

## CPTM Smart Partnership Movement inspires powerful new 'Smart Communication' in the Commonwealth and Beyond...

Members of the influential CPTM Smart Partnership group have developed powerful new ways in which to develop and apply Smart Partnership approaches to global challenges of social and economic transformation.

By exploiting the scope and range of today's communications techniques, including social networking tools, Smart Partners have effectively turned their website into a vehicle that delivers fresh initiatives they can apply to addressing the broad range of development-related challenges facing people worldwide.

"The CPTM Smart Partnership website has become virtually a Smart Partner in its own right, and Twitter, LinkedIn and webcasts are becoming the Smart Medium for dialogue" reports Dr Mihaela Smith, Chief Executive of CPTM and Joint Dialogue Convenor.

"As we approach our annual Global Dialogue, in Malaysia next month, we have in this website a real driver of transformation. Through this new novel approach of Smart Communication we can robustly progress the prime aim of our Dialogue, which is to extend inclusiveness and social and economic transformation through smart values, smart ideas and smart delivery in the Commonwealth and beyond..."

The Smart Partners' website grows daily as new initiatives from Smart Partners worldwide expand and develop, many linking-in with other organisations striving to progress challenges faced by the development world. Many are inspired by the ways in which Smart Communications conveyed initiatives linked with celebrations at the end of 2010, when the CPTM group celebrated its 25<sup>th</sup> anniversary.

Many Smart Partners' initiatives are also linked to driving forward priorities such as enhancing competitiveness in manufacturing, promoting ICT enterprises, nurturing small start-up companies in biotechnology, ensuring sustainable development and preparing for climate change.

"As we approach our Global Dialogue on Malaysia we are engaging Smart Partners, Webs and Hubs in ways never possible before," adds Dr Smith.

"This week Datuk Seri Najib Tun Razak, the Malaysian Prime Minister and Host Patron of Global 2011 (LID), spoke in Oxford of the need for moderation and understanding across civilisation. The process of Smart Communication, invigorated so effectively by Smart Partners in the Movement, is helping to put his words into practice for people, their communities, their nations and their regions worldwide."

END

The Smart Communication/Media team are from:  
Australia, Barbados, Botswana, Lesotho, Malaysia, Swaziland, Uganda, and  
the United Kingdom.

For further enquiries contact the Smart Partnership Movement from the Smart  
Partners' Hub, 63 Catherine Place, London SW1 6DY, UK.

Tel (+44) 207 798 2500

Mobile (+44) 7785 378 380

Fax (+44) 207 798 2525

Email: [smart.partnership@cptm.org](mailto:smart.partnership@cptm.org)

(John Hutchinson, Rebecca Wilson)

Please visit the Website [www.cptm.org](http://www.cptm.org) or follow us on **Twitter** and **LinkedIn**