KIWANJA.NET
MINDFUL SOCIAL CHANGE

MOBILE DATABASE · PROJECT

NGOMOBILE

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Ken Banks offers coaching, mentoring and strategy support.

TEXT MESSAGING AID FOR NGOs

kiwanja.net sets up competition to offer prizes and SMS platform to grassroots NGOs

nGOmobile *initiative highlights the benefits of mobile technology in the developing world*

Cambridge, UK Monday 17th September, 2007: Mobile technology organisation kiwanja.net has launched its latest non-profit mobile initiative – **nGOmobile,** a competition to help grassroots NGOs take advantage of text messaging.

The explosive entry of mobile technology into the developing world has opened up a raft of opportunities for the non-profit sector.

Text messaging has proved itself to be remarkably versatile, helping remind patients to take their medicine, providing market prices to farmers and fishermen, distributing health information, allowing the reporting of human rights abuses and promoting increased citizen participation in government.

While the list may be long, not everyone has been able to reap the benefits.

nGOmobile is a competition aimed exclusively at grassroots non-profit Non Governmental Organisations (NGOs) working for positive social and environmental change throughout the developing world. “Behind the scenes, the often unsung heroes of the NGO community battle against the daily realities of life in developing countries, where it can take all day to fulfil the simplest task” said Ken Banks, Founder of kiwanja.net. “These people don’t lack passion and commitment, they lack tools and resources” said Banks.

Grassroots NGOs around the world are invited to submit short project ideas explaining how greater access to mobile technology – and SMS text messaging in particular – would benefit them and their work.

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The competition is open from today until 14th December 2007 with the winners announced in January 2008.

The top four entries, chosen by a distinguished panel of judges, will each win a brand new Hewlett Packard laptop computer, two Nokia mobile phones, a GSM modem, kiwanja.net's own entry-level text messaging platform – FrontlineSMS – and to top it all, a cash prize of US$1,000.

Sponsors of the competition include Hewlett Packard, Nokia, ActiveXperts, 160 Characters, Wieden+Kennedy, mBlox and Perkins Coie

Panel of Judges

Ken Banks, Founder, kiwanja.net

Neerja Raman, From Good to Gold

Mike Grenville, Editor, 160 Characters

Micheline Ntiru, Nokia's Head of Corporate Social Investment for the Middle East and Africa

Bill Thompson, Journalist/commentator

Renny Gleeson, Global Director of Digital Strategies at Wieden+Kennedy

The competition website can be found at **www.ngomobile.org**

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About kiwanja.net: Since 2003, kiwanja.net has been helping local, national and international non-profit Non-Governmental Organisations (NGOs) make better use of information and communications technology in their work. Specialising in the application of mobile technology, it provides a wide range of ICT-related services drawing on over 22 year's experience of its Founder, Ken Banks.

kiwanja.net believes that all non-profits, whatever their size and wherever they operate, should be given the opportunity to implement the latest mobile technologies in their work, and actively seeks to provide the tools to enable them to do so.

http://www.kiwanja.net

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About 160 Characters: 160Characters.org publishes news about the worldwide mobile messaging industry. It organises industry related seminars as well as the annual Global Messaging Awards. http://www.160characters.org/

About From Good to Gold: With an initial focus on India, 'From Good to Gold' brings together entrepreneurs, experts and investors to seed business creation for social good. http://fromgoodtogold.blogspot.com/

About Wieden+Kennedy: Wieden+Kennedy is an independent, creatively led advertising agency that creates strong and provocative relationships between good companies and their consumers. http://www.wk.com/

About mBlox: Headquartered in Sunnyvale, California, mBlox is the world's largest mobile transaction network specializing in providing operator connectivity and mobile billing capabilities to businesses around the globe. http://www.mblox.com/

About Perkins Coie: Perkins Coie is a leading international law firm offering a full spectrum of legal services. With more than 600 lawyers in 15 offices across the United States and in China, the firm represents clients that range in size from FORTUNE 100 companies to start-ups, and has historically represented market leaders in traditional and cutting-edge technology industries. http://www.perkinscoie.com/

About Hewlett Packard: HP is a technology company which operates in more than 170 countries around the world. HP explores how technology and services can help people and companies address their problems and challenges, and realize their possibilities, aspirations and dreams. http://www.hp.com/

About ActiveXperts: Headquartered in the Netherlands, Europe, ActiveXperts Software B.V. is a software-development and software-consultancy firm, dedicated to provision of top quality products and services for all stages of software development and network management. http://www.activexperts.com/

About Nokia: Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. http://www.nokia.com/