

Ken Banks and Hajo Van Beijma Join Faith Matters' Founder, Fiyaz Mughal OBE for 1/2 Day Technology for Development Conference in London

Submitted by: Credemus Associates

Monday, 20 February 2012

FOR IMMEDIATE RELEASE

KEN BANKS AND HAJO VAN BEIJMA JOIN FAITH MATTERS' FOUNDER, FIYAZ MUGHAL OBE FOR ½ DAY TECHNOLOGY FOR DEVELOPMENT CONFERENCE IN CENTRAL LONDON.

A collection of the world's most influential Information Communication and Technology for Development (ICT4D) leaders and innovators have been billed by Credemus Associates in a major coup for its debut conference at DLA Piper's London headquarters in the City on Friday 2 March.

London, UK, 2 March 2012 - UK-based transnational anti-extremist and inter-faith mediator, Faith Matters (<http://www.faith-matters.org>) (founded by Fiyaz Mughal OBE) today announced the debut conference of its sister company, Credemus Associates (<http://www.credemus.org>). The event, titled: "The World in the Palm of Your Hand: SMS and Mobile Communications" shall feature informative, discussion-led talks from Ken Banks (Founder, FrontlineSMS), Hajo van Beijma (Co-founder, Text To Change), Noam Kostucki (Founder, Redefine Us), Linda Parkinson-Hardmann (Social Entrepreneur, Author), and Fiyaz Mughal OBE (Founder, Faith Matters).

The potential of SMS and mobile-based ICT4D is not widely understood by EU development agencies, despite already exhibiting extensive capacity building benefits throughout Africa, the Middle East and South America. It's reason for deployment can vary considerably – from catalysing tangible political change (the Arab Spring or Obama's wildly successful Presidential election campaign for example), to saving lives and assisting infrastructure development through NGO's such as Concern Worldwide and Medecins Sans Frontiers.

Credemus Associates is the UK's first dedicated, series-based live platform for the dissemination of education, news and best practise in the cutting-edge world of ICT4D.

Ken Banks said: "Over the past few years mobile technology has infiltrated many aspects of non-profit life, providing many new opportunities for fundraising and awareness-raising. Despite this, many non-profits struggle to grasp the potential of the technology. It's exciting to see an event such as this being held in London, and great to see Credemus Associates recognise the gap, opportunity and need."

Hajo van Beijma said: "The use of mobile phones in developing countries has challenged traditional development aid. The omnipresence, accessibility and usability of mobile phones can create vast opportunities, and conferences such as these are necessary to support a future of collaboration across this industry."

Fiyaz Mughal said: "The use of mobile phones in community development is one of the unsung social phenomenons of our time. For this reason I hold a steadfast belief that in sharing these developments we can make a substantial and sustainable difference to both national and international communities. Africa

is leading the way, whilst influencers across the EU are simply out of touch in this realm. Our role within this series is to promote significant ICT4D growth throughout UK civil society and beyond.”

For further information and access to tickets for Credemus Associates' event on 2 March log on to: www.credemus.org

For interviews, images or any other information please contact Peter Barden on 07912 174329 or email peter@credemus.org

Ends

About Credemus Associates, (www.credemus.org)

Credemus Associates (CA) is the UK's first rolling live platform for discussion and news on Informational Communication and Technology (ICT) supporting community engagement for Local Authorities, Third Sector & Public Sector organisations. CA believes that ICT has an ever-increasingly important role to play within community engagement and development in the United Kingdom and internationally.

About Faith Matters, (www.faith-matters.org)

Faith Matters is a not-for-profit organisation founded in 2005, which works to reduce extremism, interfaith and intra-faith tensions. They develop platforms for discourse and interaction between Muslim, Sikh, Christian, Jewish and Hindu communities across the globe, with offices in the United Kingdom, Pakistan and the Middle East (Jerusalem).