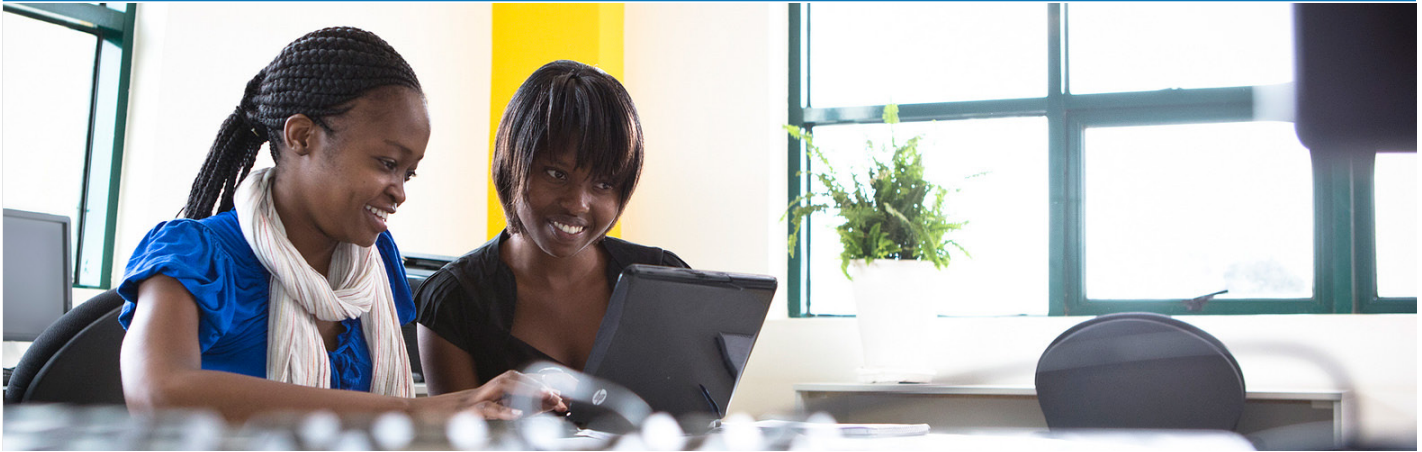




## The issue

Nearly 1.8 billion people are unemployed or work in inconsistent, low-paying, dangerous jobs. Lacking sufficient or consistent income, these people remain trapped in poverty.



## Quick Facts

### Timeline

Founded in 2008 in San Francisco; Cisco partnership began in 2010

### Region

Kenya, Uganda, Ghana, India, Haiti, United States

### Cisco Investment

US \$550,000 in cash grants and WebEx technology

### People Impacted

More than 17,513 program participants and their dependents

### CSR Focus Area

Economic empowerment

### Technology Used

Cisco WebEx

### Human Network

Corporations such as American Greeting, eBay, Eventbrite, Google, intuit, LinkedIn, Microsoft and Zillow; government agencies, universities, team leaders, field associates, workers

### Contact

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Samasource, an innovative social business, believes that within this impoverished demographic lies an underutilized resource: **brainpower**.

Samasource taps into that human potential by delivering dignified, living-wage work in professional environments through the Internet. Samasource's proprietary business process, called MicroWork, breaks down large data projects for clients such as Google and Microsoft into small digital tasks, such as Internet research, image tagging, and transcription.

The digital tasks are sent to Samasource's delivery center partners in places like Kenya and India. They build the necessary information and communications technology (ICT) infrastructure; recruit women and youth from low-income communities; provide them with computer-based training as well as soft skills training; and pay the workers a stable wage.

With Cisco's support of cash grants and WebEx technology, Samasource has developed and expanded its Internet-enabled outsourcing and workflow programs, online training and development, and worker scheduling and feedback programs to help workers build skills and generate life-changing income. Samasource has paid \$2.3 million to more than 4282 people, who in turn support more than 13,231 dependents.

you + networks = impact<sup>x</sup>



## Impact Multiplied

### Armed with IT skills, Young Women and Men Find Economic Opportunity

#### Marycate Prepares for College



Marycate works at a Samasource delivery center in Kenya. She says Samasource has transformed her life because she is learning new skills and she can work in good conditions with professional and caring coworkers and supervisors. Her work is appreciated, she is treated with respect, and her good salary is paid regularly. She wants to pursue a college degree, and a career in the IT industry, and says that Samasource is providing her with the opportunity to do so.

#### Brian Escapes Poverty and Uncertainty



Brian works for a Samasource delivery center in Uganda. Before this position, he toiled for years in low-paying jobs where he was often mistreated by employers. Now he's pleased to have the protection of an employment contract with Samasource. "I was previously in a situation where I didn't even know what I was going to eat that day," he says. "But now I pay my own rent and my transport fare, I support my folks, and I spend on my younger sisters when they are in need."

#### Mamta Breaks Stereotypes



Mamta is the primary breadwinner in her family, an unthinkable position for most women in her rural community in India. Through Samasource, Mamta is able to earn a living wage by performing digital tasks for companies around the world. Mamta's father-in-law now watches her children while she works because he realizes the value of her income. "Empowerment is not in books; it is in work," she says.

#### Lhakyi Pursues Her Passion



Lhakyi was born in Tibet and fled to India with her family to escape political persecution. She needed to earn a living to help her family survive, so she began working for Samasource, where she received training to improve her English and computer skills. Before long, Lhakyi purchased a small laptop so she could continue working even after the center where she worked closed for the evening. "I love working on computers, and I am so happy I am able to get paid," she says.

### Metrics



114%

Increase in income for all workers after five months at Samasource\*



97%

client retention rate and 95% accuracy rate on digital projects



95%

of Samasource workers who secure further employment are hired in the formal sector



92%

percent of workers were unemployed or underemployed before Samasource

\*Worker statistics captured in Q4 2012 through surveys and Samahub metrics

## Cisco Corporate Social Responsibility

[csr.cisco.com](http://csr.cisco.com)



We create opportunities to transform lives, communities, and the environment through the combined power of human collaboration and networked connections. We call this "impact multiplied." Together with others, we apply technology to unlock the intelligence and fuel the innovation needed to address some of the world's most pressing problems.

Our Corporate Social Responsibility efforts focus on five areas: improving the well-being of people and communities around the world; using our technology to improve environmental sustainability; conducting our business ethically; creating a workplace where our employees thrive; and maintaining our high standards for ethics, labor rights, health, safety, and the environment throughout our supply chain.

Learn more at [csr.cisco.com](http://csr.cisco.com)