

PEACE
WORX



1. Short project description

At PeaceWorX, we turn ideas into real-life solutions that better the world we live in through practical technology, open data, and collaborative community. Using human-centered design, we build projects, products, and services that have a lasting impact in the Sustainable Development Goals (SDGs). We leverage what we learn from our products and resources to a wider population by organizing and transform information into knowledge and disseminate this to the wider global community to promote development of solutions for sustainable development goals (SDGs), such as values of equality, freedom and justice, gender equality, climate action and ecosystem health.

Creating successful solutions for Sustainable Development Goals (SDGs) involve inter-connected factors. These include resources, economics and diverse stakeholders. With increased connectivity, technological engagement and citizen ownership, there are growing opportunities for individuals and communities to propose their own solutions to meet SDGs set forth by the United Nations. Creating such solutions remain dependent on providing resources to enable local innovations to flourish and create access to open data that permits global cooperation.

Our vision is to be the place for people want to tackle sustainable development goals in their community and in the world. We do this by building scalable solutions with measurable technology, creating visibility through design and engagement, and leveraging our knowledge to create a local-global ecosystem of exchange.

To drive social change and innovation, our deliverables include projects, products and resources. PeaceWorX empowers individuals and institutions to organize people or a community around a specific activity in their community or in the wider world tied to an SDG. PeaceWorX creates a community of “instant activists” that are interested in proposing new solutions into a local, national level and international level as well.

From here, we rely on practical technology, or technology that serves a purpose. We aren’t interested in the quickest, fastest, most high-tech, if it doesn’t serve a concrete purpose. We combine this with data to reinforce our methods and deliver to our growing community. We believe that collaboration and partnerships are key.

2. Social problems to be solved

Global open data protocols and coordinated platforms remain in their infancy. Collected data provides valuable local insight for institutions, NGOS, and other organizations working in the social sector. We collect data from users and, with their permission, provide an active way for them to contribute to open data in solving SDG goals. With PeaceWorX acting as the manager and administrator of all data collected we enable open data sharing by building the infrastructure, completing datasets, and putting in sharing regulations. As individuals add their content, they can contribute to a larger global data common. Not only are these “instant activists” contributing their own SDG project but harnessing their own data and contributing to data philanthropy. We

do this with attention to rights, privacy and dignity of constituents. Worthy of exploring would be storing the data on a distributed ledger, to ensure its source is verified and immutable.

Data alone will not add value to solving social issues, but by focusing on responding to sustainable development goals and collaboration, we can change data into usable information, and empower citizenships and being potential beneficiaries of changes.

3. PeaceWorX solution

We create social innovation and impact in the SDGs through projects, products and resources. As an underlying strategy, whatever we do, we focus on translating our lessons learned into usable knowledge for social innovation in the social sector, making contribution to the larger community. We start small, but we are optimists. We search for that spark that makes a great idea – a lasting idea.

- a) We first provide engaged citizens and communities the resources needed to put their ideas of innovation into practice. We believe that everyone can be an “instant activist” in their community.
- b) We build products and resources that foster innovative thinking and problem solving.
- c) We aim for a better bottom line by emphasizing profit without burdening the environment or society.

4. Our product: My Planet App

MyPlanet is the instant activism platform for the SDG Conscious Millennial. MyPlanet is the go-to mobile application for people looking to turn their pro-SDG ideas into actionable projects and scale them across their digital and literal network. By combining the power of a mobile application focused on SGD-specific activism with a big data platform that connects people through social media, we can create the largest pool of talent, network and resources for projects all over the world. MyPlanet is an application built to be a self-sustaining mobile application and data platform. In an ideal world, MyPlanet will not end, but keep going like a combination of Kiva, Go Fund Me and Change.org.

The *My Planet* app has built in on human-centered design thinking, ensuring that the whole process of project definition, process and final results are embedded with design thinking. We provide our users or changemakers with the tools to understand situations empathetically, implement pro-social behavior, innovate using design thinking techniques and evaluate and evolve from the results.

The *My Planet* application and platform acts as a resource, by providing steps that promote collaboration for individuals or organizations to work successfully in their community. Through *My Planet*, we create concrete ways that individuals can understand, interact, and contribute to

their community. Our goal is to create systemic change while contributing to SDG goals. To do this, we need to ask the right questions by collaborating closely with stakeholders, other data-for-good partners and social innovation organizations.

5. Our clients

Clients will be of different types:

1. Public Organizations: To be able to involve Public Administrations as clients, in addition to relating them to them through forums and events and letting us know, we must enter public calls to be their data providers.
2. NGO, third sector and international agencies. In many cases they need updated data to be able to generate programs and actions of social intervention and to know in depth the profile of the activists. The relationship would begin to be worked on since we have identified them as key partners. A relationship of complementarity is proposed, even becoming part of a possible partnership and being able to generate joint projects.
3. Private companies interested in data.
4. Research centers and universities interested in obtaining data for researching

6. Expected Social Impact

Each of our projects and resources has specific impacts in the Sustainable Development Goals. However, overall, we have impact in two aspects:

1. SDG empowerment: Engage with citizens and create ways for citizens to contribute to the SDGs and simultaneously share open data that contribute directly to solutions for SDGs. This provides valuable information to our open data bank. We support individuals and their curation of data by providing them resources to contribute, collaborate as well as protect their own personal data.
2. Standards and Interoperability: Supporting global data banks
We seek to engage with the global community to create larger data banks that can help build our cumulative knowledge on solving complex social issues. We do this first, through supporting multi-sector data alliances through education and policy initiatives. We also provide our own educational resources to ensure that we maintain respect and acceptance both on screen and off.

7. Challenges

The main challenges are technological changes, data privacy law adaptation, changes in the final consumers. From the point of view of technological changes and data privacy law, the team is working in order to make sure that the system is adaptable how to face this changes. From the point of view of changes in the final consumers, the team is working in develop an ecosystem involving the community and main stakeholders from the very beginning in co creation procedures, so PeaceWorX is able to detect this changes and adapt to them

8. The team

Charlotte Eloise Stancioff is a Bulgarian-American GIS and Ecosystem services specialist. Born in Washington, DC but residing in Spain, She holds a MSc in Geoinformatics at the University of Toulouse-Jean Jaurès/ École Nationale Supérieure Agronomique in Toulouse, France and PhD in Ecosystem Services from University of Leiden (2018). Her interdisciplinary experience gives her the skills to merge her passions of technology, community and design. Through both her research and professional experiences, she has pursued her goal of developing collaborative mixed methods while leveraging her knowledge of GIS/remote sensing and international relations to achieve sustainable results in the domain of ecosystem services, sustainable development and well-being. As she is well-versed in working with community partners and multiple stakeholder partners, she has conducted numerous on-site trainings and workshops as well as provided impact modeling assessments and technical support in environmental, disaster management, digital heritage and media domains. At ease in culturally diverse settings, she has gained experience through similar projects in international setting such as Brazil, Crete and Bulgaria, Sierra Leone.

Tonee Ndungu. An EdTech leader in Africa with 12 years, Startup Experience and Success (one exit), and a global network in technology for good.

9. Video

<https://www.youtube.com/watch?v=fyEssstlB4&t=3s>

Where Change Begins!

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