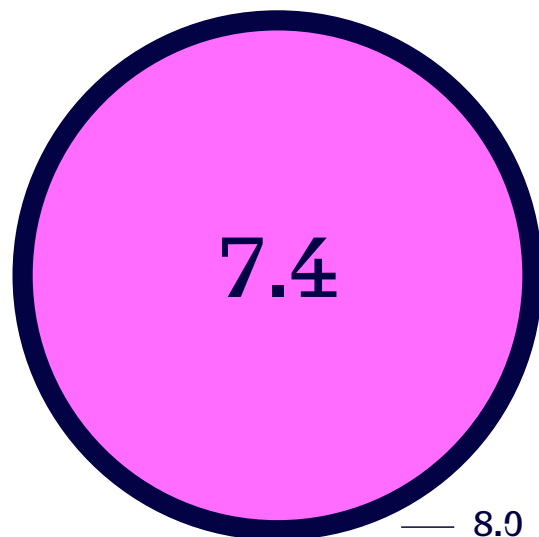
World Happiness Report 2020-2022 average



The Possibilists

Life *happiness*

As this report will show changemakers face many challenges. Despite this, life satisfaction among young changemakers in Europe is strikingly high. On a scale of 0 to 10, they rank at a 7.40 on average. This is considerably higher than the global average of 5.55. In fact, if changemakers in Europe were a country, they would rank 6th in the world (out of 96 surveyed countries), between the Netherlands and Sweden. Being able to pursue their passion and work in line with their purpose and values plays a large role in their overall life satisfaction.



Mean

Median

What they work on and *why*

When we asked changemakers from Europe to think about their work within the Sustainable Development Goals (SDG) framework, the three main focus areas are:

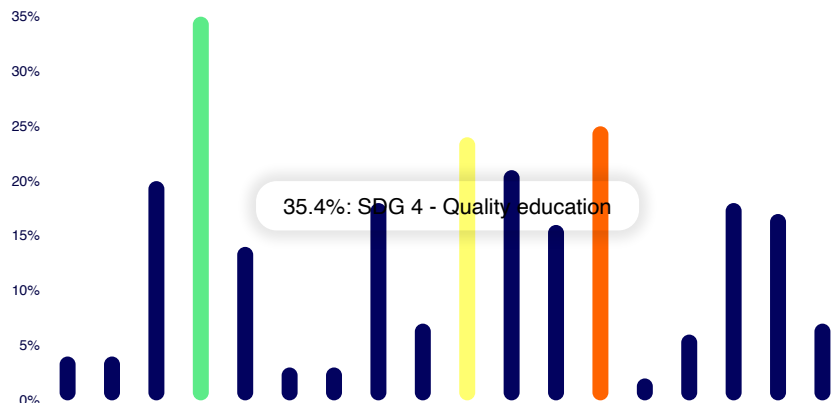


SDG 4
Quality education
35.4%

SDG 13
Climate action
24.9%

SDG 10
Reduced Inequality
24%

Distribution across SDGs



KEY FINDING 1:

Most young innovators focus in Europe on *education*, seeing it as major accelerator for creating change. *Climate action* is now a close second, highlighting the level of urgency youth feel regarding the planetary crisis.

“

The education system needs to provide opportunities for girls in their formative years and make a difference in their own lives.



Rachita Saraogi

SISTERHOOD ↗
([HTTPS://WWW.OURSISTERHOOD.CO.UK/](https://www.oursisterhood.co.uk/))
UK

What they work on and *why*

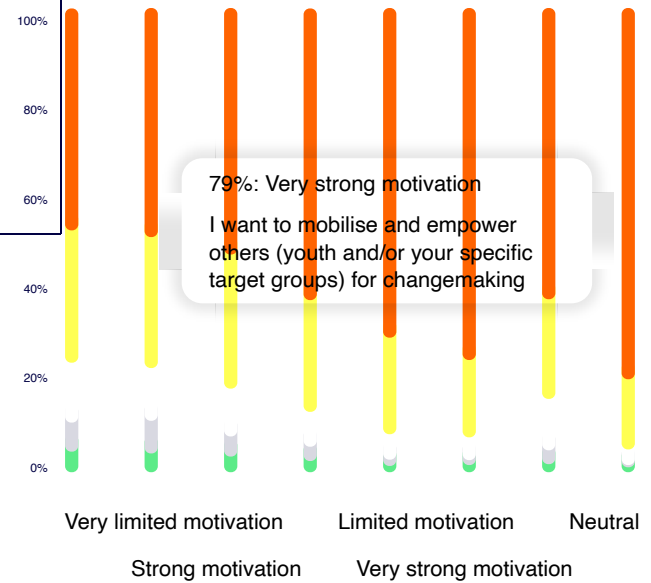
Young changemakers are deeply motivated to make the world a better place. Here are the different reasons changemakers in Europe, and globally, mention in regard to why they work on their initiatives.

Filter by

REGION

Asia & Pacific
Europe
Central & South America
MENA
North America
Sub-Saharan Africa

Main motivation for their changemaking



Above anything, young changemakers in Europe, in line with their peers globally are driven by the wish to mobilize and empower others, wanting to contribute to critical global issues, and by the urge to do something for the community they come from:

92%

Want to mobilise and empower others

82%

Want to do something for the community they come from and/or live in

90%

Want to contribute to pressing global issues

KEY FINDING 2:

Young social innovators in Europe are not primarily driven by their own employment needs and wishes, but rather by an intrinsic desire to *improve* the lives of others on a global and local scale.

“

I hope that we are just the “early adopters”. My hope would be that all of us develop the ambition to co-shape the future. The future doesn’t happen to us, we are active agents and co-pilots on this massive and beautiful planet that we call home. So, I’m playing my part in co-shaping and hope more people will, too.



Jan Stassen

MUSEUM OF VALUES ↗
([HTTPS://WWW.WERTEMUSEUM.DE/](https://www.werthemuseum.de/))
GERMANY

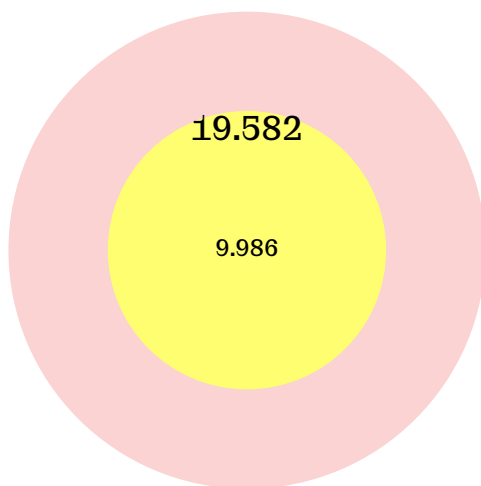
How they create *change*?

Young changemakers in Europe use a number of different approaches in order to create positive change, often applying several at once. Be it education, advocacy or policy change, here’s a breakdown of how they generate impact.



How many people do changemakers in Europe reach?

Whether it is those they reach indirectly through social media and other forms of communication, or those they work with directly, young social innovators consistently cite their impact as being the most rewarding aspect of their work.



Indirect reach

The amount of people their initiatives reach via social media, newsletters or other forms of communication on average.

Direct reach

An estimate of how many people lives they expect to have positively impacted, meaning how many have either directly participated and benefited from their activities or have been using their services and/or products on average.

The key *challenges* young changemakers in Europe face are

Lack of personal financial security

54%

Juggling various responsibilities

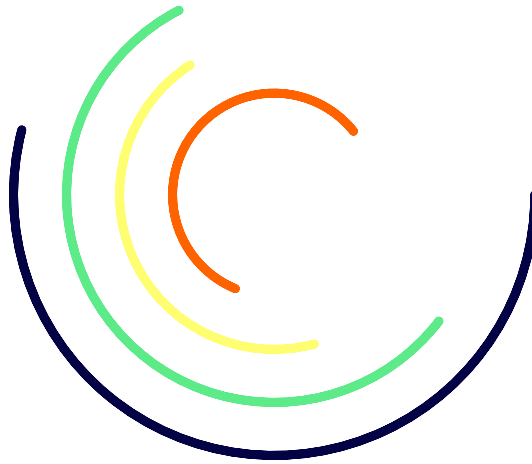
57%

Lack of important contacts

45%

High risk of burnout

58%



YEAR

2023

2021

A Closer Look

Rónán Ó
Dálaigh

THRIFTIFY ↗
([HTTPS://WWW.THRIFTIFY.IE/](https://www.thriftify.ie/))
IRELAND

LOCATION
Ireland

INITIATIVE
Thriftify
(<https://www.thriftify.ie/>)

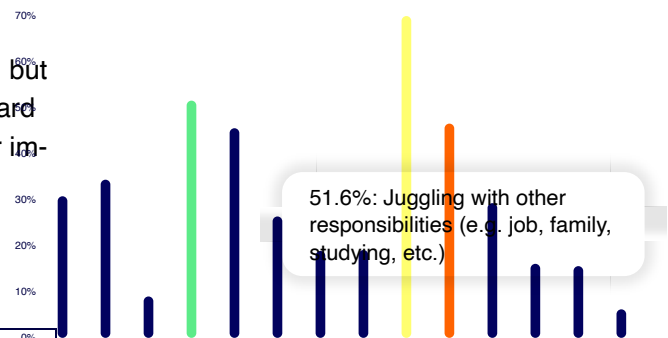
Thriftify is the online charity shop that connects ethical sources of used goods with consumers who care. Each year the charity retail sector receives over 3 billion used garments – by enabling this sector to sell online, they are aiming to disrupt the fashion industry for the better.

What has been one of your greatest challenges?

“Funding has been our biggest struggle. We barely got by on small grants and awards for 2-3 years before we were able to raise capital. This came at a great personal and financial cost to our founders – including lost income, lost time in being able to purchase a home and raise families. There isn’t enough funding for early stage ideas. If we had gotten more funding early on, there is no doubt that our impact would be much larger than it is today.”

Despite tackling some of the world’s most challenging issues with creativity and tenacity, young changemakers also face immense obstacles within their own work. Generally speaking, changemakers in Europe face slightly better conditions than their peers elsewhere, but still experience immense difficulties which make it hard for them, and their teams, to thrive and deepen their impact. That is especially true for individuals who self-identify as marginalised.

Hurdles



Filter by

MARGINALIZED

Yes
No

REGION

Asia & Pacific
Europe
Central & South America
MENA
North America
Sub-Saharan Africa

Observation: Nearly all changemakers report facing several and different hurdles to working on their initiatives. Those who self-identify as marginalized face more hurdles on average though, with the average number of reported hurdles being 3.39 compared to 2.6 for those who are not marginalized.

Systemic Inequality

LOCATION

France

INITIATIVE

Campaign Ac-
celerator ()

What has been one of your greatest challenges?

Binta Jammeh

CAMPAIGN
ACCELERATOR
FRANCE

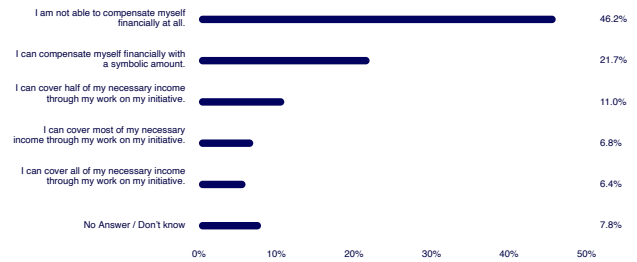
Binta Jammeh is a core member of Campaign Accelerator, where she works with European and nation-wide institutions, NGOs, and social movements to help them grow their impact through citizen mobilization, community organizing, and inclusive / equitable governance.

“People have questioned the validity of my work, or if exceptionally-produced work was capable of being put together by “someone like me.” From meeting with funders to pitches and presentations of my work, I have been met with comments that remind me that I operate in spaces where representation of black women is limited.”

KEY CHALLENGE 1

Financial
Insecurity

Financial insecurity is consistently referenced as the greatest challenge that young social innovators face. While changemakers in Europe do a little better compared to their peers in other regions, 32% of them cannot compensate themselves financially at all. Only 15,5% of them can cover all their necessary expenses through their initiatives. This is almost 4% less than in 2021, meaning their financial situation has worsened in recent years. Access to funding remains a challenge, and the pandemic and rising inflation rates have left young changemakers with even less financial security and more financial worry.



Filter by

GENDER

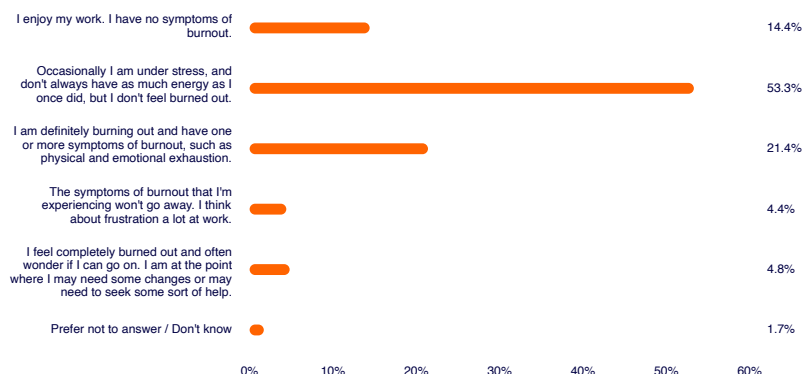
Female
Male

REGION

Asia & Pacific
Europe
Central & South America
MENA
North America
Sub-Saharan Africa

KEY CHALLENGE 2:

Stress and *Burnout*



Stress and burnout unfortunately remain part of the changemaker experience, also for those based in Europe. In 2021 61% of respondents report having felt completely burned out, even being in need of help, or having had one or more symptoms of burnout. 78% of young social innovators in the 2021 study reported needing support in increasing their well-being. In 2023 the number of people feeling completely burned out or having one or more symptoms dropped to 30,6%, which, on the one hand is encouraging, but on the other hand means that 3 in 10 people experience burnout. 83% report a need for support in increasing their well-being and that of their team.



A Closer Look

LOCATION
France

INITIATIVE
SoScience
(<https://www.sos-science.org>)

How have you been personally affected by stress?

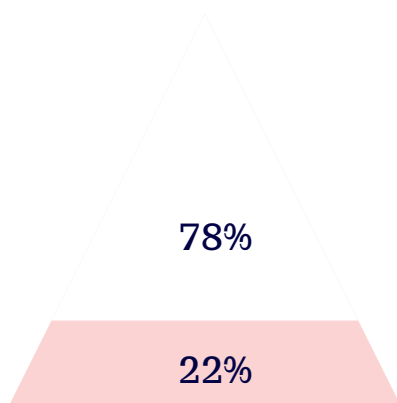
“The impact of stress has been immense. I have suffered a loss in my productivity and creativity. I notice myself feeling hopeless and when it all becomes too much, sometimes I just want to stop trying to save the world and go live in the woods!”

Mélina Marcel

SOSCIENCE ↗
([HTTPS://WWW.SOSCIENCE.ORG](https://www.sosscience.org))
FRANCE

KEY CHALLENGE 3

Juggling *Responsibilities*



Yes

No

78% of changemakers in Europe have other professional commitments in addition to the work on their initiatives. 57,1% say this constant ‘juggling act’ is one of the main hurdles to their success and impact of their ventures.

22% of Possibilists can dedicate themselves fully and exclusively to their initiative.

A juggling act

Najla Vallander

ZERO WASTE PALESTINE



([HTTPS://ZEROWASTEPALESTINE.COM/](https://zerowastepalestine.com/))
PALESTINE AND SWEDEN

LOCATION

Palestine and
Sweden

INITIATIVE

Zero Waste Pa-
lestine
([https://ze-
rowastepales-
tine.com/](https://zerowastepalestine.com/))

Zero Waste Palestine is an initiative that sheds light on environmental-related issues and promotes sustainable and waste-free practices for Palestinian and Middle Eastern households. We aim to create a movement of positive change for the planet and make environmental actions accessible and engaging, especially in contexts where this issue is deprioritized.

Your work has great impact, but you can't fully focus on it – how do you cope with that?

“For the last five years, I have juggled a full-time job in addition to working on my initiative. I recently quit my paid job because I couldn't do two things at the same time without it affecting my well-being. I have been on the verge of burnout twice, and that has made me very cautious in my current daily life. I am always moving between many different projects and tasks related to my venture – I do that because I'm trying to figure out a sustainable source of income that I can rely on. Trying out a lot of things simultaneously feels like the only way that I'll be able to figure things out – and for financial reasons, I need to do that quickly.”

KEY CHALLENGE 4

Lack of important
/
powerful *contacts*

In many cases, young social entrepreneurs are just starting out on their career journey and lack valuable contacts and connections needed for their work. 44,60% of respondents in Europe said the lack of powerful contacts was a key hurdle to the success of their venture and 85,4% of respondents said access to relevant global connections was important or very important for their work. In addition, they expressed a strong desire for access to industry experts and mentors.

89,9% said that increasing and improving the level of collaboration with other projects/organizations and institutions was important or very important to the success of their initiatives.

Access

Elif Atmaca

TOYI ↗
([HTTPS://TOYI.IO/EN/](https://toy-i.io/en/))
TURKEY

LOCATION
Turkey

INITIATIVE
ToyI (<https://toy-i.io/en/>)

ToyI is a social enterprise that designs and produces open-ended play experiences for all children to make their daily lives more sustainable and playful. ToyI aims to produce play experiences that will make play accessible for every child by connecting social entrepreneurship and the toy industry.

What would you wish for?

“The social enterprise ecosystem desperately needs commercial know-how. If accelerators and education programs could bring in high-level, industry-specific mentors or experts, that would help us immensely. It’s also very important for us to make new connections in order to expand our impact and reach more people. When we focus on our own field, we can miss current trends. That’s why we attach great importance to following thought leaders with whom we can follow new sustainable business models, working culture and changing social/environmental needs.”

The types of support young changemakers consider important or very important:

84,1%

1. Collaboration
2. Quality
3. Access to networks

of respondents said that access to relevant global connections and networks for their work is important very important.

What Changemakers *in Europe need*

1. Increasing their impact
2. Specific skill development
3. Access to peer networks

81,8%

of respondents said that access to peer networks (i.e. with other young changemakers) is important or very important.

What Changemakers *in Europe need*

1. Impact Measurement and
Evaluation

2. Visibility and Recognition

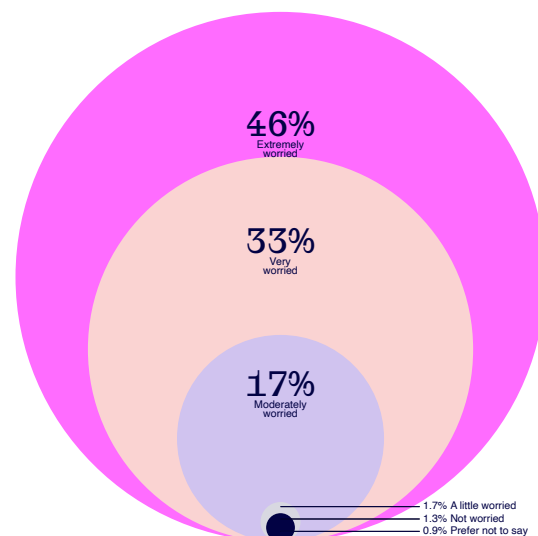
3. Basic Security

41,8%

While a smaller percentage of in the data sample consider it important or very important we it's critical to acknowledge that 40% of young changemakers in Possibilist Study 2023 consider "Basic security for staff/myself (e.g shelter food, water, heating)" to be important or very important.

Climate *anxiety*

79,5% of changemakers in Europe are worried or extremely worried about climate change (compared to 83% of all respondents globally), which is lower than in comparable international samples. The majority has a mix of negative feelings about it as well; more than half experience that these feelings have a negative effect on their daily life. Overall, this underlines that young changemakers are acutely aware of the climate crisis and its consequences, and many experience anxiety. While such anxiety, as well as anger and other emotions, are a powerful motivator for climate action (as demonstrated in the questions related to their activities), they can also lead to decreased wellbeing, depression and other forms of mental suffering.



How can we support changemakers to go from surviving to really thriving?

Recommendations

If young people are giving up their financial security and wellbeing to improve the state of the world, it is our responsibility and duty to offer them REAL and meaningful support. In order to improve the lives of changemakers, strengthen their ventures and develop the changemaking ecosystem, we recommend the following actions. They have been developed through multiple conversations with members of The Possibilists Alliance, as well as qualitative interviews with 8 young changemakers from around the world. In addition, they build on important existing reports, including the State of Youth Civil Society by Restless Development, the OECD report on Unlocking the Potential of Youth-led Social Enterprises, the United Nations report on meaningful youth engagement and Unlock the Future’s Challenge Paper on resourcing youth-led initiatives.

SUPPORT NETWORKS

FUNDERS

POLICY MAKERS

CHANGEMAKERS

Focus on the
Person, Not
Just the
Organization



Break the
Heropreneur
Paradigm



Use
‘Changemaker-
centered’
Design



Invest in
Relationships



Communicate
Clearly



Build Acumen



Who we are

Initiated by ChangemakerXchange, The Possibilists is an alliance of 20 of the world's largest youth social innovation networks and over 50 local and regional youth organizations. They have a combined total reach of thousands of young changemakers, activists and startup social entrepreneurs globally. Together we deliver real insights into the lives and work of changemakers and co-create systemic solutions to improve the conditions for Possibilists everywhere.

