



## **CASE STUDY**

### **Peace x Peace – connecting networks of women worldwide over PC and mobile**

#### **Background and Client Objectives**

In 2007, Roundpoint created a digital platform for PEACE X PEACE ("Peace by Peace") enabling women around the world to send messages of peace over mobile and PC simultaneously. PEACE X PEACE, an American based charity, connects women for direct exchange of information and experience across divides. It is the largest international organisation using PC based and mobile internet to empower women of different cultures through communication. PEACE X PEACE required a platform to enable women who have not been involved in a global community to connect with any woman who has a mobile phone or PC in rural villages, towns and cities across the world.

#### **Roundpoint's Solution**

Roundpoint's platform known as Generate uses Transclick to translate messages into French, Spanish, English and Arabic. Generate not only allows women to share messages but also videos, images and blogs. Kenya is one country where women are using the PEACE X PEACE network. Grandmothers raising orphans come to a centre once a week to use the computer to send a story. The platform then relays that message to women in the United States.

Speaking about Generate, Linda Higgins, Chief Strategy Officer of PEACE X PEACE says, "This unique platform is much more than just the internet, what we enable is friendship, mutual support and peace building. The sophisticated technology that Roundpoint has provided is critical for the success of different communications women use. Roundpoint has been very helpful in customising the technology to meet the needs of women".

In October 2008, Peace x Peace won the 2008 NPower Greater DC Region Technology Innovation Awards for its Roundpoint powered digital platform.

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