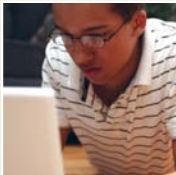




CISCO:

Cisco education programs welcome people to the human network



After visiting earthquake devastated Sichuan, China, Cisco CEO John Chambers (top photo) launched a three-year program to assist with the rebuilding.

Overview

Cisco is the worldwide leader in networking for the Internet. A multinational corporation with 65,500 employees and annual revenue of \$36.1 billion, Cisco designs and sells consumer electronics and networking and communications technology and services. Helping communities through education, healthcare, and economic development improves the welfare of individuals, their families, their communities, and their countries while nurturing new and existing markets to make business more sustainable.

Social Responsibility and the Global Economy

No company, country, or region can fully participate in the global economy without an educated, healthy work force. Cisco Social Responsibility (CSR) provides scalable, replicable, and sustainable programs to help prepare people to thrive in a connected global economy and assume leadership for economic and societal challenges in both developed and emerging countries. These efforts are especially important in areas that have been affected by natural and economic disasters.

Solutions

Cisco's SR efforts began when its earliest employees helped network schools in its Palo Alto, CA, neighborhood. Now, Cisco's Networking Academy may be the largest educational organization of its kind in the world, collaborating with schools, governments, and communities to help students prepare for in-demand information and communication technology (ICT) jobs and career certifications. Cisco has invested more than \$350 million in the program to date, and currently offers 14 courses to more than 900,000 students.

Cisco is advancing its educational efforts by collaborating with the public sector, NGOs, and other companies to develop community healthcare, education, and economic development infrastructures that are globally scalable, replicable, and sustainable. For instance:

- In the United States, Cisco launched the Workforce Retraining Initiative, a joint effort between the private sector and government to help retrain workers in broadband infrastructure, network security, and healthcare information technology. The program launched in collaboration with community colleges and universities across Michigan, one of the hardest hit states of the economic recession.

SOCIAL RESPONSIBILITY

Company name: Cisco
Location: San Jose, California
Web site: www.cisco.com
Founded: 1984
Scope: Global
Employees: 65,500

- After the devastating May 12, 2008, earthquake in Sichuan, China, Cisco launched a three-year program to assist with the rebuilding. The resulting "Connecting Sichuan" program is designed to improve accessibility and quality in healthcare and education. By leveraging ICT, Cisco and its partners are building innovative models of 21st century healthcare and education that improve the lives and communities adversely affected by the earthquake and can then be scaled across China, if not globally.

"CSR is a core Cisco value. We believe our CSR strategy contributes to our long-term value as a business while also helping to build a stronger, healthier global community. This community, in turn, supports and sustains the markets within which our business can thrive," says Tae Yoo, senior vice president, corporate affairs.

Measurement

Cisco is now embedding a common CSR business process in its individual business functions so that performance can be measured in a repeatable fashion. This common process formalizes a goals/initiative/measure cycle that Cisco uses to effect continuous improvement.

Other SR Involvement

Cisco corporate social responsibility programs are designed to provide long-term benefits to its employees, customers, shareholders, partners, and individuals in communities worldwide. The company focuses on three main areas: attracting and retaining the best and the brightest employees, developing solutions for achieving environmental sustainability, and building strong, productive communities through social investments.

