ERICSSON AND PEACEEARTH FOUNDATION

Communication has huge potential to improve people’s lives. Yet, there can be no social or economic development without peace. Through its cooperation with the PeaceEarth Foundation, Ericsson is using connectivity to help inform, educate and bring young people together as a stepping stone to ending conflict.

Over the past decade, 35 countries have experienced conflict. As a result, 28 million children have been at risk and 43 million have been displaced, their plight made even worse by drought and famine.

The PeaceEarth Foundation was launched in September 2012 by Oscar-winning actor, humanist and UNESCO Goodwill Ambassador for Peace and Reconciliation Forest Whitaker to address these alarming figures. The foundation aims to empower youth, women and global citizens to promote peace through conflict-resolution training programs, grassroots efforts, and access to experts, methodology, social media, technology and communications tools. Ultimately this helps them to establish and sustain citizen-led civic peace initiatives.

In 2012 the Youth Peacemaker Network was established by the PeaceEarth Foundation, Ericsson and UNESCO in northern Uganda and South Sudan. Such networks aim to develop young people’s skills and knowledge to prepare them for reconciliation and peace building and to equip them with the social and technical competencies necessary to mitigate conflict within their communities.

Over three years, young people who participate in the Youth Peacemaker Network will be trained by local and international experts in conflict resolution, leadership, peace and community building, as well as in mediation, ICT and social media. These young people will forge peaceful, non-violent relationships with their peers as they work together with their communities, engage with other young people nationwide, and receive mentoring and training in conducting business to promote attractive learning and skills-based opportunities.

Ericsson is contributing to the Youth Peacemaker Network by providing mobile broadband connectivity, computers as well as basic ICT and social-media training, and tools to connect teachers. Ericsson is also providing on-site project-management resources, Wi-Fi coverage, and its cloud-computing solution. Sony Mobile is providing mobile phones. In South Sudan telecom operator Zain has collaborated on the provision of mobile connectivity.

Ericsson’s aim is to expand the collaboration with the PeaceEarth Foundation in other countries and other continents.

NOTES TO EDITORS


PeaceEarth Foundation: www.peaceearth.org/

Ericsson joins forces with Forest Whitaker for peace foundation: www.youtube.com/watch?v=esPaudRr0uQ&feature=share&list=U UdXFF6PopHlH-Ak4w-PsfEg

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*Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers’ networks servicing more than 2.5 billion subscriptions.*

*We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2012 the company’s net sales were SEK 227.8 billion (USD 33.8 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.*

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