



Website and Document Globalization

About the Client

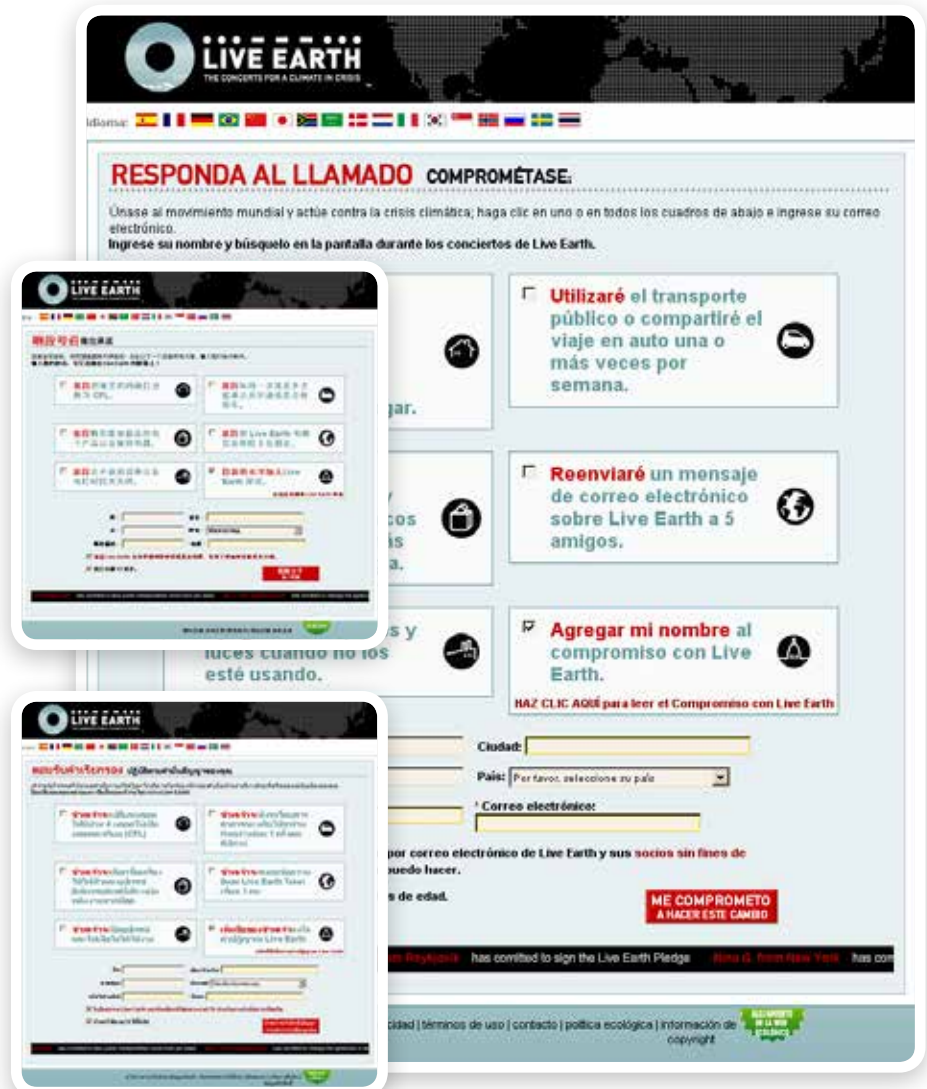
Live Earth marks the beginning of a multi-year campaign led by the Alliance for Climate Protection, The Climate Group and other international organizations to drive individuals, corporations and governments to take action to solve global warming.

Live Earth was founded by Kevin Wall, the Worldwide Executive Producer of Live 8, an event that brought together one of the largest audiences in history to combat poverty.

Platform: Proprietary website.

Languages: Afrikaans, Arabic, Chinese, Danish, Dutch, French, German, Italian, Japanese, Korean, Malay, Norwegian, Portuguese, Russian, Spanish, Swedish, Thai, Turkish, Zulu.

Tools: Adobe Acrobat, InDesign and Photoshop, Microsoft Word, PHP & HTML, Trados.



Wall formed a partnership with Vice President Al Gore and the Alliance for Climate Protection to ensure that Live Earth inspires behavioral changes long after 7/7/07.

During MSN’s exclusive live coverage, more than 8 million people watched over 15 million streams, with peak simultaneous viewership of 237,000 people, making it the most-watched entertainment event in online history.

Results

“Live Earth is a truly global campaign and we wanted to have our solutions as well as select web content available in up to 19 different languages for the concert and the ongoing campaign,” said Catherine Geanuracos, Interactive Strategy, Live Earth. “The concerts and campaign should help empower individuals from all over the world to change their consumer behaviors and motivate corporations and political leaders to enact decisive measures to combat the climate crisis.”



“GPI’s domain expertise in a variety of environmental products and services fields coupled with their extensive experience in website globalization for large, high-profile, global websites, led to their selection as our event and campaign translation partner.”

About the Project

The Live Earth organization needed to localize key sections of www.liveearth.org in up to nineteen different languages including web pages where viewers globally could make pledges to help fight global warming.

In addition, Live Earth needed a series of solutions translated, which detailed ways to help fight global warming based on the book “The Global Warming Survival Handbook: 77 Essential Skills to Stop Climate Change- or Live Through It” by David de Rothschild. The solutions were made available for download on the Live Earth website.

Languages for the project included:

- Afrikaans
- Arabic
- Chinese
- Danish
- Dutch
- French
- German
- Italian
- Japanese
- Korean
- Malay
- Norwegian
- Portuguese
- Russian
- Spanish
- Swedish
- Thai
- Turkish
- Zulu

GPI worked with Live Earth’s interactive team and event producers from the control room to localize select web pages from the site and a series of solutions documents that were delivered as screen-optimized Adobe PDF files for easy download. GPI also worked with key Live Earth partners and stakeholders to manage a global review process.



The services included:

- Glossary Development
- Translation and Copy Writing
- Multilingual Document Design and Desktop Publishing
- Website Localization
- Localization Project Management
- Multilingual Website Testing

The project did not stop after the concerts were held as GPI will continue providing translation services to Live Earth and select partners leveraging GPI's domain expertise in a multitude of environmental products and services fields and website and documentation translation.



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About Globalization Partners International (GPI)

Globalization Partners International, LLC provides an array of translation services that help companies communicate with the world. GPI's services enable firms to design, develop and deploy multilingual documentation, software and websites for worldwide use.

Translation services include:

- Document Translation
- Multilingual Desktop Publishing
- Audio/Video Translation
- Software Translation
- Website Translation
- Global Search Engine Marketing



LIVE EARTH
THE CONCERTS FOR A CLIMATE IN CRISIS

About Live Earth

Live Earth is a project of the SOS campaign, which is using powerful multimedia platforms - films, television, radio, the internet, books, wireless and others - to move people to combat the climate crisis.

Live Earth concerts were broadcast to a live worldwide audience by MSN at www.LiveEarth.MSN.com.

The Live Earth Concerts took place on 7/7/07 and brought together more than 100 music artists and 2 billion people. Official concerts were held at Giants Stadium in New York, Wembley Stadium in London, Aussie Stadium in Sydney, Copacabana Beach in Rio de Janeiro, Maropeng at the Cradle of Humankind in Johannesburg, Makuhari Messe in Tokyo, the Steps of the Oriental Pearl Tower in Shanghai, and HSH Nordbank Arena in Hamburg.

**Easily translate your websites, eBooks,
brochures, whitepapers, videos and an array
of content into over 100 languages.**



To learn more about GPI's Translation Connector for Sitecore see:

www.translationplugin.com

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