

# Rotary-Smartsettle

## Partnership for Peacebuilding



**Rotary  
shifting public focus  
from war and weapons  
to the benefits of peace  
through Smartsettle**

# Rotary-Smartsettle

## Partnership for Peacebuilding

### Overview

Rotary International has a long-standing commitment to promoting peace through its network of 1.4 million members across the globe. However, traditional methods have limitations in addressing modern challenges such as wars, nuclear proliferation, and systemic conflicts.

By partnering with Smartsettle, a cutting-edge negotiation technology platform, Rotary can amplify its impact, shift public focus from war and weapons, and showcase the tangible benefits of peacebuilding.

This proposal outlines how the Rotary-Smartsettle partnership can redefine peacebuilding efforts, inspire global communities, and align with Rotary's core values while adhering to its non-political mandate.

Additionally, this proposal introduces an opportunity for Rotary to become a founding partner in the global adoption of Smartsettle Infinity, ensuring both impact and sustainability.

---

### Key Objectives

- **Empower Communities:** Equip Rotary members and communities with tools for peaceful negotiation to resolve local disputes.
- **Promote Win-Win Solutions:** Shift focus from adversarial approaches to collaborative solutions that benefit all stakeholders.
- **Scale Impact:** Leverage Rotary's global reach to amplify Smartsettle's tools and methodologies, creating measurable, lasting peace outcomes.
- **Educate and Inspire:** Foster a cultural shift that values negotiation and cooperation over conflict and competition.
- **Lead Innovation:** Position Rotary as a pioneer in integrating advanced technology into peacebuilding initiatives.

## Proposed Initiatives

### 1. Smart Communities Initiative

- **Objective:** Address local disputes such as land conflicts, labor disagreements, and resource-sharing challenges using Smartsettle tools.
  - **Implementation:**
    - Identify pilot communities in Rotary's Peacebuilder Districts.
    - Train Rotarians as facilitators to use Smartsettle's negotiation technology.
    - Mediate at least three community disputes and document outcomes.
  - **Outcome:** Demonstrate how negotiation prevents escalation and fosters trust.
- 

### 2. Future Peacemakers Academy

- **Objective:** Train young leaders in negotiation techniques to build a new generation of peacebuilders.
  - **Implementation:**
    - Partner with schools and universities to host negotiation training programs.
    - Organize annual Smartsettle peace competitions for students.
  - **Outcome:** Create a global network of youth skilled in conflict resolution.
-

### 3. Rotary Smart Platform

- **Objective:** Develop an online platform where communities and organizations can access Smartsettle tools for dispute resolution.
  - **Implementation:**
    - Fund the development of a Rotary-branded Smartsettle platform.
    - Offer free access to underserved communities.
    - Collaborate with governments and NGOs to promote the platform.
  - **Outcome:** Make peacebuilding tools accessible worldwide.
- 

### 4. Negotiating for Sustainability

- **Objective:** Encourage corporations to use Smartsettle for workplace disputes and sustainability negotiations.
  - **Implementation:**
    - Partner with Rotary's corporate sponsors to pilot Smartsettle in their operations.
    - Showcase success stories at Rotary events and peace conferences.
  - **Outcome:** Involve the private sector in Rotary's peace mission while generating funding.
-

## 5. Global Peace Challenges

- **Objective:** Use Smartsettle’s tools to address high-profile global disputes, such as border conflicts and refugee crises.
  - **Implementation:**
    - Convene peacebuilding experts from Rotary and Smartsettle to design solutions.
    - Present proposed solutions at international forums like the Rotary International Convention.
  - **Outcome:** Position Rotary as a leader in innovative peacebuilding.
- 

## 6. Global Smartsettle Facilitators Program

- **Objective:** Create a global cadre of Smartsettle-trained facilitators, starting with Rotary Peacebuilder Districts.
  - **Implementation:**
    - Rotary sponsors facilitator training led by Smartsettle.
    - Facilitators deploy negotiation technology in local conflicts and major peace efforts.
  - **Outcome:** A sustainable, scalable model for conflict resolution that empowers Rotary’s network.
- 



## Investment Opportunity for Rotary

Rotary International has the opportunity to become a founding partner in the global adoption of Smartsettle Infinity by participating in the \$6 million initial investment.

This strategic partnership would enable Rotary to:

1. **Transformative Impact:** Help scale a tool that resolves complex, multi-stakeholder disputes faster and more fairly.
2. **Revenue Potential:** Participate in the sublicensing model, generating sustainable funding for Rotary's peace initiatives.
3. **Global Leadership:** Be celebrated as a pioneer in using technology for humanitarian purposes, enhancing Rotary's legacy.

---

## Messaging and Advocacy

### Key Messages

1. "Negotiation is the technology of peace. Rotary and Smartsettle are bringing 21st-century solutions to age-old conflicts."
2. "By investing in Smartsettle, Rotary aligns its mission with transformative technology that accelerates peace worldwide."
3. "Rotary's leadership as a first-mover demonstrates how technology and tradition can converge to create lasting impact."

### Tactics

- **Storytelling:** Share real-life success stories from Smartsettle's work.
- **Visual Campaigns:** Use graphics to compare the cost of war versus the benefits of peace.
- **Social Media:** Launch campaigns to engage younger audiences with peacebuilding narratives.
- **Rotary Events:** Host panels and demonstrations featuring Smartsettle's technology.

## Partnership Benefits for Rotary

1. **Enhanced Credibility:** Rotary becomes a leader in innovative, practical peace solutions.
  2. **Increased Engagement:** Attract younger members and new supporters passionate about modern peacebuilding.
  3. **Global Recognition:** Showcase Rotary's role in resolving global and local conflicts.
  4. **Sustainable Impact:** Create lasting, scalable solutions that align with Rotary's mission.
- 

## Next Steps

1. **Approval:** Rotary International leadership reviews and approves the partnership proposal.
  2. **Pilot Projects:** Launch pilot initiatives in selected Peacebuilder Districts.
  3. **Training:** Develop training programs for Rotarians in Smartsettle's tools.
  4. **Evaluation:** Measure impact and refine programs based on feedback.
- 

## Conclusion

- By partnering with Smartsettle, Rotary International can transform its peacebuilding efforts, offering practical, measurable solutions to the world's most pressing conflicts.
- Additionally, Rotary's role as a first-mover in adopting the Smartsettle Infinity license ensures both significant impact and long-term sustainability.
- Together, Rotary and Smartsettle can inspire a global movement that shifts the narrative from war and weapons to negotiation and peace.
- Smartsettle's motto is "beyond win-win," as the technology achieves outcomes that surpass traditional win-win frameworks.

**Let's make peace possible—one negotiation at a time.**