

Umhlaba Omhle: Smarter Collaboration for South Africa

IBM's SAWUBONA Songs Of Good Hope music jam project and Club Of Good Hope fund-raising project at CeBIT 2009

Stuttgart/Hannover, March 2, 2009 – IBM presents at CeBIT 2009 two Web 2.0 projects that support South Africa. They are the SAWUBONA (Zulu for hello) Songs Of Good Hope music jam and the Club Of Good Hope project. Both demonstrate how Web technologies can contribute toward making the planet smarter (Zulu: umhlaba omhle) by means of international collaboration. They can be seen at CeBIT in the Smarter Planet area in Hall 2 at Demo Point 7.

The SAWUBONA Songs Of Good Hope music jam project was launched at CeBIT last year. It is a platform on which musicians from around the world are invited to set 17 lyrics about South Africa to music. The aims are to produce CDs, to sell the music online, and to organize a “global band” tour. The revenue from marketing the music will be used to fund township projects – AIDS prevention, education and projects to combat youth crime such as Youth Unlimited, a project that holds soccer tournaments in Cape Town's townships to teach young people rules and cooperation.

Over 360 musicians have already joined the worldwide SAWUBONA community and produced over 40 Songs Of Good Hope. Amateur musicians, IBM employees with music skills and professional musicians can all take part. They include Rock legends like former Uriah Heep singer, songwriter and keyboarder Ken Hensley, Mr. “In The Summertime” Ray Dorset, formerly of Mungo Jerry, Patricia Kelly of the Kelly Family, Danny Saraphine, ex-drummer and founder of Chicago, and Leslie Mandoki and his Soulmates. A first Songs Of Good Hope CD featuring Rock legends is planned for the end of this year. Another is scheduled for release in March or April 2010. Patrons of the Songs Of Good Hope project are IBM Germany's general manager Martin Jetter and VfB Stuttgart Bundesliga soccer club president Erwin Staudt.

IBM's sneak preview for the Press at CeBIT on March 2, 3:00 p.m., at the IBM booth in Hall 2 will start musically with Songs Of Good Hope starring Patricia Kelly and other musicians from the SAWUBONA community. South African ambassador Sonwabo Eddie Funde plans to attend. On March 5, Ken Hensley will hold a SAWUBONA workshop for songwriters at the IBM booth in Hall 2 (Conference Room 1). Around 25 people are invited to take part. Anyone who is interested is cordially invited to turn up. The workshop begins at 6:30 p. m. Link to Songs Of Good Hope: <http://www.sawubona-musicjam.com/>

Club Of Good Hope Supports Education at Schools

The Club Of Good Hope fund-raising project is aimed both at the general public and at young people aged 10 to 12 who love soccer. The Bavarian State Chancellery and the charity Missio initiated it in collaboration with the Bavarian Education Ministry. IBM supports the project with modern Web technologies. Using a Web 2.0 platform, soccer tournaments are organized at Bavarian schools and students are taught about South Africa. Every student, every school and every school soccer team can describe itself on the Club Of Good Hope platform by means of video, audio, images and text – and chat with South African students. The winners of the Bavarian school soccer tournament will play against the best teams from township tournament in Cape Town that Missio's partner Youth Unlimited is organizing. Patrons of the Bavarian soccer tournament are Andreas Ottl of Bayern Munich and Rowen Fernandez of Arminia Bielefeld, goalkeeper of the South African national team.

The Club Of Good Hope is also planning to teach students media competence and show them that by using collaboration tools in the right way they can improve and intensify education and make it more interesting. Many students already use virtual platforms without receiving specific assistance in making sensible use of technologies of this kind. The Club Of Good Hope aims to contribute toward making meaningful use of Web technologies in teaching. Baden-Württemberg state also plans to support the Club Of Good Hope. Talks on expanding the project have already begun, and there are plans for other German states to follow suit.

Link to Club Of Good Hope“: <http://ibm.clubofgoodhope.com/>

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