



**Watch the Video!** Cisco Networking Academy teaches students regardless of their background. Deaf Aid in Kenya, East Africa, is changing the way society perceives people with hearing difficulties.

# Society

Information and communications technology (ICT) is changing the way people live and work. Networking and communications products provide access to essential information and services, promote economic development in underserved communities, and bring together people and ideas to encourage innovation.



Society

> Our Strategy

- Education
- Healthcare
- Economic Development
- Critical Human Needs & Disaster Relief
- Employee Engagement
- Supplier Diversity
- Product Accessibility
- Looking Ahead

How to Use This Report

We encourage you to use the complete report PDF, which includes all sections and allows full access to videos, search capabilities, and bookmarks. Alternatively, if you visit us online, you can access each section of our report individually. We've also created an [Executive Summary](#), which provides an overview of our achievements in fiscal year 2011 (FY11).

Recommended Software

- Adobe Acrobat\*  
Version 7.0 and above
- QuickTime

Society

We want Cisco products and services to benefit communities globally. In many parts of the world, poverty and inequality restrict access to ICT and its benefits. We are working to overcome these barriers, which we believe will help create more prosperous and healthy communities that also support our business growth.

In FY11, Cisco Systems, Inc. and the Cisco Foundation together made US\$295 million in combined cash and in-kind contributions, equivalent to 3.77% of earnings before income tax. This includes Cisco Networking Academy in-kind contributions<sup>1</sup> of US\$212 million which we are including in our corporate giving data for the first time in FY11, and which we will include in all future corporate giving totals. This addition of the Networking Academy to our total does not reflect new spending, but includes in-kind fair market value which had not been claimed previously. To allow comparison with previous years' data of US\$138 million for FY10, the total combined cash and in-kind contributions from Cisco Systems, Inc. and the Cisco Foundation without Cisco Networking Academy in-kind contributions for FY11 were US\$82.5 million, equivalent to 1.05% of earnings before income tax.

Our social investment strategy prioritizes the areas where we believe our technology and our people can make the biggest impact. The emphasis is on partnerships with others that make a lasting difference.

Improving the accessibility of our products for people with disabilities helps us expand the range of benefits to more people (see page [E11](#)). We can also make a difference in communities and local economies by supporting small and minority-owned businesses through our supplier diversity program (see page [E10](#)).

Cisco Technology in Action: Cisco WebEx

**The product:** Cisco WebEx technology enables users anywhere in the world with an Internet connection to participate in dynamic web-based meetings, share presentations and documents in real time, and promote collaboration without the need for travel.

**How we use it to support our social investment strategy:** Cisco WebEx is a valuable tool for us to engage with stakeholders and collaborate with partners on our social investment programs. It supports these programs by giving people interactive access to information, experts, and resources. For example, we use Cisco WebEx to deliver interactive Cisco Networking Academy courses, and to demonstrate how our technology can support collaborative work and learning. Appleseed Academy, an NGO partner in Israel that provides access to technology for disadvantaged communities in Israel, uses Cisco WebEx for conducting meetings and reporting on Community Knowledge Centers.

In addition, we have provided free use of Cisco WebEx for minority industry councils to help diverse suppliers access training and facilitate meetings to explore business opportunities. We use it for meetings with these suppliers, reducing time and money for travel. We also use it, along with Cisco TelePresence technology, to mentor partners and suppliers through our Executive Mentor Protégé Program.

Our Strategy

Our social investment strategy aims to maximize the positive impacts of our business. We focus on four areas where our products, services, and employees can make the biggest difference:

- [Education](#)
- [Healthcare](#)
- [Economic Development](#)
- [Critical Human Needs and Disaster Relief](#)

Our approach encourages innovation and entrepreneurship to create solutions that are scalable, replicable, and sustainable. By focusing on long-term solutions, we aim to have our contributions make a lasting difference.

We partner with those who share our values and align with our focus areas. In many instances, we work with them to improve their processes and effectiveness through the use of ICT.

As well as products and expertise, we provide cash investments, in-kind contributions, and employee time. We encourage our people to get involved through our employee volunteering program (see [Employee Engagement](#)). This helps to build leadership skills, teamwork, and loyalty among our employees.

External Recognition

In FY11, two of our education programs, Cisco Networking Academy and GETideas.org (see page [E3](#)), were recognized by the Computerworld Honors Program, which highlights organizations that create and use ICT to promote and advance public welfare and benefit society. Our Connecting Sichuan Initiative (see page [E5](#)), which helped rebuild the Sichuan region of China after the 2008 earthquake, was also named as a finalist in the Healthcare category.

Cisco received the 2010 State Department Award for Corporate Excellence for our economic development work in Palestine and in Israel (see page [E6](#)).

We also were awarded the Corporate Engagement Award of Excellence by the Points of Light Institute, a prestigious award for our corporate volunteer programs.

1. Total Cisco Networking Academy contributions in FY11 were equivalent to US\$212 million. This is based on a conservative estimate of the total value of our in-kind contributions covering all components of our support, including those not approved by the Committee Encouraging Corporate Philanthropy (CECP) Corporate Giving Standard criteria. Total Cisco Networking Academy contributions based on CECP approved criteria were equivalent to US\$121 million.



Society

- Our Strategy
- > Education
- Healthcare
- Economic Development
- Critical Human Needs & Disaster Relief
- Employee Engagement
- Supplier Diversity
- Product Accessibility
- Looking Ahead

Education

We support education to encourage long-term, sustainable economic growth in a number of communities around the world. Our focus is on creating scalable and self-sustaining initiatives that transform the way education is delivered, and providing the skills that people need for ICT roles. We work with NGO partners to support education initiatives that use our core networking technologies and expertise in both developed and developing countries.

Cisco Networking Academy

The Cisco Networking Academy is a cloud delivered, scalable, high-quality ICT education program that helps students develop the practical skills needed to design, build, secure, and maintain computer networks.

During FY11, more than 1 million students were enrolled in Cisco Networking Academy courses at approximately 10,000 academies in 165 countries. Over 4 million students have participated in the program since it began in 1997. The Cisco Networking Academy program is a strong example of public-private partnerships at work, with all parties contributing to the establishment and success of an academy. Courses are made available through educational institutions, nonprofit organizations and NGOs, governments, and community centers that provide classroom space, computer lab equipment, and qualified instructors. Cisco provides free online, up-to-date ICT curricula, teacher training, and extended professional development opportunities.



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As well as preparing students for internationally recognized qualifications such as Cisco CCNA certification, Networking Academy courses encourage innovation, problem solving, and entrepreneurial skills through real-life examples, case studies, games, and global competitions. In FY11, over 10,000 students in 82 countries competed in the NetRiders competition, with the top 15 participants visiting Cisco headquarters and meeting Cisco Chairman and CEO John Chambers. The Networking Academy online gaming site, Academy NetSpace, currently has more than 82,000 registered users from 168 countries. In addition, the Cisco Networking Academy Facebook community, with more than 250,000 fans, provides mutual support that helps reduce Cisco's operational costs associated with the Helpdesk.

The Networking Academy program underpins many of our initiatives to improve access to education and develop ICT skills as part of our wider commitment to economic development around the world. For example, it provides broadband and healthcare ICT courses through over 20 college and university locations as part of our Workforce Retraining Initiative in Michigan, U.S. (see page E5).

For more information, visit the [Cisco Networking Academy](#) website.

Worldwide Education Engagements

We work with partners, including governments and nonprofit organizations, on education projects that support social and economic goals. Our contributions include products, expertise, and cash grants to improve the quality and delivery of education. For example:

- **Central and South America and the Caribbean:** We work with Trust for the Americas, through the Partnership in Opportunities for Employment through Technology in the Americas (POETA), to improve the quality of life for people with disabilities. Our efforts

help provide ICT training courses for instructors and students through a regional academy located in St. Vincent and the Grenadines and 10 local academies located in Costa Rica, Guatemala, El Salvador, Peru, Saint Lucia, and Grenada.

- **China:** We used our ICT expertise to transform the delivery and quality of education in the Sichuan region as part of our Connecting Sichuan Initiative, which was launched following the 2008 earthquake. By the end of FY11, multimedia and networking equipment had been installed in more than 1140 classrooms in over 100 schools across the region, connecting schools and enabling teachers to access teaching materials, share ideas, and mentor their peers via Cisco TelePresence technology, make courses more creative, and tailor courses to suit local needs. Rural students can now access expert teachers in city centers by attending virtual classes delivered over the network, helping to narrow the gap between urban and rural education standards. The initiative will provide a scalable and replicable blueprint to modernize the country's education system using ICT. For more information on our [Connecting Sichuan Initiative](#), visit our website.
- **Global:** [GETideas.org](#) is an ongoing public-service online community developed by Cisco to encourage peer-to-peer dialogue between education thought leaders on the global challenges facing education. Over 2400 education leaders from more than 125 countries share ideas and resources on ways to transform the delivery and quality of education through practical case studies, featured resources, virtual roundtables, and blogs.





Society

- Our Strategy
- > Education
- Healthcare
- Economic Development
- Critical Human Needs & Disaster Relief
- Employee Engagement
- Supplier Diversity
- Product Accessibility
- Looking Ahead

- **Philippines:** We run an intensive training and internship program for Cisco partner wi-tribe Telecoms, Inc. to meet the need for additional engineers to run its wireless network. More than 250 Networking Academy graduates applied and 19 were selected to attend a two-month course to strengthen their networking skills to meet the company’s requirements. Fifteen were hired as shift engineers at the end of the internship.
- **Russia:** Our two-year Cisco Networking Academies for Public Service program aims to improve the quality and delivery of public services using ICT. Ten of these academies will provide ICT training for nearly 600 Russian students who will work on practical projects with approximately 300 public-sector agencies and organizations. Project partners include USAID and community education specialist PH International.
- **Slovakia:** We developed a partner ecosystem to provide Networking Academy students with support, including work experience and internships to improve their employment prospects. Cisco also launched a Net Community website with human resource specialist Adecco to help students network and search for job opportunities.
- **Tanzania:** Four Cisco employees volunteered to run a training workshop on ICT telephony, wireless, and network security, as well as soft skills such as communications, leadership, and team building. More than 100 university students, ICT professionals, and entrepreneurs participated. The workshop was part of our Developing Local Talent in Technology program,

- which aims to promote ICT as a career choice and increase awareness of Cisco among students and ICT professionals.
- **Turkey:** Since 2006, Cisco has partnered with the Youth Association for Habitat, the UN Development Program, Turkish Informatics Foundation, and Istanbul Technical University to deliver SPARK, a project to improve ICT expertise among youth while encouraging volunteerism. SPARK helps young people participate in the information-based global economy and realize their full potential through advanced ICT skills.
  - **United States:** The Cisco Foundation continued to support the National Center for Learning Disabilities on the Response to Intervention Action Network, which provides help for over 620,000 children with learning difficulties. Cisco provided financial support, technical expertise, and equipment to help set up a website with information and networking opportunities for teachers and parents.
  - **United States:** We made product and cash grants totaling US\$1 million to support City Year’s Whole School, Whole Child program, which aims to prevent students from dropping out of school early. Cisco networking technology is helping City Year improve training and collaboration between student mentors and expand the program to five underperforming elementary and middle schools in the San Jose, Calif., region, reaching over 2500 students. In addition to the product and cash contributions to City Year, Cisco provides employee volunteers to tutor students at these underserved schools.



Cisco Supports Teachers Without Borders in Mexico

A cash and product grant from Cisco helped Teachers Without Borders launch a national teacher training program in Mexico through a partnership with the Ministry of Education and the teachers’ union SNTE. By the end of FY11, the program had reached nearly 4000 teachers and more than 100,000 students. It builds on the organization’s free Certificate of Teaching Mastery course that teachers can take at their own pace to help them improve their professional knowledge, classroom techniques, and leadership skills.

Cisco supported Teachers Without Borders in developing an online platform called Maestros Sin Fronteras for Mexican teachers to communicate with each other and share resources and ideas. The platform was launched at the first Mexican Teacher Congress in 2009.

We have been working with Teachers Without Borders since 2003, supporting the nonprofit with US\$2.5 million in cash and product donations.



Society

- Our Strategy
- Education
- > **Healthcare**
- Economic Development
- Critical Human Needs & Disaster Relief
- Employee Engagement
- Supplier Diversity
- Product Accessibility
- Looking Ahead

Healthcare

ICT is transforming healthcare in developed and developing countries by helping to reduce costs for healthcare providers and increase access to quality healthcare for people in remote and rural areas. Solutions such as Cisco HealthPresence technology are opening up new opportunities for healthcare professionals to collaborate and share patient information confidentially regardless of location.

Connecting Sichuan

Through our Connecting Sichuan Initiative, we installed ICT infrastructure in 66 healthcare facilities including hospitals, township and community health centers, and public health organizations as part of our efforts to help rebuild and revitalize healthcare delivery following the 2008 earthquake in the Sichuan region of China. Examples include:

- Thirty-two “smart” hospitals that provide quick and easy access to patient information, such as laboratory tests and electronic health records, to help improve the speed and consistency of patient care
- Four telehealth networks equipped with Cisco TelePresence video conferencing technology that allow doctors to examine and treat patients remotely, making care more timely and reducing travel and medical costs
- Six regional healthcare cloud-based data centers to connect rural clinics with full-service hospitals and Department of Health resources across Sichuan
- Three mobile clinics equipped with medical and networking technologies that extend services, such as disease monitoring and other public health operations, to less accessible regions by using handheld devices

The facilities are used by more than 7000 healthcare practitioners supporting approximately 15,000 inpatients and 280,000 outpatients per month. Regional data centers enabled claims processing for nearly 60 million medical insurance records and supported management of more than 400,000 electronic health records.

As our Connecting Sichuan Initiative ended in FY11, we transitioned the work to the Sichuan provincial government. Our partners helped with program continuity by implementing solutions that can be reproduced and adopted easily elsewhere. We have established plans for ongoing support that involve government institutions and local leaders, with a focus on long-term impact. We also helped by:

- Encouraging Cisco employees to support programs through volunteerism and the China Civic Council
- Promoting Networking Academy courses to increase enrollment and ICT skills development
- Providing comprehensive solution guides to help transfer technologies and knowledge to other regions
- Establishing technical and leadership training programs, with a central leadership program at Peking University

We will continue to support the region and use the initiative as a blueprint to expand this model across China and to other markets.

Jordan Healthcare Initiative

Launched in FY11, the Jordan Healthcare Initiative is a strategic collaboration between Cisco and the Jordanian government, which uses ICT to improve the efficiency of and access to quality healthcare services in Jordan. In June 2011, a rural health clinic began using Cisco HealthPresence care-at-a-distance technology

to connect patients and physicians at the Al-Mafraq Governmental Hospital in northeastern Jordan with specialists at Prince Hamzah Hospital in Amman for nephrology, cardiology, and dermatology consultations.

The correct management and use of the Cisco HealthPresence technology, in line with the facility’s expected future workflow, was as important to the deployment as the technology itself. Specialists and consultants worked with qualified local physicians to map expected future clinical workflow, and then created step-by-step guides for the technology’s use in that work, which was officially approved by a clinical committee.

Cisco conducted a thorough site survey to understand the facility’s overall needs, as well as onsite orientation and awareness sessions. These included knowledge transfer to local Jordanian clinicians through workshops and hands-on training.

After two months, patients who had remote access to specialists noticed improved diagnosis and treatment plans. Attending and specialist physicians indicated that they spent more time with patients and reached more of them without the need to travel, saving travel time and expense.

In FY12, we plan to implement Cisco HealthPresence at an additional rural hospital in an underserved location in Jordan. We also plan additional projects to address mobile health and clinical collaboration.

Workforce Retraining

Launched as a pilot in 2009, Cisco’s Workforce Retraining Initiative in Michigan, U.S., aims to create new opportunities for workers and spur economic growth through the Cisco Networking Academy program.



Society

- Our Strategy
- Education
- Healthcare
- > Economic Development
- Critical Human Needs & Disaster Relief
- Employee Engagement
- Supplier Diversity
- Product Accessibility
- Looking Ahead

Similarly, the Health Information Networking course is helping to prepare people for new jobs in health information technology. It teaches students basic information on healthcare settings, security and privacy in healthcare, electronic health records systems, medical practice workflows and how to adjust workflows for electronic medical record implementations, among other things.

By the end of FY11, the Health Information Networking course had been taught at nine college and university locations across the state, and 145 students had completed the course. We aim to make the course available at Cisco Networking Academy facilities across the United States in FY12.

Cisco HealthPath Program

Launched in FY11, Cisco's HealthPath program is delivering online education and training for doctors and nurses on electronic health records at small and mid-sized practices in the United States. We believe that digital healthcare has tremendous potential in transforming patient care and reducing administrative costs.

Two courses are offered to help physicians and nurses understand certification of electronic health records systems, as well as federal requirements for obtaining incentives as a Medicaid or Medicare provider. The HealthPath courses are endorsed by a number of healthcare organizations that have provided online access, including two Regional Extension Centers, O-Hitec and CalHIPSO, as well as AmericanEHR Partners developed by Cientis Technologies and the American College of Physicians.

Economic Development

We aim to improve the quality of life for people from underserved communities. Our strategy is to use technology to contribute to the economic growth of communities and countries, and empower individuals by improving access to knowledge, skills, and financial services. Giving more people access to the network and the opportunities it provides helps to foster innovation and encourage investment that ultimately will help communities and individuals become more economically self-sufficient, while building trusting relationships with governments and NGOs, and creating new markets for our products and services.

Skills Training and Workforce Development

We support economic development in underserved populations by encouraging employment and entrepreneurship success through improved access to skills, information, and resources. This includes technical and leadership skills, financial literacy education, as well as links to employment, social and career networking, mentoring, and financing opportunities.

For example, we provided cash grants to help fund the development of One Economy's Digicon Staffing Portal, which provides opportunities for employment, entrepreneurship, and community service to Digital Connectors graduates. The Digital Connectors program provides ICT and leadership training for talented young people from underserved communities across the United States. Up to 1450 graduates from the program have used the portal to create professional profiles, learn about career opportunities, and apply for jobs advertised by a wide variety of organizations. One Economy can also use the portal to track graduates' progress, helping to measure the long-term social and economic impact of the program.

Cisco cash grants are also helping to fund the development and testing of World of Good's SMS Labor Link Initiative, which aims to improve the lives of low-income workers (particularly women) by providing access

to information on labor rights, training, education, and financial literacy. Labor Link uses text and voice services to deliver information free of charge directly to recipients' mobile phones. The service has been piloted by over 1000 workers in Peru, and we aim to reach over 100,000 workers in Peru and elsewhere by 2015. World of Good also uses the service to collect information on issues such as compensation and working and living conditions, to help companies understand how to improve conditions in their supply chain.

Supporting Entrepreneurship in the Palestinian ICT Sector

We focus on long-term projects that build business skills and encourage entrepreneurial activity to help bring about sustainable solutions. Projects are often delivered through the Cisco Networking Academy to build ICT skills and expertise.

For example, a three-year initiative to support the development of the Palestinian ICT sector has grown into a self-sustaining business relationship with up to 40 Palestinian network engineers employed by Cisco. Ending in FY11, our US\$10 million investment in the Palestinian ICT industry started as a project to demonstrate that Palestinian IT companies have the capability to provide low-cost and high-quality outsourcing support. The majority of participating companies have seen their business grow, with almost half reporting new business contracts with customers in the Middle East, North Africa, North America, and Western Europe.

We are also using the experience to develop and share a model for economic development of the ICT industry in developing countries. This has led to several spin-off projects in Israel and the Palestinian territories:

- Cisco is working with T2 Venture Capital, the Palestine ICT incubator, and USAID to connect Palestinian entrepreneurs to a global network of investors, partners, and customers as part of the Bedaya (Beginnings) program. Twelve Palestinian start-ups are being mentored by a team of networking and



Society

- Our Strategy
- Education
- Healthcare
- > Economic Development
- Critical Human Needs & Disaster Relief
- Employee Engagement
- Supplier Diversity
- Product Accessibility
- Looking Ahead

entrepreneurial experts who provide in-person and virtual support. Additional support is provided for start-ups through the Olive Tree Seed fund.

- We provide cash grants to support Tamkeen.net, a 12-month program providing business, marketing, human resources, and leadership workshops to help 11 Palestinian software companies compete internationally. The program includes mentoring sessions with business leaders and venture capitalists.
- Cisco has committed US\$5 million to the Middle East Venture Capital Fund L.P., which invests in Palestinian-based Internet, mobile, and software start-ups. Other investors include a mix of government organizations, foundations, and multinational corporations.
- We are supporting grassroots community development by connecting up to 90 schools and 30 youth clubs to the Internet and supporting up-and-coming local Internet service providers. We work with NGO partner Inveneo, which designs and implements low-cost Wi-Fi networks, and we have provided US\$200,000 to support the program, including product donations.
- In Israel, Cisco is leading a coalition of 24 national and international ICT companies to help recruit and support promising Israeli Arab students and graduates to increase the number of Israeli Arabs in the ICT sector. Over 200 candidates have been selected to join the program, which helps with recruitment, training, mentoring, and integration. By the end of FY11, 54 candidates had been recruited by participating companies.

Increasing Access to Financial Services

More than 2 billion people around the world live on less than US\$2 a day. The vast majority have no access to affordable, safe, and reliable financial products and services. As a result, they have no means to provide for themselves and their families, take advantage of business opportunities, or plan for the future. Cisco supports

ICT-based solutions to help microfinance institutions expand the scale, efficiency, and social impact of their work in underserved communities, and improve their effectiveness by accurately measuring their impact.

For example, with funding from the Cisco Foundation, we are supporting Grameen Foundation’s Progress Out of Poverty Index (PPI™), which is used by approximately 110 microfinance institutions and anti-poverty organizations to measure their effectiveness in moving clients out of poverty, and tailoring products and services to meet clients’ needs. The PPI also encourages greater transparency and accountability in the sector as a whole by helping donors and investors to understand how well microfinance institutions are performing against their goals. The number of organizations using the PPI is growing rapidly and is expected to reach 250 by the end of 2012.

Guanghua Leadership Institute

As a partner of the Guanghua Leadership Institute, Cisco is demonstrating how ICT can boost productivity and spur economic growth in China. Courses such as the Government Leader Program and Enterprise Leader Program are raising awareness and understanding of the role of ICT in promoting economic growth and streamlining government services. The lessons are already being put into practice in some of China’s top enterprises, where virtual meetings help to increase collaboration between workers and cut travel costs and carbon emissions. The Institute uses Cisco TelePresence technology to conduct virtual meetings between campuses in Shanghai and Beijing and with other universities in China and the United States.

Clinton Global Initiative

In FY11, as part of our four-year, US\$10 million Clinton Global Initiative commitment to Africa, we helped start 15 Community Knowledge Centers in South Africa, joining 23 centers opened previously in Kenya, Rwanda,

and Ethiopia. We have now committed to support our partners, including Appleseed Academy, Inveneo, and One Global Economy, in extending Community Knowledge Centers to other countries.

The centers offer courses on ICT, entrepreneurship, and language skills, along with other services ranging from telecommunications to office support. They are supported by community-based websites that provide locally relevant information on health, education, jobs, and business, as well as offering access to microloans and knowledge to improve agricultural productivity. The project has had a clear impact on local communities in spurring economic growth.

Working with Inveneo, we developed a solution to deliver affordable Wi-Fi broadband services to these centers, bypassing expensive fixed-line connections. Inveneo is now using this solution to connect schools and youth clubs and support local service providers in Palestine and Haiti.

Supporting Economic Growth in Jordan

In FY11, Cisco announced a US\$10 million investment to support job creation, ICT education, and economic development in Jordan. The Jordanian ICT sector has grown rapidly from just 20 companies in 2002 to 450 in 2011, now totaling over 14 percent of the country’s GDP and providing a significant export opportunity to boost economic growth. Our investment will continue to support small businesses that provide innovative products and services.

We are also participating in a multi-stakeholder collaboration including national, regional, and international organizations to encourage further investment in the Jordanian economy. For example, Jordan is a leading destination for medical tourism, and under the agreement we are working with the Jordanian government to encourage the development of an ICT-based healthcare ecosystem (see page E5).





Society

- Our Strategy
- Education
- Healthcare
- Economic Development
- > Critical Human Needs & Disaster Relief
- Employee Engagement
- Supplier Diversity
- Product Accessibility
- Looking Ahead

Critical Human Needs and Disaster Relief

We use our skills, expertise, and technology to help provide immediate relief following natural disasters and to support long-term recovery and rebuilding efforts. These efforts include funding for food, shelter, and medicine, as well as communications support, such as satellite-based networks and Cisco Network Emergency Response Vehicles that provide communications hubs to guide the quick and effective delivery of emergency aid. In the longer term, we support the rebuilding of ICT infrastructure and foster socioeconomic development by increasing access to services and resources.

NGO Partnerships

We work with leading humanitarian relief agencies including NetHope, CARE, the American Red Cross, and Red Cross affiliates throughout the world to respond to disasters and help meet critical human needs. Examples include:

- In the aftermath of the March 2011 Japan earthquake and tsunami (see highlight box), we provided cash and product grants to support NetHope, a collaboration of 33 humanitarian organizations, in providing emergency relief. We are working with the group to improve the humanitarian response to future disasters by examining how to improve collaboration between aid agencies and sharing information through social media and emergency communications.
- For more than a decade, Cisco has supported the American Red Cross through employee giving. We are part of the Annual Disaster Giving Campaign, which raises funds and resources to respond quickly when a disaster happens. For the past two years, the Cisco Foundation has committed at least US\$500,000 to the Giving Campaign to help the American Red Cross respond more effectively to disasters in the United States and the rest of the world. We also participate in the “Ready When the Time Comes Program,” providing disaster relief training for employee volunteers for the American Red Cross to call on in emergencies.

- Over the past year, we have begun supporting technology-based solutions to increase access to water. We work with Water.org, the Blue Planet Network, and Water for People to support efforts to increase access to clean drinking water. Cisco’s ICT and networking support to these organizations helps

them increase fundraising efforts and improve their operational effectiveness. For example, we helped fund the development of a Field Level Operations Watch mobile application for Water for People to improve data collection during field-based research.

Project Samudaya

Project Samudaya is a two-year, US\$10 million effort to help reconstruction efforts in response to devastating floods that swept through the Indian state of Karnataka in October 2009. In launching the project, Cisco committed to construct a total of 3600 houses, two schools, and a healthcare center in five villages that had been flooded.

By the end of July 2011, villagers had returned to all five villages, over half of the houses had been constructed, and work had begun on the two new schools. English, science, math, and social science lessons are being delivered daily to children at four other schools using distance learning. Cisco employees are mentoring children through monthly events. Weekly Cisco HealthPresence sessions for villagers held at our campus in Bangalore, with local doctors from the RxDx Multispecialty Health Centre, were so successful that Cisco HealthPresence has been installed at the RxDx Multispecialty Health Centre where doctors are now conducting five sessions per week with affected communities.



Responding to Natural Disaster in Japan

Following the devastating earthquake and tsunami that hit Japan in March 2011, the Cisco Foundation made a US\$250,000 cash grant to support immediate relief efforts by the American Red Cross, including medical care, shelter, and food. We also provided a US\$125,000 corporate cash grant to support NetHope’s immediate relief efforts. The grant, coupled with technical support from Cisco’s Tactical Operations Team, helped to restore communications for 10 NetHope members working in Japan, which helped them to speed up delivery of supplies to over 500,000 victims and reunite families that had been separated in the aftermath of the earthquake.

Cisco’s Tactical Operations Team also worked with Cisco’s Customer Crisis Team to help our affected customers. The Cisco Customer Crisis Team donated satellite and mobile communications equipment to many evacuation centers.

Relief efforts were bolstered by over US\$1.35 million in employee donations and matching gifts from the Cisco Foundation for a range of organizations, including the American Red Cross, the Canadian Red Cross, Doctors Without Borders, Mercy Corps, the Netherlands Red Cross, Oxfam, Save the Children, and Second Harvest Japan.







Society

- Our Strategy
- Education
- Healthcare
- Economic Development
- Critical Human Needs & Disaster Relief
- > Employee Engagement
- Supplier Diversity
- Product Accessibility
- Looking Ahead

Employee Engagement

We encourage employees to engage in their local communities by supporting projects that they're passionate about and that align with Cisco's focus areas for social impact. Their skills and enthusiasm help build strong relationships with our communities and partners, and strengthen our reputation as an active corporate citizen. In FY11, employees volunteered 166,445 hours.

Encouraging volunteering helps improve the morale of employees and supports their leadership development. Employees are encouraged to include volunteering objectives in their personal development plans, and we encourage managers to organize volunteering projects as part of team-building events.

Our Community Relations team and employee-led Civic Councils identify volunteer opportunities, manage community product and cash grants, and maintain partnerships with nonprofit and nongovernmental organizations. The Cisco Foundation matches employee contributions of up to US\$1000 per year per employee for more than 2000 approved organizations in over 40 countries.

Increasing Participation

We regularly monitor and refine our volunteering program, responding to feedback from employees, partners, and NGOs, so that it effectively meets the needs and priorities of our business, employees, and communities. For example, we are using feedback from interviews conducted with Cisco employees, partners, and NGOs during FY11 to review and improve our employee communications about these programs.

Community Connection, our global matching gifts and volunteering IT solution website, helps employees learn about organizations they can support, report volunteer hours, make donations, and request matching funds. In addition, through the Cisco Citizen Volunteer website, employees can use online tools including blogs, wikis,

and a community calendar to search for volunteer opportunities.

Community Connection has helped more than double volunteer hours and increase employee donations by 77 percent since its launch in FY10. In March 2011, employees used Community Connection to coordinate their response to the Japan earthquake and tsunami. Cisco employees donated more than US\$680,000 this way. Combined with matching funds from the Cisco Foundation, they raised over US\$1.35 million for the Japan Earthquake and Tsunami Relief Campaign (see page E8).

Other employee volunteering highlights include:

- Over 230,000 hours volunteered for the year-long Volunteer Challenge launched in December 2009 to celebrate Cisco's 25th anniversary, beating our goal of 200,000 hours by 15 percent, and raising US\$1.3 million in matching funds for service, significantly surpassing our goal of US\$1 million.
- A 57 percent increase in the number of employees volunteering globally in FY11.
- Employees donated more than US\$6.3 million, generating more than US\$5.7 million in matching funds.

Local Initiatives

We encourage employees to support local initiatives that have a positive impact on their communities. These are some of the many projects our employees supported in FY11:

- **Global:** Employees contributed more than 21,000 hours and raised over US\$3.2 million in food contributions during our annual two-month Global Hunger Relief campaign. In addition, 60 employees in Lawrenceville, Georgia, U.S., spent four days assembling more than 6000 cans of food into a nine-foot-tall sculpture to raise awareness of hunger among their colleagues before donating the food to local agencies.

- **Global:** Cisco engineer Brian Dickinson talked to 85 underserved schoolchildren in the United States, Singapore, Hong Kong, and Nepal about his experience climbing Mount Everest as part of a Cisco TelePresence science lesson led by Resource Area for Teaching (RAFT). During his time in Nepal, Brian donated toys and clothes to the NGO Early Childhood Development Centre in Kathmandu, where he hosted the lesson.
- **Kenya:** Nine Cisco U.K. employees traveled to western Kenya to volunteer in an impoverished community. Volunteers raised funds to buy solar panels for classroom power, constructed a sand filter to recycle water, built a house for a local family in need, and provided EcoSan (waste recycling) toilets for the local school.
- **Mexico:** Over 100 Cisco employees and customers participated in a fundraising bike ride in Mexico City, Guadalajara, and Monterrey. The project raised US\$8050 for ANSER, an organization that works with children with cancer needing bone marrow transplants; Illumina, an association supporting people with visual disabilities; and SerHumano, an organization supporting people in Mexico with HIV/AIDS.
- **Netherlands:** Twenty-eight new Cisco recruits spent a weekend renovating the headquarters of Gereederschap, a Dutch NGO that collects and services old tools and machinery to improve the livelihoods of people living in developing countries.
- **United Kingdom and Ireland:** Seventy Cisco employees contributed their time and donated more than 200 gifts for sick children in hospitals across England, Ireland, and Scotland as part of Cisco's annual "Connected Santa" program. Using Cisco technology, children were able to talk to Santa via video links as they received their gifts. Santa also recorded personalized videos for children too ill to meet him. We plan to expand the program to Northern Ireland in FY12.



Society

- Our Strategy
- Education
- Healthcare
- Economic Development
- Critical Human Needs & Disaster Relief
- Employee Engagement
- > **Supplier Diversity**
- Product Accessibility
- Looking Ahead

Supplier Diversity

Our support for diverse suppliers, which includes historically underutilized businesses such as women and minority-owned businesses (all of which are indirect or non-manufacturing suppliers to Cisco), supports our social investment strategy by contributing to economic development in underserved communities.

As well as being a regulatory requirement for Cisco in many of our markets, working with diverse suppliers supports our business by encouraging innovation. Customers also expect us to support diverse suppliers. In FY11, we responded to information requests on our diverse supplier expenditures from about 70 customers.

Building Capability

We support diverse suppliers through a range of initiatives that include the following:

- **Basic skills building:** Cisco funded scholarships for three minority business enterprises (MBEs) to participate in a four-day skills development program at the UCLA Management Development for Entrepreneurs Academy.
- **Executive Mentor Protégé Program:** Seven diverse supplier CEOs received mentoring from Cisco executives in FY11 (see highlight box).

We provide additional support to build suppliers' capacity using innovative programs such as the Cisco Networking Academy. For example, we are partnering with North Carolina Central University and a women-owned supplier, NWN Corporation, as part of our Adopt-an-Academy Program, which develops local talent and supports local businesses by offering job placements, mentoring, and work experience for Networking Academy students.

This is part of a wider initiative involving organizations such as historically black colleges and universities, Fort Bragg military base, and Cisco employee resource groups including Veterans Enablement and Troop Support, the Cisco Black Employee Network, and the Cisco Disabilities Awareness Network.

Cisco's Global Supplier Diversity Business Development group made several Cisco WebEx software grants to historically underutilized supplier industry councils to help promote supplier diversity. Councils use Cisco WebEx to provide education and training on how to become certified as a historically underutilized owned business, and to facilitate meetings between member companies and Cisco.

Executive Mentoring Supports  
Supplier Growth

Logistics supplier D.W. Morgan Company, Inc., has worked with Cisco for over a decade and has benefited from the Executive Mentor Protégé Program. Cisco executive sponsors worked with the company to identify its strengths and weaknesses and help it understand how to better meet the needs of customers like Cisco. Our involvement has helped the company expand its business with Cisco and seek new opportunities in Asia and Latin America.

The company has won multiple awards, and in May 2011, founder and CEO David W. Morgan was honored with a Lifetime Achievement Award at the National Minority Supplier Development Council Awards.

"We have been thrilled to participate in this innovative initiative for the past two years," he said. "In our experience, it's unprecedented to see a large enterprise take such an interest in nurturing the success of promising suppliers."

Increasing Supplier Diversity

Relationship-building and networking help us expand our supplier base and create a network of diverse suppliers that encourage closer and more effective partnerships.

Cisco Partner Operations Diversity Forums, held at national supplier diversity events in the United States, provide an opportunity for suppliers to meet with Cisco executives and other Fortune 500 company representatives to discuss potential business opportunities. In FY11, Cisco sponsored forums at the U.S. Hispanic Chamber of Commerce, Department of Commerce, Minority Business Development Agency, Minority Enterprise Development Week, National Minority Supplier Business Development Council (NMSDC), and Cisco's Partner Summit.

We also participated in global business missions where U.S.-based partners and suppliers joined Cisco on business trips to Australia, China, South Africa, and the United Kingdom. In FY11, NMSDC executives, Cisco representatives, and suppliers including D.W. Morgan Company, SeaAlaska, and Qivliq embarked on a nine-day business trip to Sydney, Australia, as part of the NMSDC's Global Link program. Their objectives included meeting with government officials and businesses, and having an opportunity to share experiences and meet potential partners at the Australian Indigenous Minority Supplier Council's inaugural National Conference and Business Opportunity Fair.

Nallawilli Solutions, a primarily Australian Indigenous owned ICT business, has been working closely with Cisco since its inception in 2011 to gain a better understanding of Cisco products and services with the aim of establishing business opportunities. With Cisco guidance, Nallawilli Solutions has been able to attain Select Partner accreditation.



Society

- Our Strategy
- Education
- Healthcare
- Economic Development
- Critical Human Needs & Disaster Relief
- Employee Engagement
- Supplier Diversity
- > **Product Accessibility**
- Looking Ahead

Product Accessibility

We want as many people as possible to benefit from the social and economic opportunities that our products and services provide. Making our products accessible to people with disabilities is an important part of achieving this ambition. Designing accessible products helps us to comply with the accessibility requirements of many of our customers, and it is also a competitive advantage.

The Cisco Accessibility Initiative is our company-wide initiative to have our products, websites, and documentation conform to accessibility regulations. We make accessibility a priority at every stage of the product lifecycle, from design to shipping and end use.

We also work with partners, suppliers, and customers to improve communications for people with disabilities through the use of our products. For example, we are working with video communications specialists Purple Communications and various customers to develop a unified video calling service to make it easier for users who are deaf or cannot speak to communicate using different networks and equipment. We are also working with the Kentucky School for the Deaf (see highlight box).

Using Cisco Technology to Improve Communications for Deaf Students

Cisco is working with the Kentucky School for the Deaf in the United States to provide Tandberg video communications equipment for the school's 150 students. The school's Director of Technology, Deby Trueblood, said, "Every piece of equipment we buy has to meet the needs of both the deaf and the hearing, and that's a hard job. Cisco built equipment just for us. It has two huge screens side by side—one for the interpreter and one for the presenter."

As only 3 percent of the Kentucky population are deaf compared with the national average of 10 percent, students have few opportunities to interact with other deaf people outside their school. Cisco's videoconferencing system helps them to reach students at schools in other states. Students benefit by having access to teachers at other schools too, and the schools are able to share limited resources by teaching specialist subjects by videoconference.

The school is also using the system to organize "virtual field trips" so the children can experience museums and other educational facilities by video link, saving the school significant costs for additional interpreters, food, and transportation.

Cisco is continuing to work with the school to make sure it gets the most out of the new technology.





Society

- Our Strategy
- Education
- Healthcare
- Economic Development
- Critical Human Needs & Disaster Relief
- Employee Engagement
- Supplier Diversity
- Product Accessibility

> Looking Ahead

Looking Ahead

The economic downturn continues to put pressure on governments to cut costs and demonstrate value for money in public services, including education and healthcare. While this presents a challenge to our business, we believe it is an opportunity to use technology to increase efficiency while encouraging innovation and improving program outcomes.

We expect to see an ongoing transition toward ICT-enabled learning that delivers collaborative and customizable teaching with an emphasis on quality and value for money. Science, technology, engineering, and math training will be increasingly important focus areas, given their role in supporting innovation and competitiveness.

In economic empowerment, our twin goals will remain focused on contributing to the economic growth of communities and countries, and empowering individuals to achieve self-sufficiency through technology-based solutions. We will use public- and private-sector partnerships to facilitate widespread and equitable access to workforce/skills development, entrepreneurship resources, and financial services.

Continuing high rates of unemployment in many of our markets will make our workforce retraining and vocational education programs increasingly valuable. We will focus on these and the use of ICT to transform the delivery and quality of education through collaborative and cloud-based learning through Cisco Networking Academy programs and public-private partnerships.

We will continue to work toward transforming the delivery and quality of healthcare using the network as the platform. We believe our healthcare partnerships with national and local governments, NGOs, and commercial partners will play an important role in advancing healthcare systems and improving the quality of patient care. We plan to expand our care-at-a-distance and collaborative healthcare models to provide greater access to high-quality care in urban and rural communities.

We anticipate that our work to help meet critical human needs will also be increasingly important as food prices and stress on water supplies increase, and the rise in the number and severity of natural disasters puts strain on the ability of humanitarian and relief agencies to respond. To meet these challenges, we will continue to look for innovative opportunities to increase the efficiency, quality, and productivity of public services and disaster relief.

Objectives for FY12

Launch a new global volunteer program to raise awareness of Cisco's community programs, encourage more employees to get involved, and recognize exceptional contributions.

Incorporate the requirements of new U.S. legislation on accessibility into Cisco's best practices and corporate requirements, and raise awareness through training for our technology groups.

Maintain strategic relationships with the World Economic Forum and Clinton Global Initiative to inform our activities and share best practices.

Continue to support partners such as the Grameen Foundation to expand their Social Performance Management initiative, which enables poverty-focused organizations to accurately measure the social impact of program and service offerings.

We will continue to work with partners including Tamkeen. net and others to support development of entrepreneurship in the Palestinian ICT sector.

Enhance U.S. veterans programs across Cisco through existing channels such as employee resource groups (ERG) and mentoring programs. We are planning Veterans Day events and developing strategic partnerships with recognized veterans projects and associations.