

Connecting Sichuan

Cisco is investing \$45 million over three years to help Sichuan province recover from the earthquake.

Voice-over

In one of the worst natural disasters in recent history, an 8.0 magnitude earthquake struck a remote rural area of Sichuan Province in Western China on May 12, 2008. Over 70,000 people perished and another 370,000 were injured. Cisco employees worldwide quickly responded, joining more than three-quarters of Cisco China employees in volunteering time, resources, and skills. Together with Cisco and the Cisco Foundation, they contributed over \$2.6 million to the relief efforts.

Thomas Lam

There were no exceptions, everybody jumped in to help. Amazing, just amazing how employees responded to the disasters.

Jim Sherriff

When we originally sat down with John Chambers and talked to him about the magnitude of the commitment we were going to look at making in Sichuan, his first response was, "Can we do more? Can we have a greater impact?"

Voice-over

On July 1, 2008, Cisco launched the Connecting Sichuan program, creating a global team to work with the Chinese government, nongovernmental organizations, and businesses, and committing \$45 million over three years.

Kathleen Conroy

The Connecting Sichuan program is focusing on innovative solutions for healthcare and education that can be replicated, scaled, and sustained globally.

Dr. Yu Yi

One of the challenges in Sichuan, especially after the earthquake, is a lack of qualified resources in the medical and public health areas. The Cisco technology, like TelePresence and Unified Communications, can bridge those resource gaps and bring the remote resource into the location where the care is needed.

Voice-over

One way this is being achieved is through Cisco Mobile Health Presence, which provides a range of immediate and long-term healthcare services.

Dr. Philemon Choi Yeun-Wan

Today we lined up a direct line to Chengdu with a psychiatrist there, giving counsel from the psychological perspective. And then we got in touch with a professor of obstetrics in Hong Kong Chinese University, who had the experience of dealing with pregnant women in disaster-hit areas.

Voice-over

The Connecting Sichuan program also focused on designing and testing innovative education solutions for schools in hard-hit areas.

Louis Choi

We are working closely with our local government. Cisco and our partners, we built two model classroom environments before schools reopened on September 1, 2008. And now we have complete five 21st century schools.

Voice-over

For the first time, Cisco brought new technologies into Sichuan classrooms, integrating Internet content into student learning, and networking schools to provide enhanced services and administrative access.

Yang Jing, student

When I first arrived at the new school, I was amazed at the layout and that we could build such a beautiful school in such a short time. Furthermore, the equipment is very good. This makes our study more effective and we have more interest in learning.

Voice-over

The Connecting Sichuan program is a testament to the Cisco approach to corporate social responsibility because it fully utilizes Cisco global talent and expertise, not just to aid recovery but to engender hope for the future of the people of Sichuan Province.

Graphic: To get involved, visit <http://www.cisco.com/go/connectingsichuan>

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