



Multiplying Impact: Economic Empowerment

Empowering underserved populations around the world to become economically self-sufficient by increasing access to information, skills, and financial products and services.



To facilitate economic self-sufficiency and contribute to economic growth, we must increase access to knowledge and skills, for both individual job seekers and entrepreneurs, and facilitate financial inclusion.



Cisco invests in technology-based solutions to increase access to skills training and employment opportunities, support entrepreneurs, and increase financial inclusion.

We aim to help people find ways to permanently lift themselves and their families out of poverty. We work to help individuals and their communities become more resilient, secure, independent, and empowered. We focus on the need for sustainable work that provides a stable and sufficient income for a lifetime, and foster financial independence.

Our initiatives bring to bear the full complement of Cisco resources—cash grants, Cisco products, public/private partnerships, and employee volunteerism—and work at every level to build economic empowerment. Focusing on the need for information and communication technology (ICT) skills and infrastructure, we invest in technology-based solutions that encourage communities to develop, expand opportunities for entrepreneurs, increase access to skills development as well as financial products and services, and improve the operational effectiveness of non-profit organizations working to eliminate poverty.

Community Development

- Using a format developed by Cisco, Community Knowledge Centers in Africa offer courses in ICT, entrepreneurship, and language skills. Israel-based **Appleseeds Academy** provided content and development training for the centers, while US-based **Inveneo** deployed the ICT infrastructure. Owned and operated by local organizations, each center is tailored to meet local needs. Community-based "Beehive" websites, developed by **One Global Economy** and available through the centers, provide locally relevant information, including access to microloans.

Building Capacity for Entrepreneurs

- Cisco has made substantial investments throughout the Middle East to help stimulate long-term, sustainable growth in the ICT sector. In Jordan, Cisco has funded innovative small businesses and ICT-based healthcare initiatives, and Cisco Israel has outsourced research and development projects to firms in the **Palestinian Territories**, helping them expand global business opportunities, increase their workforces, and promote economic development in their communities.
- **Living Goods** operates a network of women micro-entrepreneurs who sell affordable health products in their communities while also educating local families on critical issues related to maternal and child health, nutrition, hygiene, and more. Cisco's investment helped create a mobile technology platform that empowers agents to earn more and deliver targeted health messages to their community beneficiaries. The platform dramatically lowers the cost of marketing and monitoring sales, supports real time salesforce management, and enables the social connections needed to drive business success and social impact.

you + networks = impact^x



"I am able to sell Masai jewelry on eBay to people across the world. We have been able to sell more than 150 pieces over the last year through eBay."

- Daniel Lempoyio, 27, a Sekanani (Kenya) Community Knowledge Center user

More Information

To learn more about Cisco's CSR initiatives in economic empowerment, please visit:

csr.cisco.com/pages/economic-empowerment

Grameen Foundation's TaroWorks tool is a cloud-based platform with suite of mobile-enabled services that let organizations collect real-time data, manage field operations and customers, and measure impact, even in very remote areas. Cisco's investments supported the development and implementation of TaroWorks.

Skills Development for Individuals

- **Ma'antech**, a coalition of 30 ICT companies, including Cisco, helps newly qualified Israeli-Arab engineers find roles in the Israeli ICT sector. The program targets excelling Arab students and university graduates, preparing them for interviews, teaching skills, and providing mentorship during the first few months of work. In 2012, more than 380 people had been recruited by Ma'antech partners, exceeding the first-year goal of 100.
- **Digital Divide Data (DDD)** provides technical IT and life-skills training to low-income youth, women, and the disabled, and connects them to careers in the business process outsourcing industry. DDD also provides scholarships for workers to earn university degrees and/or college certificate programs while working at DDD. Cisco's product and cash-grant investments have helped DDD increase the scale and social impact of their operations, and replicate to new countries. To date, DDD has employed nearly 2000 workers.
- **Samasource** provides training and computer-based work to women, youth, and refugees living in poverty, while providing outsourcing services to paying clients. Cisco investment, which includes products and cash grants, has helped expand and upgrade their operations. To date, Samasource has directly impacted approximately 3500 workers (translating to 10,000 workers and dependents), with a client retention rate of 97 percent.

Increasing Access to Information and Financial Products & Services

- **Good World Solutions' Labor Link** initiative is a mobile technology platform that increases transparency in global supply chains by connecting workers with mobile phones to the companies that buy their products. Workers can report anonymously on working conditions and job satisfaction; and can access actionable information on health, financial literacy, education, and more. Companies can track working conditions in real time, gauge livelihoods and social impact, and design programs to support communities and improve working conditions. With Cisco's help, Labor Link has scaled from 100 workers to nearly 20,000 workers, and has replicated in multiple countries (Brazil, China, India, Mexico, Peru, and Sri Lanka), and multiple sectors (apparel, agriculture, and IT/electronics).
- **Kiva** lets individuals lend directly to entrepreneurs around the world via the Internet. The Kiva Labs initiative, funded in part by Cisco, designs and tests new products for financial inclusion for underserved populations in multiple sectors, including student loans, mobile money, health, clean energy, and water/sanitation. Through Kiva Labs, Kiva provides crowd-sourced capital to relieve the cost constraints on new ideas, and shares these results with a global audience.

Cisco Corporate Social Responsibility

csr.cisco.com



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.