



Connecting Sichuan, Corporate Affairs

Connecting Sichuan Program at a Glance

Background

Soon after the devastating earthquake in Sichuan on May 12, 2008, Cisco employees provided assistance for the relief efforts. On May 16, Cisco increased its initial commitment from \$250,000 of immediate aid to \$1 million for the victims of the earthquake. Meanwhile Cisco also worked with Chinese business, government and NGO leaders to identify areas to assist Sichuan toward long term reconstruction and redevelopment.

On July 1, a memorandum of understanding (MOU) was signed by Cisco Chairman and CEO John Chambers and Sichuan Governor Mr. Jiang Jufeng, committing to a partnership designed to build replicable, scalable and sustainable models of 21st century Education and Healthcare in the earthquake stricken areas of Sichuan Province. The Connecting Sichuan program was born.

The program not only aims to help bridge the gap between urban and rural areas, using 21st century connectivity to more broadly share the best possible education and healthcare resources but also builds on Cisco's past corporate social responsibility responses to humanitarian disasters, including Hurricane Katrina in the United States in 2005 and the Indian Ocean Tsunami in 2004.

John Chambers said, "One of Cisco's core values is giving back, and to that end, we believe it's our responsibility to assist local and global communities. We hope our donation will help accelerate the process of helping those impacted by this terrible natural disaster."

Connecting Sichuan program

This highly visible Corporate Social Responsibility program is sponsored by the most senior levels of Cisco's executive team. The Cisco Education and Healthcare teams will lead the achievement for success of the Cisco Sichuan post-earthquake rebuilding effort. They will be responsible for shaping and delivering innovative solutions in their respective domains.

The Education initiative

- Creating a Sichuan model for Education by providing tools, technology and training in targeted primary and secondary schools
- Bridging the urban and rural educational divide through technology innovation and training, built on Cisco and partner technologies and expertise
- Creating a new process for teacher professional development and new teacher training; partnering with leading higher education institutions to create the next wave of content, pedagogy and curriculum

The Healthcare initiative

- Build the foundation for the Chinese Government's "Health 2020" and Health Reform
- Leverage multiple resources to resolve pressing health needs in Sichuan
- Develop mobile solution on disease surveillance and training and multi-hub open telehealth network for regional and national connected hospitals
- Create sustainable and innovative health IT models for replication

Networking Academy

- Expand the Cisco Networking Academy Program to all vocational colleges and universities in Sichuan
- Assist Networking Academy graduates secure full-time employment with Cisco customers or partners



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Program Accomplishments as of Year Two

At a high level, major accomplishments in Year Two included:

- Helping Sichuan Province leap to the forefront of healthcare and education reform in China
- Delivering 21st century ICT infrastructure and industry-leading capabilities in healthcare and education, providing models that can be replicated across China
- Implementing a model for collaborative healthcare that improves patient outcomes and builds long-term capacity
- Implementing 21st century education models in urban, township, and rural village communities, designed for maximum impact on performance at low cost
- Integrating interactive classroom technology into the existing education model, helping to accelerate learning for more than 31,000 students
- Launching a virtual education solution that enables master teachers in urban schools to teach interactive classes in rural schools
- Inculcating ICT skills by launching 50 new Networking Academy sites and enrolling 5495 new students, more than three times the previous year's enrollment

Cisco in China

In April 2008, Cisco announced the next phase of its corporate strategy for China, marked by new public-private collaborative programs within the country that deliver upon its US \$16 billion multi-year innovation and sustainability initiative announced in late 2007.

Cisco first established operations in China in 1994 and now employs more than 3,000 staff in sales, customer support and service, research and development and manufacturing. The company has 12 offices in China, a major R&D facility in Shanghai, Scientific Atlanta R&D and manufacturing facilities, and several WebEx development centers.

Cisco Sichuan Commitment announcement in Chinese

http://www.cisco.com/web/CN/aboutcisco/news_info/china_news/2008/07_02_1.html

Cisco Sichuan Commitment announcement in English

http://newsroom.cisco.com/dlls/2008/corp_070108.html

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