

NEW YORK, Sept. 23, 2013 /PRNewswire/ -- [mPowering Action](#), a first-of-its-kind worldwide movement and mobile platform designed to inspire, empower, and motivate a generation of global citizens to take positive action in the world, today hosted the

"*Sustainable Energy and Global Youth: Making a Complex Issue Fun and Accessible for a Measurable Difference*"

panel at the Social Good Summit with support from partners including: the

[United Nations Foundation](#)

, the

[United Nations Development Programme](#)

(UNDP),

[Uncharted Play](#)

,

[Royal Dutch Shell plc](#)

,

[Tribal Brands, Inc.](#)

and

[Tribal Technologies, Inc.](#)

During the session, panelists from the government, entertainment, public, and private sectors including former U.S. House Majority Leader, Dick Gephardt and seven-time Grammy winner, producer, entrepreneur and philanthropist, will.i.am, discussed the complexities of the global energy crisis and showcased the use of cell phones to build "mobile mindshare" around the most important and complex issues relevant to Millennials today. The panel also demonstrated the power of mobile as an analytic tool for augmenting traditional monitoring and evaluation techniques and demonstrating the "proof of impact" of social investment on a global scale.

"Mobile phones travel with us everywhere and are the best way to authentically reach and power the voice of young people and give them the opportunity to make a global impact on the most pressing issues of today," said Jeff Martin, Founder and CEO of Tribal Brands, Inc. and Tribal Technologies, Inc. "The location-based capabilities in phones provide us with unprecedented innovative analytic tools, allowing us to augment traditional monitoring and evaluation techniques and address the cynicism of youth by demonstrating the 'proof of impact' of public and private sector social investment initiatives on a global scale."

During the session, the UN Foundation, the UNDP, Uncharted Play, Royal Dutch Shell plc, Tribal Brands, and Tribal Technologies announced their commitment to raising awareness of the need to provide sustainable energy for all through the mPowering Action platform, and called upon the private sector, civil society, and committed individuals to join them in this effort.

"Progress in the past decades has been too slow and efforts need to be scaled up and accelerated if we want to eradicate poverty and achieve universal energy access by 2030," said Rebeca Grynspan, United Nations Under-Secretary-General and UNDP Associate Administrator. "Through this commitment, we aim to mobilize action from all sectors including business, government, and civil society."

Launched earlier this year, the mPowering Action platform provides an ongoing and engaging mechanism for global nonprofit, entertainment, and corporate communities to join efforts to help reach billions of youth around the world, encouraging them to take part in creating a better future for themselves, their communities, and beyond.

The UN Foundation's mPowering Action mobile app, developed by Tribal Brands with back-end mobile analytics provided by Tribal Technologies, enables young people to explore and share the issues and causes that are most important to them. September 2013 app updates allow users to search a database of nonprofit organizations to get involved with, find events, and connect with like-minded peers throughout the world. Additionally, users can now unlock video content from globally recognized artists, as well as athletes and other celebrities, in exchange for submitting a story or making a personal commitment to take action. The mPowering Action mobile application is currently available on the

[App Store](#)

and

[Google Play](#)

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About the United Nations Foundation The United Nations Foundation builds public-private partnerships to address the world's most pressing problems, and broadens support for the United Nations through advocacy and public outreach. Through innovative campaigns and initiatives, the Foundation connects people, ideas, and resources to help the UN solve global problems. The Foundation was created in 1998 as a U.S. public charity by entrepreneur and philanthropist Ted Turner and now is supported by global corporations, foundations, governments, and individuals. For more information, visit www.unfoundation.org

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About the United Nations Development Programme – UNDP Since 1966, the United Nations Development Programme (UNDP) has been partnering with people at all levels of society to help build nations that can withstand crisis and drive and sustain the kind of growth that improves the quality of life for everyone. UNDP works in four main areas: poverty reduction and achieving the Millennium Development Goals (MDGs); democratic governance; crisis prevention and recovery; environment and sustainable development: www.undp.org

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About Royal Dutch Shell plc Royal Dutch Shell plc is incorporated in England and Wales, has its headquarters in The Hague and is listed on the London, Amsterdam and New York stock exchanges. Shell companies have operations in more than 80 countries and territories with businesses including oil and gas exploration and production; production and marketing of liquefied natural gas and gas to liquids; manufacturing, marketing and shipping of oil products and chemicals and renewable energy projects. For further information, visit www.shell.com

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About Tribal Brands, Inc. & Tribal Technologies, Inc. Tribal Brands, Inc. is the vanguard of mobile entertainment and marketing —t he very definition of a change agent. As the first company to drive over

\$1 billion

of sales on mobile platforms through carrier partners worldwide, Tribal Brands today is defining mobile innovation in entertainment, sports, and brand cause marketing. From day one, Tribal Brands has differentiated itself from other entertainment and digital-marketing firms by understanding that consumers, when empowered and engaged, can become influential, viral brand advocates and an effective extension of a brand's sales team. With more than a decade of experience in cross-promoting some of the most influential creative talent and top-tier brands globally, Tribal Brands builds innovative campaigns leveraging interactive consumer engagements while delivering key mobile analytics insights from Tribal Technologies, Inc. around customer loyalty and marketing effectiveness. More on Tribal Brands:

www.tribalbrands.com

. More on Tribal Technologies:

www.tribaltech.com

About Uncharted Play Foster well-being by inspiring people to lead playful lives. Uncharted Play is a for-profit social enterprise dedicated to improving lives through play. The organization's flagship product is the SOCKET, an energy harnessing soccer ball. 30 minutes of play with the SOCKET generates 3 hours of light:

www.unchartedplay.com

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