



## Society

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# Society

Information and communications technology (ICT) brings people together to spur innovation and improve livelihoods. By enabling collaboration between individuals and organizations, our technology provides access to essential information and services that help to promote economic empowerment and improve the delivery and quality of healthcare and education to underserved communities.

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**Overview**

These first four pages give readers an overview of Cisco's objectives, key challenges, progress, and performance with regard to Society. We have used this overview as part of our Executive Summary, which can be downloaded [here](#).

Cisco supports projects that bring people together through technology to encourage innovation and entrepreneurship, deliver critical goods and services, improve education and healthcare, and create economic opportunities for people around the world. Creating more prosperous and healthy communities benefits people and our business. We aim to make a lasting difference and partner with organizations that use technology to multiply the impact of their programs and services and to improve their processes and effectiveness.

Our social investment strategy prioritizes the areas where we believe human and technology networks have the biggest potential to multiply our impact and achieve scalable and sustainable solutions, covering:

- Education
- Healthcare
- Economic empowerment
- Critical human needs and disaster relief

We contribute cash and in-kind contributions<sup>1</sup> of our products and expertise, and we encourage employees to volunteer their time to support organizations in their communities around the world. Volunteering helps to build leadership skills, teamwork, and loyalty among our employees (see page [E16](#)).

Improving the accessibility of our products for people with disabilities helps us expand the benefits of technology to more people (see page [E17](#)). We can also make a difference in underserved communities and local economies by supporting small and minority-owned businesses through our supplier diversity program (see page [E18](#)).

Performance Summary					
	FY08	FY09	FY10	FY11	FY12
Total corporate and Cisco Foundation cash and in-kind contributions*	\$92 million	\$128 million	\$139 million	\$295 million <sup>1</sup>	\$294 million <sup>1</sup>
Number of hours volunteered by employees*	88,870	78,000	148,355	166,445	107,150
Number of active students in Cisco Networking Academy courses	700,000	800,000	900,000	1,000,000	1,000,000

1. Includes Cisco Networking Academy in-kind contributions, which we included in our corporate giving data for the first time in FY11.  
 \* Corporate key performance indicator (KPI). For our complete list of KPIs, see [Introduction](#)



Networking Academy students with their instructor at the [CIDA](#) ICT Academy, South Africa

1. Includes Networking Academy software, support, expertise, training, and design.



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Progress Toward Objectives		
Objective	Progress in FY12	Status
Launch a new global volunteer program to raise awareness of Cisco's community programs, encourage more employees to get involved and recognize exceptional contributions.	<p>Launched Cisco Volunteer<sup>®</sup>, a year-long program that challenges employees to volunteer a combined 150,000 hours and raise at least \$1 million in matching funds by May 2013. Winning regions and functions will receive \$25,000 grants for the nonprofit organization of their choice.</p> <p>Introduced a Volunteer of the Year Award program, with the first awards presented in September 2012.</p>	●
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.	Integrated the requirements of the 21st-Century Video Accessibility Act into our product design processes. We also conducted regular refresher training with technology groups to emphasize the importance of accessibility and raise awareness of new regulatory requirements.	●
Maintain strategic relationships with the World Economic Forum and Clinton Global Initiative (CGI) to inform our activities and share best practices.	<p>Attended eight World Economic Forum meetings:</p> <ul style="list-style-type: none"> <li>• Participated in expert councils on education systems, climate change, digital health and infrastructure, and urban development.</li> <li>• Helped identify and recognize innovative companies with the potential to impact society.</li> <li>• Contributed to the Global Information Technology Report.</li> </ul> <p>Attended four CGI meetings.</p> <p>Worked with local partners and government agencies in four African countries to transfer ownership of dozens of Community Knowledge Centers to local organizations as part of our CGI commitment.</p>	○
Continue to support partners such as the Grameen Foundation to expand its Social Performance Management initiative, which helps poverty-focused organizations accurately measure the social impact of program and service offerings.	Supported the expansion of the Grameen Foundation Progress Out of Poverty Index <sup>™</sup> (PPI <sup>™</sup> ), which, it is estimated will be used by 200 organizations serving 20 million clients by the end of 2012.	○
Continue to work with partners including Tamkeen.net and others to support development of entrepreneurship in the Palestinian ICT sector.	Continued to support the Palestinian ICT sector through cash grants, mentoring, and investments in venture capital and seed funds.	●
Enhance U.S. veterans programs across Cisco through existing channels, such as employee resource groups (ERGs) and mentoring programs. Plan Veterans Day events and develop strategic partnerships with recognized veterans projects and associations.	Established a Director of Veterans Programs to coordinate veteran initiatives across Cisco, including employee volunteering, education, and recruitment. Partnered with Futures Inc., a software development company, to create a specialized job portal for U.S. veterans. Joined the 100,000 Jobs Mission, a coalition of U.S. companies committed to collectively hiring 100,000 U.S. veterans by 2020.	○

● **Achieved**      ○ **Ongoing**



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

**You:** The Cisco Networking Academy is a powerful example of how we combine human and technology networks to multiply our impact. More than 4.25 million students have participated in the Cisco Networking Academy since it began in 1997, completing over 110 million online assessments.

**Networks:** We partner with more than 10,000 educational institutions, nonprofits, NGOs, governments, and community centers in 165 countries that provide classroom space, computer lab equipment, and qualified instructors. Cisco provides free, cloud-delivered online curricula and interactive activities, network simulation, visualization tools, and online assessments to prepare students for entry level ICT positions and promote entrepreneurship.

**Impact<sup>x</sup>:** The Networking Academy provides a steady supply of ICT professionals around the world, with students going on to pursue successful ICT careers and to start their own businesses. It encourages economic growth in communities and supports many of our initiatives to improve ICT education as part of our wider commitment to economic development around the world.

### Addressing Key Challenges

The struggling global economy is continuing to put pressure on charitable and community organizations, which face a growing demand for their services while experiencing a decline in funding and resources. Likewise, governments at all levels are under pressure to cut costs and demonstrate value for money spent on public services including education and healthcare, adding to the demand on nonprofit organizations and nongovernmental organizations (NGOs).

While this presents a challenge to our business growth, we believe there is also an opportunity to use technology to help public and private partners increase efficiency and cut costs while encouraging innovation and improving program outcomes. We will continue to focus on projects that use technology to achieve scalable, replicable, and sustainable outcomes.

Partnerships are vital to our approach, and we aim to improve our reporting to collect and validate data on how our partners are performing against their goals. This will enable us to measure the impact of our investments.

**Improving ICT education delivery:** We expect demand for ICT skills to continue to grow, given the growth in networking opportunities and continuing high rates of unemployment in many of our markets forcing people to explore new career paths. This demand will make vocational education programs increasingly valuable for students and for our business. We will continue to focus on this, and the use of ICT to transform the delivery and quality of education, through the Cisco Networking Academy program and public-private partnerships that focus on science, technology, engineering, and math (STEM). These are increasingly important focus areas for governments given their role in supporting innovation and competitiveness.

The rapid expansion and the global reach of Cisco Networking Academy has motivated us to change how we support the 10,000 academy locations around the world, to focus on their long-term sustainability and flexibility. In FY12, we launched a new Networking Academy business model that enables local academies to choose instructor training, day-to-day technical support, workforce support, and other resources from global partners that meet their unique needs. Previously, local academies were assigned to a “regional academy” in their geographic area for support.

“How can ICT help combat poverty and contribute to social equity? This is one area I would like to see you really expand on in the future.”

**Prof. Sudhakar Yedla**  
Indira Gandhi Institute of Development  
Research (IGIDR), India

[Cisco's 2012 Global Stakeholder  
Engagement Sessions](#)

We expect the new business model to strengthen the relationship between Cisco and the individual Networking Academy locations and to increase the sustainability of the program. In FY12, we also continued rolling out the new Cisco NetSpace interactive learning environment, which incorporates new content and collaboration features designed to increase student and academy success. The first academy locations began using the NetSpace learning environment in July 2012, and all academy locations are expected to adopt the new platform by July 2013. In the coming years, we will continue to refine both the new business model and Cisco NetSpace to improve the provision of Networking Academy courses and more effectively meet the needs of individual academies and students.

**Building capacity to transform healthcare:** Experience from our Connecting Sichuan initiative shows the role partnerships with national and local governments, NGOs, and private-sector partners can play in advancing healthcare systems and improving the quality of patient care. Using the network as the platform established a blueprint for enabling partners in their efforts for improving the delivery and quality of healthcare.



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We have expanded our care-at-a-distance and collaborative healthcare models to the country of Jordan for providing greater access to high-quality care in remote rural communities, and we continue to explore ways to transform healthcare delivery models elsewhere.

Our experience demonstrates the importance of building and maintaining strong relationships with government partners for the long-term sustainability of our healthcare partnerships. This is particularly important as we expand into regions of economic and political uncertainty, where there can be a high turnover of government officials and limited numbers of healthcare workers trained in connected healthcare technology. To address this challenge, we will focus on providing ongoing support and training for healthcare professionals, and we will work with government officials to demonstrate the value of our partnerships when seeking buy-in from decision makers.

**Supporting nonprofits in meeting critical human needs:** Population growth and climate change will continue to put pressure on food prices and water resources. We have also seen a rise in the number and severity of natural disasters, which puts additional pressure on the ability of humanitarian and relief agencies to respond. A consistent issue for our partners in developing countries is lack of consistent and reliable access to ICT and the Internet.

To meet these challenges, we will continue to look for opportunities to improve Internet reliability and expand the use of ICT to support partners and increase the efficiency, quality, and productivity of organizations that meet basic human needs and respond to disasters.

**Objectives for FY13 and Beyond**

Collaborate more closely with the Cisco Networking Academy to encourage military personnel interested in an ICT career to obtain their basic CCNA certificate

Engage our more than 80 partners in the 100,000 Jobs Mission, a coalition of companies committed to collectively hiring 100,000 U.S. veterans by 2020

Continue to strengthen the new business model for supporting local Networking Academy programs that was introduced in FY12

Transition all Networking Academy instructors to the new learning platform, Cisco NetSpace, to increase collaboration and opportunities for students globally

Introduce new learning material to the Networking Academy community via Cisco NetSpace

Continue to support and engage in programs that increase the number of students studying STEM subjects at primary and secondary school levels through partnerships with nonprofit organizations and NGOs

Strengthen the self-sufficiency of our Community Knowledge Center model and complete transition of ownership to government and local NGO partners

Create Cisco Accessibility Executive Sponsors to champion accessibility among Cisco Technology Groups, continue to work with the National Technical Institute for the Deaf and other partners to incorporate accessibility features into Cisco products, and roll out training for educators and employers in California to support the DeafTEC initiative



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### Cisco in Action

The map provides examples of our social initiatives from around the world.



Click on the social initiatives below for more information



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## Education

The growth of innovations like e-commerce and cloud computing have increased demand for people qualified to design, build, manage, and secure computer networks. Yet many people lack access to education that can prepare them for such employment.

Cisco supports education to encourage long-term, sustainable economic growth in developed and developing countries. Our focus is on creating scalable and self-sustaining initiatives that use the power of human and technology networks to multiply our impact and transform the way education is delivered and to provide the skills that people need for ICT roles. This in turn supports our own business growth and enables further expansion of technology and its benefits. By building stronger, better-educated communities, we can increase the pool of trained professionals who will be able to create, install, and use our products now and in the future.

We work with education partners, including governments, nonprofits, and NGOs, to support education initiatives that use our core networking technologies and expertise to create replicable, scalable, and sustainable solutions. At the same time, we help nonprofits improve the efficiency and effectiveness of their operations so they can direct more resources to education delivery, allowing us to reach more people.

### Cisco Networking Academy

Cisco Networking Academy is our largest and longest-running education program, reaching millions of students from diverse backgrounds. It uses cloud computing technology (see Introduction, page A7) to deliver scalable, high-quality ICT education that supports long-term, sustainable growth by preparing students for entry-level ICT roles and provides skilled networking professionals to support local economies.



### Creating a London 2012 Games Legacy

As official supporter and network infrastructure provider to the London 2012 Olympic and Paralympic Games, Cisco launched a five-year London 2012 legacy program focused on promoting science, technology, engineering, and math (STEM) skills and digital innovation to help grow the U.K.'s hi-tech industry.

Focusing on education, Cisco announced plans to create additional Networking Academies across East London to train thousands of students to enter the ICT industry. We partnered with education NGO the Pearson Foundation to launch the "Out of the Blocks" science and math education program, with content inspired by the Olympic and Paralympic games, in every secondary school in the U.K., reaching 17,000 teachers.

In the run up to London 2012 we also sponsored two national schools competitions with STEMNet—an education initiative funded by the U.K. government—to encourage young people across the U.K. to consider STEM subjects and take their first steps toward a career in technology.

Finally we partnered with JANET (the U.K.'s National Research Network), Ravensbourne College in East London, and the Royal Shakespeare Company to broadcast an interactive social media version of the play *iCinna* to all secondary schools in the U.K. to excite students on the possibilities created by new applications of digital media. Nearly 9000 students at 140 schools participated.

To encourage digital innovation, Cisco Chairman and CEO John Chambers and British Prime Minister David Cameron jointly launched the British Innovation Gateway Initiative (BIG), a five-year program that aims to bring together Internet startups, businesses, investors, technologists, and innovation experts to support innovation and entrepreneurship in the U.K.'s high-tech industry. As part of BIG, Cisco will work with partners to open two innovation centers in the Olympic boroughs of East London. With Cisco's support, these will link to other world-class innovation centers across the U.K. in a new National Virtual Incubator, enabling entrepreneurs to network, exchange ideas, and access mentorship and funding.

The Olympic Park itself will form part of our wider plans to transform the area and showcase how technology can improve local businesses and communities based on our Smart + Connected Communities Initiative.

We also launched the BIG Awards, an annual open innovation competition that will be held over the next five years to identify and offer financial and mentor support for the next generation of the U.K.'s digital entrepreneurs and startups.

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The Networking Academy program is a powerful example of how we use public-private partnerships to foster human and technology networks that together can have a much larger impact. We partner with educational institutions, nonprofits, NGOs, governments, and community centers that provide classroom space, computer lab equipment, and qualified instructors. Cisco, in turn, provides free online, up-to-date ICT curricula and professional development opportunities for teachers.

In FY12, 1 million students were enrolled in Cisco Networking Academy courses in 10,000 academies in 165 countries. Since the program began in 1997, 4.25 million students have participated, completing over 110 million online assessments. The Cisco Networking Academy Facebook community had more than 380,000 members at the end of FY12, a 56 percent increase from FY11. This online community empowers students to help each other by enabling them to connect and collaborate with their peers and brings value to Cisco by reducing operational costs associated with our help desk.

In addition to preparing students for internationally recognized Cisco certifications, entry-level jobs, and continuing education, Networking Academy courses encourage innovation, problem solving, and entrepreneurial skills through realistic simulations, hands-on learning, case studies, games, and global competitions. Cisco Aspire, for example, is an educational game that provides realistic business and networking scenarios in an engaging virtual environment where students make business and technical decisions to complete projects for clients. The Passport21 to Entrepreneurship offering exposes students to scenarios that help them develop critical business and financial skills and gives them confidence and skill sets that are useful to start their own business.

“I think that the Networking Academy can help with so many people, but I missed information about how you are including disadvantaged people. I want Cisco to be more of a facilitator in its programs.”

**Claudia Medronho Naumann**  
University of Rio de Janeiro, Brazil

[Cisco's 2012 Global Stakeholder  
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### Supporting other aspects of our social programs:

The Cisco Networking Academy underpins many of our initiatives to improve ICT education as part of our wider commitment to economic development around the world.

For example, the Cisco Health Information Networking course is helping to prepare people for new jobs in health information technology. Delivered through Cisco Networking Academy, the program teaches students basic information about healthcare settings, security and privacy, electronic health records systems, and medical practice workflows, among others. In FY12, 159 students at 21 academy locations in 12 states participated in the Health Information Networking course.

Since 2006, Cisco has partnered with the Habitat Centre for Development and Governance, the UN Development Program, Turkish Informatics Foundation, and Istanbul Technical University to deliver SPARK, a project to improve ICT expertise among disadvantaged



### ICT Education for U.S. Veterans

Military veterans possess many traits that are valuable in the workplace, including leadership and teamwork skills, a strong work ethic, and experience working under pressure. However, veterans' experiences often can't be easily matched to the job descriptions posted by corporations.

In FY12, we partnered with Futures Inc., a software development company, to create a specialized job website for U.S. veterans that matches military job skill codes to corporate job openings, making it easier for veterans to find jobs that are well-suited to their skills.

U.S. military personnel interested in an ICT career can take classes that prepare them for entry-level jobs, certifications, or further education at one of 21 Cisco Networking Academy programs located at major military bases across the U.S. By the end of FY12, approximately 33,000 U.S. military personnel had completed Cisco Networking Academy courses, giving them a greater chance of finding job and career opportunities once their military service is over.

Cisco supports U.S. veterans through education and employment opportunities and is a founding member of the 100,000 Jobs Mission, a coalition of more than 80 corporations committed to collectively hiring 100,000 veterans by 2020.

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youth while encouraging volunteerism. Young people from across Turkey are selected to become trainers in the program and develop computer networking skills within the Cisco Networking Academy framework. These young instructors then provide networking skills to disadvantaged and unemployed young people in their cities. Since the program was launched, more than 2400 people have been trained by a team of 60 volunteer instructors, who in turn have advanced their own IT skills. More than 20 of these instructors have gone on to secure employment in the IT sector, with one starting his own IT company.

In FY12, we launched a new initiative in the Asia Pacific region in response to growing interest from students who wanted to use their skills to benefit their communities. One hundred and fifty Networking Academy students from 10 countries volunteered to become IT Ambassadors and use their new ICT skills to improve lives in rural, remote, and underserved communities.

With our continued commitment to expanding ICT and networking opportunities to underserved people and communities in FY12, we launched new academies targeting students with disabilities in Hungary, Kenya, and Russia.

We are also working to increase the participation of women in the ICT industry. Globally, in FY12, 20 percent of Networking Academy students and 17 percent of instructors were female. The Middle East region has the highest percentage of female students at 30 percent. For more information, visit the [Cisco Networking Academy](#) website.

**Global Education Engagements**

We invest in nonprofit organizations and NGOs that promote science, technology, engineering, and math (STEM) education, particularly among underserved populations. Through expertise, product grants, and cash grants, we target technology-based solutions that help our partners deliver and administer education programs more effectively and efficiently by building capacity and encouraging collaboration. This frees up resources, multiplying our impact by allowing our partners to reach more people in more communities.

For example, [GETideas.org](#) is a public-service online community developed by Cisco to encourage peer-to-peer dialogue between education thought leaders on the global challenges facing education. More than 2900 education leaders from 167 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. In FY12, 65,994 unique visitors used the site.

We also support local education initiatives such as Teach for All, launched in 2007 by Teach for America. Teach for All is a network of independent social enterprises in 24 countries that recruit high-performing young teachers to teach in underserved communities for two years. Cisco has provided product support, including WebEx, to facilitate collaboration between Teach for All employees and member organizations. By May 2012, Teach for All had hosted more than 600 WebEx meetings connecting more than 2400 people in 30 countries. These online meetings deepen engagement and save money by reducing the need for travel.

“It would be good if you tied your social impacts into your business practices more and show how your activities add value to communities.”

**James Taplin**  
Forum for the Future, U.K.

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In July 2011, Cisco made a \$250,000 grant to help MIND Research Institute test and scale its Spatial Temporal (ST) Math Program across the United States. MIND is a nonprofit organization that helps children with limited language skills from underserved areas achieve academic success. Its ST Math program is a highly visual, game-based software program that helps students learn math despite language barriers and, in some cases, learning disabilities. Cisco supported initial work to convert the program into an online format, increase the number of grade levels supported by the software, and, more recently, deploy it in five Silicon Valley schools, where it increased math proficiency scores by an average 11.2 points compared to 4.2 points at nonparticipating schools. Cisco also supported scaling MIND's ST Math program to 14 schools in Phoenix and Yuma, Arizona.

For more examples of our education programs around the world, see the map on page [E6](#).



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**Healthcare**

ICT is transforming healthcare by helping to improve efficiency and reduce costs for healthcare providers and by increasing access to healthcare for people in remote and rural areas. Networking technology such as Cisco HealthPresence connects patients and doctors regardless of distance, providing a way for localized healthcare services to multiply their impact by reaching more people and enabling them to increase the delivery of quality healthcare services in developed and developing countries alike.

Cisco HealthPresence<sup>1</sup> provides “care-at-a-distance,” allowing patients to interact remotely with doctors in a clinical setting. Nurses working with the patients use hand-held cameras and stethoscopes to provide information to physicians and specialists at the hospital, while high-definition video and audio provides a high-quality face-to-face experience between the patient and the healthcare provider.

**Assessing the Impact of Cisco Connected Healthcare Technology**

Cisco’s Connecting Sichuan three-year initiative aimed to rebuild and revitalize healthcare delivery following the 2008 earthquake in the Sichuan region of China. The initiative provided a framework for the use of cloud-based networking technology to open up new opportunities for healthcare professionals to collaborate and share patient information regardless of location.

The initiative has had a significant impact on patient care. According to a study by Peking University in FY12:

- 80 percent of physicians and directors at township health centers reported that the greatest impact was improved quality of care for patients
- 100 percent of physicians agreed that their medical expertise had improved through training delivered through collaborative technology
- 95 percent of physicians agreed that cloud-based regional healthcare delivery had made their healthcare practice more efficient, giving them more time to spend with patients
- 93 percent of patients were satisfied with the services they received from the mobile units, which include physical checkups and telehealth services

Lessons from the Connecting Sichuan initiative are being used to guide our Jordan Healthcare Initiative (see [case study](#)).

**Awards and Recognition**

In FY12, Cisco received the Best Corporate Citizenship Award from the 21st-Century Business Herald and 21st-Century Business Review for the Connecting Sichuan initiative. GBC Health, a coalition of more than 200 companies, awarded Cisco the Application of Core Competence Award at its Business Action on Health Awards conference.

Cisco Connecting Sichuan Healthcare Services and Facilities	Data by the End of 2011
Healthcare facilities equipped with ICT technologies	66
Operations centers	2
Regional healthcare data centers	6
Medical insurance records supported by data centers	60 million
Health records supported by data centers	400,000
Practitioners using healthcare facilities equipped with Cisco technologies	7000
Inpatients supported	15,000 per month
Outpatients supported	280,000 per month

1. Cisco networking and collaboration products are not intended for use in emergency situations or for real-time patient monitoring. Cisco technology enables enhanced communications to occur across geographies; availability varies based upon regulatory status country by country.

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**Cisco HealthPath Program**

The HealthPath program delivers online education and training on electronic health records (EHR) for doctors and nurses who practice at small and mid-sized clinics in the United States. Courses help physicians and nurses understand and learn how to structure EHR systems to achieve meaningful use in accordance with guidelines outlined in 2009 U.S. law.

A number of healthcare organizations have partnered with Cisco to support online access to HealthPath courses, including the Oregon Health Information Technology Center, the Oregon Community Health Information Network, and the California Health Information Partnership and Services Organization, as well as AmericanEHR Partners, which was developed by Cientis Technologies and the American College of Physicians.

By the end of FY12, 830 clinicians from almost every U.S. state had registered on the Cisco HealthPath website, including physicians, nurses, and administrators.



**Connected Healthcare at Lucile Packard Children’s Hospital at Stanford**

More than 15 million U.S. children live in areas where there are fewer than 22 pediatricians and family physicians for every 100,000 kids. In Northern California, families sometimes wait as long as nine months to see a pediatric specialist. Children and families who live in communities without specialists often must travel long distances to get the care they need. In developing countries, access to pediatric care is even more difficult.

Dr. William Kennedy, a pediatric urologist at Lucile Packard Children’s Hospital at Stanford University in Palo Alto, California, routinely drove four-hour round-trips for remote patient visits and wanted a better way to serve



his patients. In 2012, Packard Children’s partnered with Cisco to provide remote pediatric care with the help of Cisco HealthPresence<sup>1</sup> technology. The solution connects Packard Children’s to the Pediatric Group of Monterey, saving Dr. Kennedy valuable hours. He now is able to spend more time with patients, and families no longer have to miss significant time from work and school to receive care for their children.

Packard Children’s is the first facility to use Cisco HealthPresence in a dedicated way for specialized children’s care. It provides a model that has the potential to benefit children’s health in a wide range of communities.

1. Cisco HealthPresence is not intended for use in emergency situations or for real-time patient monitoring.



**Jordan Healthcare Initiative**

The Jordan Healthcare Initiative is a strategic collaboration between Cisco and the Jordanian government to improve the efficiency of and access to quality healthcare services

in Jordan. It launched in FY11, when a rural health clinic began using Cisco HealthPresence<sup>1</sup> technology to connect patients and physicians at the Al-Mafraq Governmental Hospital in northeastern Jordan with specialists at Prince Hamzah Hospital in Amman. By the end of FY12, we were in the final phase of expanding the initiative to provide the same services for patients at the Queen Rania Governmental Hospital in southern Jordan.

As a result of this initiative, rural patients now have access to specialists through collaborative technology. Specialists who would not have otherwise had ready access to remote patients have expanded their reach to deliver improved diagnosis and treatment plans. Physicians can spend more time with patients and can reach more people without the need to travel, saving travel time and expenses. Between June 2011 and July 2012, 286 remote consultations took place between patients at Al-Mafraq Governmental Hospital

and specialists in nephrology (32 percent), cardiology (28 percent), and dermatology (40 percent). At least 14 percent of the consultations were for children.

In FY12, we also completed the design and planning phase for a clinician-to-clinician collaboration project that will connect two Royal Medical Services hospitals (a senior specialist site in Amman and a junior doctor site in the rural south) and allow radiologists to project stored images and share patient data. We also are equipping a mobile mammography screening clinic with Cisco networking and collaboration technology to enable the Jordan Breast Cancer Program and the King Hussein Cancer Centre to collaborate across the region.

1. Cisco HealthPresence is not intended for use in emergency situations or for real-time patient monitoring. Cisco HealthPresence enables consultations to occur across geographies; availability varies based upon regulatory status country by country.

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## Economic Empowerment

ICT supports economic empowerment in underserved communities by connecting people with workforce training, employment, and economic opportunities. Our strategy is to support organizations and initiatives that use people- and technology-based networks to multiply their contribution to the economic growth of communities and countries, empower individuals by improving their access to knowledge and skills, and facilitate financial inclusion. This includes technical, finance, and leadership skills, along with links to employment opportunities, social and career networking, mentoring, and financing.

Giving more people access to the network and the opportunities it provides helps to foster innovation and encourage investment that can ultimately help communities and individuals become economically self-sufficient. At the same time, we are building trusting relationships with governments, nonprofits, and NGOs, and creating new markets for our products and services. These partnerships enable us to multiply our impact, reaching more individuals and communities.

### Supporting Financial Inclusion

More than 2 billion people around the world live on less than \$2 a day. The vast majority have no access to affordable, safe, and reliable financial products and services, making it extremely difficult to save for the future, provide for their families, or take advantage of opportunities to improve their income.

Cisco supports ICT-based solutions to help microfinance institutions and other poverty-focused organizations expand the scale, efficiency, and social impact of their work in underserved communities, as well as improve their effectiveness by accurately measuring their impact.

Funding from the Cisco Foundation supports the Grameen Foundation's Progress Out of Poverty Index (PPI), which aims to improve the design, implementation, and impact of programs that alleviate poverty. The PPI

is used by approximately 150 microfinance institutions and poverty-alleviation organizations in 45 countries to measure their effectiveness and to tailor their products and services to meet their clients' needs. The Grameen Foundation aims to have 200 organizations serving 20 million clients using the tool by the end of 2012.

The PPI also encourages greater transparency and accountability in the sector as a whole by helping donors and investors to understand how well poverty-alleviation organizations are performing in relation to their goals.

### Supporting Entrepreneurship

Globally, Cisco supports a variety of initiatives aimed at supporting entrepreneurship for micro, small-, and medium-sized enterprises. The goal of these initiatives is to help individual entrepreneurs become economically self-sufficient and contribute to the economic growth of their communities and countries.

In FY12, Cisco made a cash grant to support the Grameen Foundation's Social Enterprise Accelerator for Mobile Microfranchising Initiative. The initiative provides mobile technology, capital, training, and support to help people start their own mobile microfranchising businesses. Launched as a pilot in late 2009, the program has had a significant impact on the work of social enterprises like PT Ruma in Indonesia, which has recruited 12,500 women entrepreneurs serving more than 1.3 million customers. Cisco's support will help the Grameen Foundation scale the initiative to new industry sectors and communities around the world, introduce new features such as a mobile marketplace, and adapt the solution to a cloud-based environment.

Also in FY12, Cisco made an initial investment in Living Goods, which operates a network of micro-entrepreneurs who sell affordable health-related products designed to improve the health, wellbeing, and productivity of the world's poor, including clean cook stoves, mosquito nets, medicines, soap, and fortified foods. Cisco's support will enable Living Goods to develop and implement a



Networking Academy Student, Kingdom of Saudi Arabia

mobile technology platform, allowing the organization to respond more quickly to the needs of local populations and increase the scale, efficiency, and effectiveness of its network of agents.

### Community Knowledge Centers

Cisco has partnered with governments, Appleseeds Academy, Inveneo, One Global Economy, and other nonprofits and NGOs to set up a network of Community Knowledge Centers across sub-Saharan Africa that are owned and operated by local organizations such as schools, health clinics, and community centers. They offer courses on ICT, entrepreneurship, and language skills, along with tailored services ranging from telecommunications to office support. Community-based "Beehive" websites available via the centers provide locally relevant information on health, education, jobs, and business, as well as offer access to microloans and knowledge to improve agricultural productivity.

The project had a positive impact on local communities, with over 190,000 individuals using the services of 95 Community Knowledge Centers in Kenya, Rwanda, Ethiopia, and South Africa by the end of FY12.

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### Measuring the Impact of Our Support for Entrepreneurs in the Palestinian ICT Sector

Political and economic challenges in the Palestinian Territories have made it difficult for the local ICT sector to attract investors and access global opportunities. Cisco invested \$15 million from 2008 to 2011 to help stimulate long-term, sustainable growth in the Palestinian ICT industry by promoting education, workforce development, and investment through a partnership with public and private organizations.

Beginning as a small outsourcing project between Cisco Israel and three Palestinian ICT firms to demonstrate that they have the capability to provide low-cost and high-quality outsourcing support, the initiative has become self-sustaining. Most of the participating companies have seen their businesses grow and have created new business contracts with customers in the Middle East, North Africa, North America, and Western Europe.

In FY12, a report by consultants Mission Measurement on the impact of Cisco's Palestinian Investment Commitment found that:

- The ICT sector in the Palestinian Territories grew from 0.8 percent of Palestine's GDP in 2008 to 6.4 percent of GDP in 2011
- Palestinian ICT firms reported a 64 percent increase in international client work from 2009 to 2012 and a 100 percent increase in the number of signed contracts with new international clients
- Firms reported a 19 percent improvement in access to finance and international markets since 2009

The survey by Mission Measurement also found that 45 percent of outsourcing buyers in the United States, Europe, and the Middle East are aware of the ICT outsourcing capabilities in the Palestinian Territories.

In FY12, we continued to support the Palestinian ICT sector by investing venture capital and seed funding in promising ICT opportunities. The Palestinian Investment Commitment included:



- \$6 million committed to the Abraaj Palestine Growth Capital Fund to support investments in ICT businesses
- \$5 million committed to the Middle East Venture Capital Fund, sponsored by Sadara Ventures, which is the first venture capital fund focusing on the Palestinian Territories
- \$1 million for outsourced research and development work provided by three Palestinian companies: Exalt, Asal Technologies, and Global Software Services, Inc.
- \$750,000 to support Tamkeen.net, a 12-month program providing business, marketing, human resources, and leadership workshops to help nine Palestinian software companies compete internationally
- \$250,000 to the Bedaya (Beginnings) Seed Fund that aims to connect Palestinian entrepreneurs to a global network of investors, partners, and customers and to provide mentoring support for 12 Palestinian start-ups

- \$250,000 to support start-ups through the Olive Tree Seed Fund
- \$200,000 for monitoring and evaluation

We also provided products and a cash donation of \$200,000 to connect schools and youth clubs to the Internet and to support up-and-coming local Internet service providers. Our partner Inveno is working with local providers to design and implement low-cost Wi-Fi networks.

Cisco is also leading Ma'antech, a coalition of 30 ICT companies helping newly qualified Israeli-Arab engineers find roles in the Israeli ICT sector. Arab citizens constitute 20 percent of the population in Israel, but make up less than 0.4 percent of the high-tech industry workforce. By the end of FY12, more than 380 people had been recruited by Ma'antech partners, exceeding our first year goal of 100. The coalition's goal for FY13 is to recruit 300 more people.

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As part of our commitment to creating sustainable and replicable solutions, we have begun to transfer ownership of the program to local nonprofits, NGOs, and government organizations.

We support the Community Connectors program, operated by One Global Economy and Appleseeds Academy, which trains people aged 15 to 21 in technology, leadership, marketing, and digital media to help their communities become more technologically literate. The skills they gain can also help them get jobs and pursue further education. One Global Economy estimates that 500 Community Connectors will be trained in Kenya and South Africa by the middle of 2013.

### Supporting Jordan's ICT Industry

In late FY11, Cisco announced a \$10 million commitment to making venture capital investment to support job creation and economic development in the Jordanian ICT sector.

By the end of 2011, Jordan's ICT industry contributed over 14 percent of the country's GDP and provided a significant export opportunity to boost economic growth. We expect that our investments will support small businesses that provide innovative products and services. The first phase of investments is due to be announced in FY13.

We are also working with local ICT companies to realize the significant opportunities arising from our Jordan Healthcare Initiative (see page E11). In October 2011, Cisco partnered with Jordan's Information and Communications Technology Association ([int@i](mailto:int@jicta.gov.jo)) and the King Abdullah II Fund for Development to launch Jordan's first Healthcare ICT Task Force. The task force is an open forum of Jordanian healthcare ICT companies working to advance the country's healthcare ICT capacity and promote the industry on a local, regional, and international scale. Our goal is to help guide and support task force programs.

## Critical Human Needs and Disaster Relief

We use our networking skills, expertise, and technology to support nonprofit organizations that help to provide critical human needs including food, potable water, shelter, and disaster response.

Our strategy is to support programs and solutions that use the power of technology to help nonprofits and NGOs multiply their impact by providing services more effectively and efficiently and freeing up resources to help more people in more regions. We also provide short-term cash and product grants to assist organizations in providing immediate relief following natural disasters and supporting long-term recovery and rebuilding efforts.

### Nonprofit and NGO Partnerships

We partner with organizations that can demonstrate a proven commitment to using technology to scale their programs and services and multiply their impact throughout the world. These include leading humanitarian relief agencies such as NetHope, CARE, Feeding America, the American Red Cross, and Red Cross affiliates throughout the world, as well as local nonprofit organizations.

Water is a priority area for Cisco, and we have supported Water.org, the Blue Planet Network, and Water For People with technology-based solutions that improve their operational effectiveness. For example, we helped the Blue Planet Network create AnalytiX, an online database that members can use to monitor, evaluate, and report on project outcomes. A Cisco grant supported work to improve the database and provide field training to promote its use. AnalytiX is used by Blue Planet Network partners in India, Vietnam, Uganda, Nicaragua, Egypt, and Guatemala to upload information on more than 250 projects totaling over \$3 million.



Courtesy of Feeding America

### Feeding America

Since 2009 Cisco has contributed \$1.675 million in cash, products, and employee time to support Feeding America, which delivers food to approximately 37 million Americans through a network of 202 member food banks. The economic downturn has increased the number of people relying on food assistance, putting the organization under increasing pressure.

Cisco-supported technology projects, such as the Athena Technology Program, have helped to streamline Feeding America operations and save money across its entire network by reducing transportation, purchasing, marketing, and IT costs. The Transportation Optimization Project, funded in part by Cisco, is expected to reduce transportation costs across the entire Feeding America network and free staff to spend their time identifying cost-cutting measures instead of managing deliveries. Estimates suggest this could save as much as \$1.5 million over five years, enough to provide 12 million meals.

Thousands of Cisco employees are also part of the Feeding America network, volunteering at and donating to member food banks nationwide. Many Feeding America network food banks were among the 139 food and water agencies worldwide to benefit from Cisco's 2011 Global Hunger Relief Campaign, which raised \$4.1 million through employee contributions and matching funds.

Click [here](#) to view our Feeding America video.

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We also helped to fund the development of a Field Level Operations Watch (FLOW) mobile application for Water for People to improve data collection and analysis during field-based research. In FY12, we worked with Water for People to identify Akvo, an international NGO that uses information technology to promote international development, to scale the platform as an open source tool, expand its features, and make it more user friendly for the 500 organizations that have expressed interest in implementing the application. We have also added water programs to our annual employee fundraiser, the Global Hunger Relief Campaign.

### Responding to Emergencies

Cisco provides short-term emergency relief to support the work of nonprofits and NGOs responding to natural disasters and related humanitarian crises. This includes employee networking and technology expertise, cash and product grants, employee donations, and matching gifts from the Cisco Foundation. We encourage employees to make a difference not only through corporate giving but also by using their skills for hands-on impact.

Cisco's Tactical Operations team can mobilize and respond to natural disasters when normal communications infrastructures have been degraded or destroyed. The team responded to the Waldo Canyon Fire in Colorado in FY12 and to the Japanese earthquake and tsunami and Queensland, Australia, flooding in FY11. Trained to work in challenging environments, the team responds with Cisco Network Emergency Response Vehicles and other satellite-based communications equipment during the acute phase of an emergency. A key part of this capability is the Cisco Disaster Incident Response Team of Cisco volunteers, who are specially trained to provide quick response and incident support during crisis situations.



### Supporting Sustainable and Resilient Cities

More than half the global population lives in cities, which represent up to 80 percent of global economic power and growth. Cities are highly complex systems, vulnerable to problems associated with land and housing, disaster and recovery, crime, pollution, and traffic. The exchange of knowledge and close collaboration between the public and the private sector is crucial to building communities that are resilient to these challenges.

Cisco has been an active leader of innovative public-private partnerships to build urban resilience. For instance, in Brazil, NASA and Cisco established the Planetary Skin



Institute (PSI) to address complex issues of resource scarcity and land change. PSI and Brazil's Ministry of Science, Technology & Innovation are undertaking a multiyear program to track the development of Brazil's National Early Warning System for Natural Disasters before scaling this capability through other areas of Latin America.

In San Francisco and Amsterdam, Cisco's Urban EcoMap enables citizens and businesses to compare their individual climate-relevant behaviors, creating a direct link between personal action and the overall resilience of the city. It helps people understand the impact of their transport, energy use, and waste, and to set goals to live more sustainably.



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## Employee Engagement

We encourage employees to engage with their local communities and support projects they are passionate about and that align with Cisco's CSR focus areas. Volunteering on projects that use their networking skills and enthusiasm helps employees build strong relationships with our communities and partners and strengthens our reputation as an active corporate citizen. Partner organizations benefit from our employees' expertise to improve the way they operate and free up resources.

Our Community Relations team works with Cisco Civic Councils (groups of employee leaders who champion social investment in their local communities) to 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 \$1000 per year per employee and volunteering at \$10 per hour up to \$1000 per year per employee (and up to \$10,000 for employee volunteer teams) for more than 2600 approved organizations in over 40 countries.

Skills-based volunteering supports our employees' leadership development. Each Civic Council is led by an executive as well as a chair and co-chair, positions that present opportunities to develop skills required for Cisco's performance framework, C-LEAD (Collaboration, Leadership, Execution, Acceleration, and Disruption). We encourage employees to include volunteering objectives in their personal development plans, and we encourage managers to organize service projects as part of team-building events.

In FY12, employees volunteered 107,150 hours, compared with 166,445 in FY11. Cisco experienced a very high rate of volunteerism in FY11 due in part to a volunteer challenge in celebration of the company's 25th anniversary.

### Increasing Participation

In FY12, we launched Cisco Volunteer<sup>x</sup>, a yearlong program that aims to encourage Cisco's leaders to support their communities and inspire volunteering among employees companywide. Launched at our annual senior leader meeting in May 2012, more than 1000 people volunteered over 2700 hours to support 36 different projects at 20 locations worldwide. We aim to reach 150,000 companywide volunteer hours and raise at least \$1 million in matching funds by May 2013.

Competition among functions and regions is encouraged, with the winning function and region each receiving \$25,000 grants for the organization of their choice.

We continue to measure and refine our volunteer program by responding to feedback from employees, partners, and nonprofits and NGOs. Community Connection, our global matching gifts and volunteering IT solution, helps employees find organizations to support, report volunteer hours, make donations, and request matching funds.

We use Community Connection to track service hours and monitor volunteering trends to align our community service program with employee interests. This online tool has helped to more than double reported volunteer hours and increase employee donations by 77 percent since its launch in FY10.

Annual Employee Volunteer Fairs at our San Jose, California; Research Triangle Park, North Carolina; and Lawrenceville, Georgia campuses allow Cisco employees to meet local nonprofits to learn more about service opportunities. Volunteer and Civic Council of the Year Awards recognize exceptional contributions in each Cisco operating region. Winners receive a \$5000 grant for the organization of their choice.

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### Product Accessibility

We want as many people as possible to benefit from the social and economic opportunities that our products and services provide. Therefore, making our products accessible to people with disabilities is important to us, and we are committed to designing and delivering products and technologies to meet the needs of every user. Designing accessible products helps us comply with legislation and meet the accessibility requirements of many of our customers, including federal and state governments.

The Cisco Accessibility Initiative is our program to conform Cisco products, websites, and documentation with accessibility regulations. Accessibility plays an important role at every stage of the product lifecycle, from design to shipping and end use. This also applies to existing products. As a result, we conduct regular product refreshes and training with product managers to emphasize the importance of accessibility.

Furthermore, we work closely with partners, suppliers, and customers to improve communications for people with disabilities through the use of our products. For example, since 2010 we have partnered with Purple Communications to provide specialized communications solutions for individuals who are deaf or hard of

hearing. Developments include a video interpreting service allowing deaf and hard-of-hearing people to communicate using Cisco IP Phones fitted with video capabilities. Another solution is Purple Communication's ClearCaptions technology that displays captioned text on Cisco IP Phones.

In FY12, Cisco joined the National Technical Institute for the Deaf's DeafTEC initiative to provide training to educators and employers on how to teach and employ deaf and hard-of-hearing people in science, technology, engineering, and math (STEM) fields. It is one of a number of initiatives between the Institute and Cisco that aim to increase the accessibility of Cisco technology for the deaf and hard of hearing (see below).

#### Helping to Educate the Hard of Hearing

The National Technical Institute for the Deaf (NTID) is one of the nine colleges of the Rochester Institute of Technology (RIT). Approximately 800 deaf or hard-of-hearing students are enrolled with the Institute, with 500 more receiving support at other RIT colleges. Instructors use a variety of communication methods while teaching, including sign language, finger spelling, printed and visual aids, and real-time captioning services.

Cisco has supported the Institute since FY10, when we funded the installation of Cisco TelePresence technology that enables staff and students to meet and collaborate with other deaf community members.

We collaborate with the Institute to explore new and imaginative ways to incorporate features for deaf and hard-of-hearing users into existing Cisco technology and future products. A team of specialists, for example, is researching

ways to allow Cisco TelePresence to respond to visual communications such as American Sign Language.

Other research is exploring how smartphones and Internet technology can be adapted to allow a person who is deaf to make a 911 emergency call. Another team is designing a signing avatar system that can be used in educational settings or workplaces to provide a bridge between visual and spoken languages.

Recently, two NTID students who were participating in a placement program with Cisco completed projects demonstrating how to integrate text and captioning solutions into products such as Cisco Unified IP Phones and Cisco TelePresence. They also scoped ways to caption Cisco TelePresence video conferences to allow persons with hearing disabilities, or those operating in a second language, to read conversations in real time during a video conference.





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## Supplier Diversity

Supplier diversity brings competitive advantage by encouraging innovation and helping us develop products that meet our customers' varied needs (see Supply Chain, page C10). It also supports our social investment strategy by contributing to economic development in underserved communities by partnering with minority-, women-, disabled and veteran-owned businesses as well as companies in historically underutilized business zones (HUBZones).

Procuring goods and services from diverse suppliers is a regulatory requirement in several of our markets, including Australia, South Africa, and the United States:

- In Australia, we prepare a Reconciliation Action Plan that is designed to promote business opportunities for Aboriginal and Torres Strait Islander Australians.
- In South Africa, we submit information on black-owned suppliers in line with the government's Broad-Based Black Economic Empowerment initiative.
- In the United States, our customers expect us to support diverse suppliers to help them meet regulatory obligations such as those imposed by the California Public Utilities Commission. This requires Cisco customers, including utility companies, to develop and implement programs to increase the use of women-owned and minority-owned businesses. Supporting supplier diversity is also a requirement for suppliers to state and federal agencies.

In FY12, we responded to information requests on our diverse supplier expenditure from more than 70 customers.

## Building Capability

We established the Cisco Global Supplier Diversity Business Development (GSDBD) program more than 14 years ago to increase diversity in our supply chain. The program identifies potential suppliers and connects them with Cisco functions that can use their products and services. We organize a range of initiatives to increase the use of diverse suppliers in our supply chain and help them secure new business:

- **Basic skills building:** Since 2002, Cisco has sponsored 69 people from 45 diverse businesses in the Management Development for Entrepreneurs Academy. Established in 1990, the academy is a four-day skills development program at the University of California-Los Angeles in which participants work with students to develop a strategic business improvement project for their business. In FY12, only one diverse business qualified for our scholarship. However, we hope that more diverse businesses will be able to participate in this program in FY13.
- **Executive Mentor Protégé Program:** In FY12, seven CEOs from diverse suppliers received mentoring from Cisco executives. Twenty-two companies have participated in the program since 2009. Many of the participants credit the program with helping them secure significant new business. For example, minority-owned businesses Telamon Corporation and Genesis Network Telecom Services secured multimillion-dollar contracts with a leading U.S. telecommunications provider following their participation in the program, with mentoring support from Cisco.

In FY12 we helped develop a new national mentoring program to support diverse Cisco partners in HUBZones throughout the United States. Due to be launched in FY13, the program will act as a blueprint to support initiatives in Cisco markets internationally.

We provide additional support for diverse suppliers through initiatives such as the Cisco Networking Academy program. As well as providing ICT and networking training to build suppliers' capabilities, we help suppliers secure new talent through job placements, mentoring, and work experience for Networking Academy students. Cisco employee resource groups such as Veterans Enablement and Troop Support, the Cisco Black Employee Network, and the Cisco Disabilities Awareness Network help us create a network of diverse suppliers and partners by working closely with external diversity organizations.

**Australia:** We are a member of the Australian Indigenous Minority Supply Council (AIMSC), which aims to support the growth and development of indigenous-owned suppliers. The Council helps member companies meet their Reconciliation Action Plan procurement goals and provides a forum for companies and indigenous-owned suppliers to meet and network. Although we are not a major purchaser in Australia, we attend supplier meetings organized by the Council, and Cisco representatives have spoken at the Council's annual conference. We promote the Council and indigenous-owned ICT partners to our customers where practical.

In FY12, we contributed to the development of the Council's First Steps training program, which supports companies looking to increase their procurement from indigenous-owned suppliers. We also invited indigenous-owned ICT companies to visit Cisco to learn more about our technology and see if they would like to apply to become a Cisco preferred supplier. By the end of FY12, we were working with two AIMSC-registered suppliers to provide mentoring support.

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**South Africa:** In South Africa, we are one of 20 members of the South Africa Supplier Diversity Council, which aims to promote the development of black-owned companies. The Council supports member companies in their diverse supplier procurement goals by providing a forum to share best practices and meet black-owned suppliers. We participate on its Management Advisory Council, and we helped develop a database of certified suppliers for use by member companies.

### Networking

Cisco Partner Operations Diversity Forums provide an opportunity for suppliers to meet with Cisco executives and other Fortune 500 company representatives to discuss potential business opportunities. In FY12 we sponsored two forums in partnership with the National Minority Supplier Development Council (NMSDC) and the U.S. Department of Commerce Minority Business Development Agency.

We also participated in a global business mission in which U.S.-based partners and suppliers joined Cisco on a business trip to South Africa to meet with government officials, local businesses, and potential partners.

Qivliq, a subsidiary of Alaska's native-owned NANA Development Corporation and a recent graduate of Cisco's Executive Mentor Protégé Program, attended two business missions to Australia through our partnership with the NMSDC's Global-Link program in FY11. Qivliq's participation in our mentor program and related business missions led to the opening of a new location in Perth, Australia, in FY12.

The NMSDC's Global-Link program aims to create and tap into a worldwide network of suppliers from traditionally excluded groups. Global-Link marks a significant effort by NMSDC to develop non-governmental organizations in several countries that can provide linkages between historically excluded businesses and corporate buyers.

Cisco is also a corporate member of WeConnect International, WeConnect Canada, and the Women's Business Enterprise National Council (WBENC) as we seek to increase our procurement from women-owned businesses. WeConnect International and its global affiliates promote women-owned businesses by connecting them with multinational companies committed to increasing supplier diversity. Cisco supports events, including trade shows and conferences.

### External Recognition for Cisco's Supplier Diversity Program

In FY12, Cisco ranked 12th among the top 50 U.S. companies providing multicultural business opportunities. It is the fourth year Cisco has been included in the ranking by DiversityBusiness.com, which is based on feedback received from more than 650,000 women- and minority-owned businesses.

See more CSR awards and recognition on our [website](#).

