



The Peace Innovation Initiative partners with Rotary to accelerate global peace innovation

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The Peace Innovation Initiative (PII) is proud to announce a new strategic partnership with the Rotary Club of New York (Rotary New York), which will serve as the liaison to Rotary International and its expansive global network. This collaboration unites two vision-driven organizations to launch programs and events that harness innovation for sustainable peace—building on PII’s commitment to create and enable a global practice of peace, and Rotary’s century-long dedication to service above self. Together, they are forging a landmark framework for driving impact at scale.

Since its founding in 2021, PII has worked to construct the DNA of Peace by accelerating positive disruption across the health, education, clean energy, and innovation sectors. By forming alliances with universities, nonprofits, private-sector partners, and intergovernmental organizations like the United Nations, PII connects diverse minds and equips them with the tools to launch impact-based innovations for people and planet. This new collaboration signals the beginning of a long-term “Peace in Motion” partnership—designed to mobilize Rotary’s extensive network of over 1.2 million members worldwide in support of global peace innovation.

The Rotary Club of New York, one of Rotary International’s oldest and most influential clubs, has a longstanding record of fostering civic engagement and global service from its base in New York City. As a direct connector to the wider Rotary community, Rotary New York will play a key role in mobilizing resources, facilitating partnerships, and championing new initiatives under the direction of Rotary New York President Shawn Jacobaccio and their Executive Director, Andreas Runggatscher.

Together, PII and Rotary will co-brand a series of joint initiatives—ranging from cross-sector convenings to capacity-building innovation programs—to elevate emerging peacebuilder-innovators, reinvigorate a new wave of Rotarians with the tools to launch peace innovations in support of the UN Sustainable Development Goals, and introduce New York City as a global hub for peace innovation. With dedication to highlighting Rotarians’ work in peace innovation, Rotary Peace Centers Program Director, Laura Descher, has joined this collective effort to promote the power of positively disruptive innovations around the world.

Also central to this effort is the establishment of a Peace in Motion Committee, composed of representatives from both organizations, which will guide programming and oversee shared resource allocation. Former Rotary New York President Can Erbilgen has provided extensive guidance to launch this partnership and joins the Committee as a key member, alongside PII President Barbara Winston.

“PII was founded on the belief that peace is an active process—one driven by innovation, collaboration, and bold leadership,” said Barbara Winston, Founder and President of PII. “By joining forces with the Rotary Club of New York and the broader Rotary International network, we are not only fusing Rotary’s rich legacy of service with PII’s global network of visionary partners—we are building an irresistible force of determination for constructing the DNA of Peace and uniting all people of all ages to participate in this work as one Cooperative for Humanity.”

Mr. Erbilgen affirms: “Together with the Rotary Club of New York and Peace Innovation Initiative, we are committed to shaping a future where peace is not merely the absence of conflict, but the presence of creativity, empathy, and shared human purpose.”

Over the coming months, PII and Rotary will co-develop a robust collaborative roadmap, with initial activities including global dialogues, digital forums, and the broader shared vision for a Peace in Motion Gala.

PII and Rotary will announce further details of their initial joint programs and invite Rotarians, peacebuilders, and innovators from industries worldwide to join them in taking action as they exercise “Peace in Motion”. This

partnership signals the launch of a bold, decades-long movement to reimagine cross-sector collaboration and innovation as a pathway to peace and lays the foundation for a new era of Rotary-aligned peace innovation—mobilizing global networks, resources, and leadership to turn bold ideas into lasting impact.

About The Peace Innovation Initiative

The Peace Innovation Initiative is the new accelerator for active peace and impact: a community of visionaries leading a global movement to accelerate positive disruption and establish active peace as a pillar of innovation worldwide. Devoted to the mission of creating and enabling a global practice of peace, PII collectively amplifies those at the intersection of innovation, technology, and sustainability to build a world where our global industries and investments are constructed upon a framework of sustainable peacebuilding, measurable outcomes, ROI and impact. For more information, visit www.peaceinnovationinitiative.org

About The Rotary Club of New York

Established in 1909, The Rotary Club of New York provides civic-minded business and professional men and women with an enjoyable and organized way to make a contribution to New York City and to needy areas of our world. During the the 1940's, The Rotary Club of New York played an essential role in building "the business community" support during the formative years of The United Nations, as well as in selecting New York City as the site for its Permanent Headquarters. The Club still holds an enjoyable and friendship-building monthly breakfast meeting with United Nation directors, administrators, and ambassadors, and for decades, every year their club helps to host 1,500 Rotarians to attend Rotary Day at the United Nations. As a Club, members meet nearly every week to plan community and international service activities under the leadership of their [Board of Directors](#). By using their skills and expertise, members also enhance their professional network, career development, and cross-cultural understanding. For more information, visit www.nyrotary.org.

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