



## AidConnect e.V. wants to strengthen private engagement in humanitarian projects

*Interactive website for humanitarian projects looking for initiatives to sign up*

**Kronberg, 15th March 2007** – AidConnect e.V. today introduced a new interactive online-platform for communication and information. The website [www.aidconnect.org](http://www.aidconnect.org) connects people who organize humanitarian projects and people who are involved or want to get involved in humanitarian projects. Organizers have the opportunity to promote their projects to a wide audience as well as exchanging their experiences with other groups and to inform them about the support they need for their project. Individuals and donors who would like to help will find a unique overview on local organizations and projects as well as useful information and ideas for projects. They also get the opportunity to get in direct contact with the organizers. Since the launch of the website in January this year about 30 organizations registered 40 projects in a pilot phase. Also after the official launch today aidconnect.org is encouraging initiatives to register on the site.

After the Tsunami in 2004, Prof. Dr. Claus Leggewie, Director at the Center of Media and Interactivity (ZMI) at the University of Giessen in Germany decided to found AidConnect. At this time people in Germany not only wanted to donate but also wanted to help. A survey among existing initiatives gave Claus Leggewie the push he needed to put his idea in practise to create an Internet Platform which enables and supports this engagement. AccentureStiftung (Accenture Germany Foundation) and Aidmatrix Foundation then developed and implemented the platform AidConnect.

### Personal Contacts instead of credit cards

“Our platform is a tool where people can learn in which initiatives they can participate or how to start their own humanitarian project. Furthermore, they can contact the local organizers directly. We hope that this motivates people to go beyond donating and establish personal contacts and partnerships, so that a lasting engagement grows from punctual commitment”, says Carmen Glomsda, editor of aidconnect.org

## **Exchange of information and experience**

On the website you can find information about existing humanitarian projects and important tips and background information that help to carry out these kind of projects successfully. Every month the website introduces interesting initiatives and themes. Members of AidConnect have the possibility to publish and view documents and links in the knowledge-database. Furthermore they can publish news and hot topics in the Blog. The platform also provides a forum for everyone to discuss crucial issues and questions regarding humanitarian aid.

The long-term goals of AidConnect are explained by Claus Leggewie: “We want to feed the understanding of the One World we are living in and tie the knowledge about the conditions and goals of Humanitarian Cooperation (Millennium Development Goals) among the people. Of course private engagement can not be a substitute for the work of NGOs or Relief Organizations but they can be complementary. We also hope to be able to contribute to more transparency in the work of humanitarian cooperation.”

## **Partners and supporters are**

Accenture-Stiftung <http://www.accenture-stiftung.de>

Aidmatrix Foundation, Inc. [www.aidmatrix.org](http://www.aidmatrix.org)

Zentrum für Medien und Interaktivität [www.zmi.uni-giessen.de](http://www.zmi.uni-giessen.de)

Microsoft Deutschland GmbH [www.microsoft.com](http://www.microsoft.com)

Morgan Lewis & Bockius LLP [www.morganlewis.de](http://www.morganlewis.de)

The Hoffman Agency [www.hoffman.com](http://www.hoffman.com)

## **About AidConnect e.V.**

The AidConnect e.V. organization operates an interactive communication and information platform to strengthen private engagements for development co-operations. The focus is the worldwide linking of people who are involved or want to get involved in humanitarian projects. By direct communication exchanges among individuals there can be more successful projects started and completed through the mutual learning processes. The general population can become more conscience of the goals and conditions of developing countries through more transparent project details. Further information is available under [www.aidconnect.org](http://www.aidconnect.org).

## **Further Information**

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