



## **Polycom Enables Green Cross International 20<sup>th</sup> Anniversary Earth Dialogues Conference to Deliver Interactive, Live Broadcast from the United Nations**

*From the United Nations office in Geneva to schools and people all over the world, Polycom connects thousands in an immersive video experience spanning the globe.*

**LONDON – 5 September 2013** – [Polycom, Inc.](#) (Nasdaq: PLCM), the global leader in open, standards-based unified communications and collaboration (UC&C), today announced that Green Cross International, an organisation that aims to ensure a sustainable future for humanity and our environment, enlisted Polycom to stream its milestone anniversary *Earth Dialogues* events live via video. The Polycom-powered video solutions enabled over 1,000 video participants from around the world to watch, follow and interact remotely with world-renown speakers making their own unique contributions to promote sustainability, security and environmental conservation.

Green Cross International, founded in 1993 by Nobel Peace Prize laureate and former President of the USSR, Mikhail Gorbachev, held the day-long 20<sup>th</sup> anniversary [Earth Dialogues](#) conference at the United Nations on 3 September, 2013. A series of public forums initiated by Mikhail Gorbachev and Maurice Strong (architect of the Rio Earth Summit 1992), the Earth Dialogues conferences aim to mobilise global public interest and action to promote important objectives essential to the future of humanity. Titled Pathways into the Future - Triggers of Change, the conference comes at a time of deep crisis in multilateralism, with a lack of consensus and coordinated international action to respond to rampant ecological breakdown, globalisation and disparities between rich and poor.

“Polycom’s support helped our organisation convey important messages on sustainability, climate change, security, human development and the future of humanity,” said GCI President Alexander Likhotal. “Thanks to Polycom, Green Cross were able to broadcast live a wide range of discussions by eminent speakers and experts on the major challenges facing the world today.”

Corinne Momal-Vanian, Director of the United Nations Information Service in Geneva, said: “New media and technologies, such as web-conferencing, allow international organisations to reach a much wider public and encourage greater participation by youth groups and other civil society leaders in the international forums where policies are being decided which will forge our common future.”

A subsequent interactive dialogue hosted by students from the [International School of Geneva](#), provided the opportunity for schools globally to hold interactive discussions on video with cast members of the musical, [2050: The Future We Want](#). The musical was held on the evening of 3 September at the United Nations in Geneva as part of GCI’s 20<sup>th</sup> anniversary, and in conjunction with [Peace Child International](#). This global virtual classroom event was held with schools such as [NIGE](#) in Germany, [Dumfries & Galloway](#) in Scotland, and one of the [Oiada](#) International schools in Ghana, all participating remotely via video. With video collaboration, students discussed topics covered in the musical in an attempt to raise awareness of environmental issues and for students to take ownership and responsibility towards the planet.



*Polycom-powered video solutions enabled video participants from around the world to watch, follow and interact remotely with world-renown speakers presenting at the Green Cross International 20<sup>th</sup> Anniversary Earth Dialogues Conference from the United Nations.*

“It is rewarding to work with Green Cross International to help students discover the elements of sustainability, what it means to be a global citizen and how to take action towards a more sustainable future,” said Marci Powell, Global Director for Education at Polycom. “Empowering the Earth Dialogues event through Polycom’s high quality video solutions is a great example of how together we bring curriculum-rich content that enhances learning and increases student achievement to schools worldwide.”

To provide web-broadcast attendees of both events with a lifelike face-to-face experience, Green Cross utilised Polycom® RealPresence® video collaboration solutions provided and supported by [Pointvue](#), specialist video conferencing service provider, systems integrator, and Polycom Platinum Partner. Polycom® HDX® series of telepresence systems, which use enterprise IP networks to deliver Polycom's legendary HD video and sound quality and ease of use in auditoriums, personal workspaces and corporate meeting rooms were utilised at both the United Nations and International School.



*Green Cross Director, Paul Garwood, and Polycom Global Education Director, Marci Powell, facilitate dialogue among students in Geneva, Ghana, and Germany at the Earth Dialogues conference.*

Participants were able to log on and view the live-streaming webcasts and subsequent video recordings on-demand through a Web portal from any device via the Polycom® RSS™ 4000 Recording and Streaming Server.

“We had the pleasure of playing a key role in GCI’s 20th anniversary Earth Dialogues events by bringing audience and speakers together via interactive HD video,” said Frank Feller, Chief Executive Officer at Pointvue. “Utilising video conferencing and internet communications to promote ideas and raise awareness of environmental issues is a great use of technology.”

#### *About Green Cross International*

Green Cross International is a leading environmental organisation. Founded by President Mikhail Gorbachev in 1993, this non-profit and nongovernmental organisation relies on world-class experts and works to address the inter-connected challenges of security, poverty and environmental degradation through a combination of high-level advocacy and local projects. Green Cross is present in 30 countries and has its headquarters in Geneva, Switzerland.

Visit [www.gcint.org/green-cross-20-years](http://www.gcint.org/green-cross-20-years) of connect with Green Cross on [Facebook](#), [Twitter](#), [YouTube](#) and [Flickr](#)

#### *About Polycom*

Polycom is the global leader in open, standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment. Polycom and its ecosystem of over 7,000 partners provide truly unified communications solutions that deliver the best user experience, highest multi-vendor interoperability, and lowest TCO. Visit [www.polycom.co.uk](http://www.polycom.co.uk) or connect with Polycom on [Twitter](#), [Facebook](#), and [LinkedIn](#) to learn how we’re pushing the greatness of human collaboration forward.

#### *About Peace Child International*

Peace Child empowers young people to inform themselves, take action, and be the change they want to see in the world. This is the core mantra that informs the work of UK-based charity, Peace Child International (PCI), and the starting point from which the organisation tackles many of the key issues troubling our world today. Started in 1981, PCI has a long history of engaging with young people and entrusting the future to their capacity to deliver tangible change. It is this trust, placed in the dynamism and creativity of global youth, which affords PCI a fresh perspective on how to overcome issues such as youth unemployment and pave a path to a brighter more sustainable future. Furthermore, thanks to an international network of partners, PCI is capable of enacting this youth-led vision of change on a global scale.

*About Pointvue*

Pointvue was founded in Geneva (Switzerland) on Dec. 1999 by Frank Feller and Nicholas Beck, IT engineers and has installed over 400 video conference rooms endpoints in many parts of the world and over various network infrastructures. As Polycom Platinum Partner, Pointvue deliver and support a numerous of International Organization as well as United Nations, WHO, IOM, UNICEF, etc. worldwide.

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