



Corporate
Social
Responsibility

One Global Economy

Cisco support helps One Global Economy deliver technology, high-speed Internet, and training to underserved and remote communities in developing countries



The issue

Millions of people worldwide languish in a digital divide, unable to access information and resources that could help improve their lives



Cisco was the first corporation to invest in One Economy, and One Global Economy five years later, to provide the kind of technology and expertise that helps connect people with the world.

One Global Economy's mission is to help disadvantaged people access the tools of the digital age to improve their lives and the communities around them. With Cisco support in the form of employee expertise, products, and cash grants, One Global Economy has built on successful programs that began in the United States in 2000 to link residents of developing countries to online repositories of customized local information, as well as the training to use it and the leadership skills to train others. With obstacles to affordable, accessible technology removed, more than 21 million people in 217 countries on six continents have gained access to One Economy and One Global Economy's programs and services, allowing them to fully participate in our 21st-century economy.



Networks

Human Networks:

Cisco® Community Fellows, Cisco Networking Academy® instructors, community organizations, housing developers, libraries, educational institutions, Community Knowledge Centers, nonprofits and nongovernmental organizations, online content cultivators, Community Connectors

Technology Networks:

Wireless bridges, antennas, routers, switches, adaptive security appliances, online job search portal, online information portals, high-definition video cameras, video-enabled education and training



106

Community Connectors "master trainers" in Kenya, South Africa, India, Brazil, Haiti, and Mexico are helping youth become technology ambassadors



300,000

people have used the Mexican Beehive's Homework Helper since its launch in 2010



3000+

youth expected to participate in Community Connectors technology and leadership programs by the end of 2013



750,000

Arabic speakers have learned about the trimesters of pregnancy thanks to the Jordan Beehive

Stats as of October 2012

you + networks = impact^x



The Issue

Technology drives today's world and people want to be part of it. Yet millions of people are excluded, either because they are poor, live in remote areas or developing countries, or lack training in digital literacy. This digital divide prevents people from accessing information that can help them make informed decisions about issues relevant to them, such as healthcare, education, employment, and finances

Human Networks

A worldwide community of nonprofits, educational institutions, corporations, community centers, and others helps One Global Economy meet its mission to bring the Internet and its power to underserved communities. The Community Connectors program, modeled after the successful U.S.-based Digital Connectors program, now operates in India, Mexico, Brazil, Haiti, and sub-Saharan Africa, building on young people's natural affinity for technology by training them to help others become digitally literate. In the process, they develop technology and leadership skills that prepare them for the job market. Local experts research, write, and edit content for One Global Economy's Beehive websites—multilingual portals packed with up to 500 pages of information of regional importance written in the local language and modeled on Beehives developed for all 50 U.S. states. Community Knowledge Centers in rural Africa enable tens of thousands of people to access Beehive portals each year, as well as provide technology training and other technical support.

Technology Networks

One Global Economy's Beehive online portal has been customized for residents of 16 countries and 50 U.S. states; the portals are accessed by people in 217 countries worldwide. In Mexico, Brazil, Haiti, and sub-Saharan Africa, the Community Connectors program is being incorporated into the Cisco Networking Academy curriculum, generating interest and enthusiasm among participants. Community Connectors in rural communities are using high-definition video cameras from Cisco to become "citizen journalists" and develop skills in digital editing and publishing. And in the U.S., Cisco product grants of routers, switches, and more helped One Economy install Internet access at low-income housing developments in Chicago and San Francisco.

Impact^x

One Global Economy, with assistance from Cisco Network Academy, will graduate more than 3000 participants from its Community Connectors training and leadership development program by the end of 2013. About a half million people in five African countries have accessed locally relevant information through Beehive online portals. In 2010, more than 950,000 Arabic-speaking people found vital information on the Jordan, Lebanon, and Israel Beehives alone. Since 2001, more than 21 million people in 217 countries on six continents have benefitted from One Global Economy's online programs and services.

"Cisco has been the one most indispensable and meaningful partner to the work of One Global Economy. They have supplied intellectual, financial, and physical capital to our organization, allowing us to create meaningful and enduring results in countries all over the world."

— Rey Ramsey, President & CEO, TechNet; founder and former CEO, One Economy Corporation

More Information

To contact Cisco about its partnership with One Global Economy, please visit:

csr.cisco.com

csr.cisco.com



Cisco Corporate Social Responsibility

We believe that businesses have a responsibility to operate in ways that respect and ultimately benefit people, communities, and the planet we live on; we call this Corporate Social Responsibility (CSR). Our core CSR philosophy is that impact multiplies whenever human and technology networks combine to solve a problem.

This is why we approach CSR the same way we approach business – by applying our technology, employee expertise, and partnerships. We are focused on four primary goals: improving the well-being of people and communities around the world, reducing our environmental impact and helping our customers do the same, conducting our business ethically, and creating a workplace where our employees thrive.