

PRESS RELEASE

Innovative digital project to accelerate Development Goals

Former UN Spokesperson embarks on the creation of the first
international solidarity network

Geneva/Annecy – December 2018 – Former UN Spokesperson Gaëlle Mogli Sévenier is finalising the creation of a digital platform which may very well become the Sustainable Development Goals' 2.0 accelerator. To be launched next year, ConnectAID.com will function as a social media network and a crowdfunding platform allowing individuals to support humanitarian and development aid projects around the world.

Mrs. Mogli, who worked in Geneva as WFP, WMO and IOM Spokesperson, joined forces with E-Perlink, a French based Computer Programming Company, to conceptualize the first International Solidarity Network. Their vision is to connect and inform people, and to contribute to reaching the Global Goals set by the international community to end poverty, support those affected by conflict and disaster, and build a global partnership for development.

“When donations are anonymous, when development projects or humanitarian aid seem so far away and unreal, international solidarity weakens” said Gaëlle Mogli. “In order to involve people in humanitarian action and increase local impact, we are creating the missing link between the interest and commitment of individuals who want to directly support concrete projects around the world. It is about connecting those who care to realities on the ground, and about providing nonprofits the tool they need to raise funds.”

ConnectAID plans to provide international organizations, NGOs, and nonprofit associations with an advanced technology enabling them to inform donors in real time about their needs and actions. The social network will make it easy and safe for anyone to sustainably support development projects and quickly respond to a humanitarian crisis, therefore directly impacting local populations. Members will have access to live updates from local projects, news, emergency alerts, career or volunteer opportunities, and over time, will have the possibility to visit the development projects they support.

This innovative project, which will integrate the Blockchain technology as soon as possible, has the ambition to revolutionize international solidarity.

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About ConnectAID, the International Solidarity Network: Developed by specialists in humanitarian & development aid and computer programming, ConnectAID is a combined humanitarian social media network and crowdfunding platform encouraging solidarity, social bonds and access to information. Find out more: www.connectAID.com

Media contact: Gaëlle Mogli, gaellemogli@connectaid.com