



FOR IMMEDIATE RELEASE

PEACEapp competition launch

Developers, technologists and peacebuilders around the world are invited to submit digital games & gamified apps facilitating dialogue, preventing violence

New York, 18 August 2014 - the United Nations Alliance of Civilisations, the United Nations Development Programme and Build Up have [launched PEACEapp](#), a global competition to promote digital games and gamified apps as venues for cultural dialogue and conflict management. The competition will consider entries at all stages of development - from prototypes to fully developed. PEACEapp's international jury will select five winning entries: three that are fully functioning and two that are in development. The three fully functioning games or apps will receive an award of USD\$5,000 each. The two in development will receive mentorship from expert partners. In addition, one member of each award-winning team (completed or in development) will be invited to the Build Peace conference in April 2015 in Cyprus to share their product with conference participants. The deadline for applications is October 15, 2014. Winners will be announce by November 30, 2014.

PEACEapp builds on the success of [Create UNAOC](#), a competition for apps and games that promoted intercultural dialogue run by UNAOC and its partners in 2012, and asks entrants to engage with questions that are central to building peace. How can we create new spaces for dialogue and shared action aimed at preventing violence? Can providing opportunities for contact among individuals and sharing stories also encourage mutual respect for cultural and religious values? Or is it about offering people tools to question and reframe their identities?

For Nassir Abdulaziz Al-Nasser, UN High Representative for the United Nations Alliance of Civilizations, "further developing UNAOC's support for innovative peace building initiatives, PEACEapp will provide a platform for digital games that truly engage audiences in an effort to creatively transform potentially polarizing events into peace building awareness and frameworks where respect for others can flourish."

Our international jury is composed of representatives from the technology, gaming and peacebuilding fields across the globe, including: Dudi Peles, Games for Peace; Sanjana Hattotuwa, ICT4Peace Foundation; Panthea Lee, Reboot; Steve Killelea, Institute for Economics and Peace; Bharath M. Palavalli, Fields of View; Mariam Barandia, Kapamagogopa Inc.; Steve Vosloo, Pearson South Africa. The jury will review submissions according to whether they: (1) afford users a novel experience to engage with knowledge of other groups and issues of identity; (2) creatively engage the end user in a playful manner; (3) enable connections to key social media globally, in terms of functionality, language and reach.

"The very nature of social media and much of the new technology that continues to emerge around phones, tablets and other devices promote human togetherness, tolerance and inclusiveness. Potential for so many areas of our lives is increased, including to help prevent conflict and promote peace. I hope that web, app and game developers around the world take up this challenge. UNDP is excited to be working with PEACEapp to promote conflict



management and dialogue”, says Jordan Ryan, Director of UNDP’s Bureau for Crisis Prevention and Recovery.

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Note to editors:

- Visit the PEACEapp website (www.unaoc.org/peaceapp) for more detailed information on PEACEapp eligibility criteria, rules and regulations and judging criteria
- PEACEapp is organized by the United Nations Alliance of Civilizations (unaoc.org) and the United Nations Development Program (undp.org) in collaboration with Build Up
- Build Up is a social enterprise dedicated to supporting the emergence of alternative infrastructures for civic engagement and peacebuilding. We work with civic activists and peacebuilders to find and apply the innovation practices and technology tools that help them achieve their missions. For more information visit www.howtobuildup.org

CONTACT:

Jen Welch, **BUILD UP ^**
PEACEapp@unaoc.org