



Building partnerships to support our flagship programs



Sept 14, 2009

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CSR Vision and Mission – for Cisco China

- **Vision**

Enhance Cisco's value as a leading global corporate citizen in China

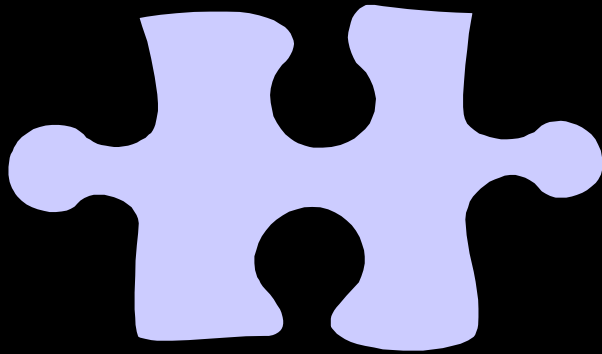
- **Mission**

Through the focus and execution on the citizenship efforts/programs to benefit **our communities**, enhance the **workplace & employees welfare** and protect our environment

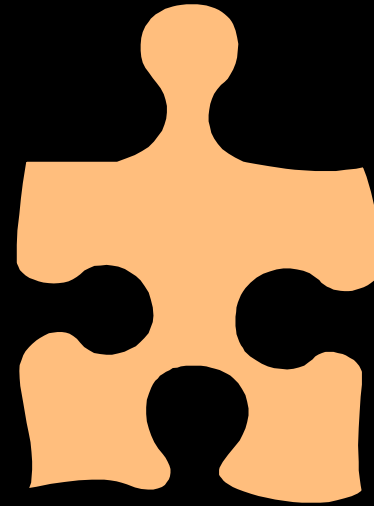


Partnership Makes it Work

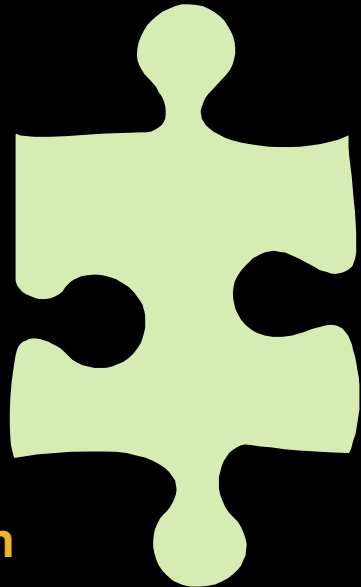
Government



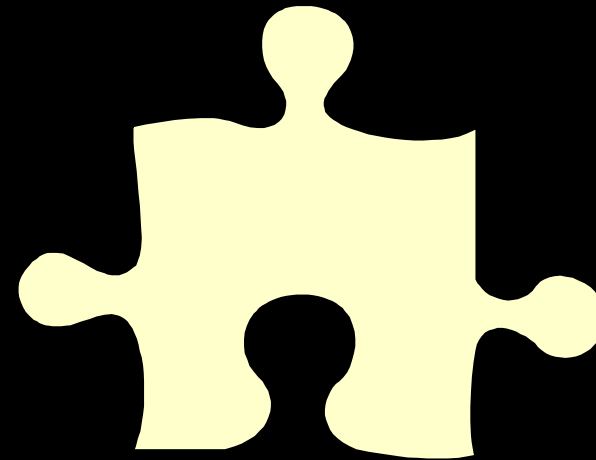
NGO



Education

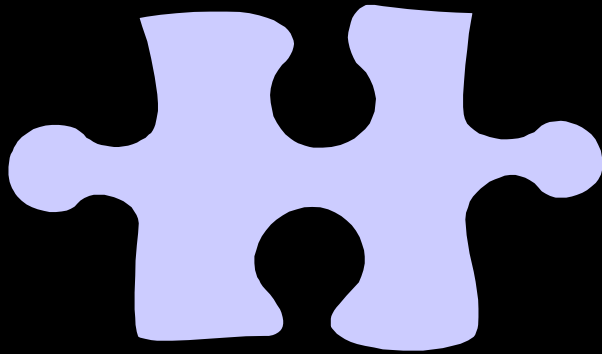


Business

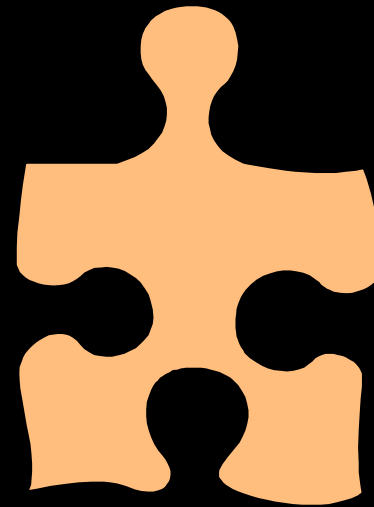


Case I : 21s School in ZhunDao

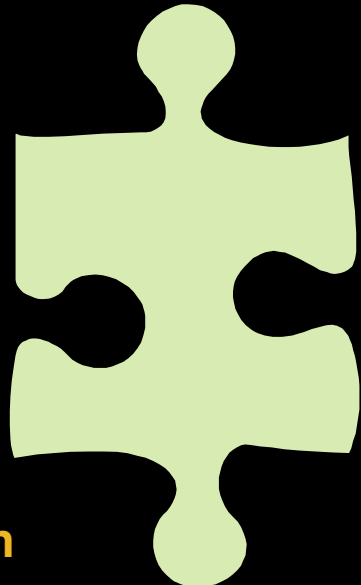
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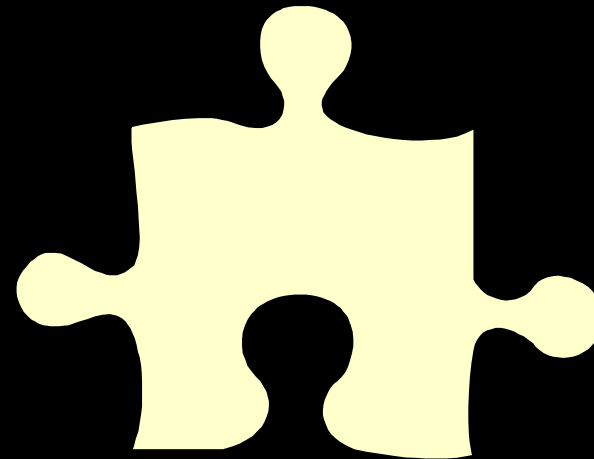
NGO



Education

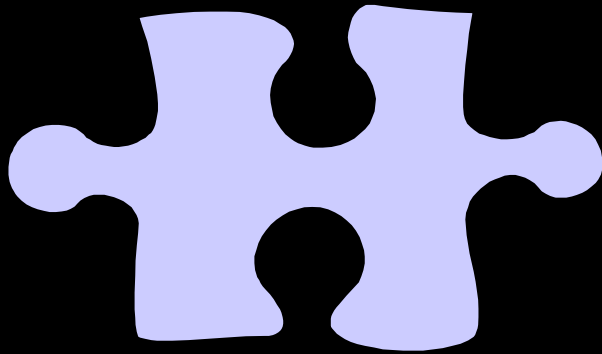


Business

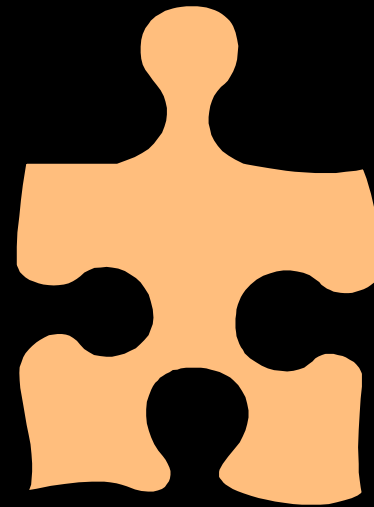


Case II : IT Enablement for 典范工程

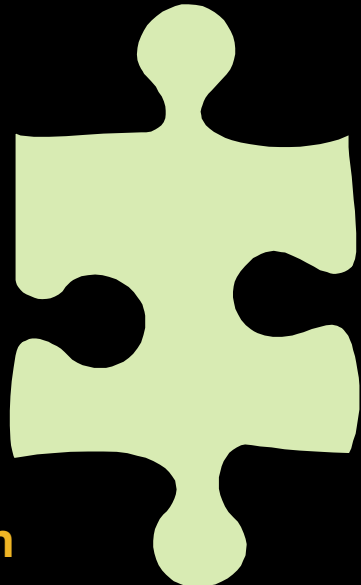
Government



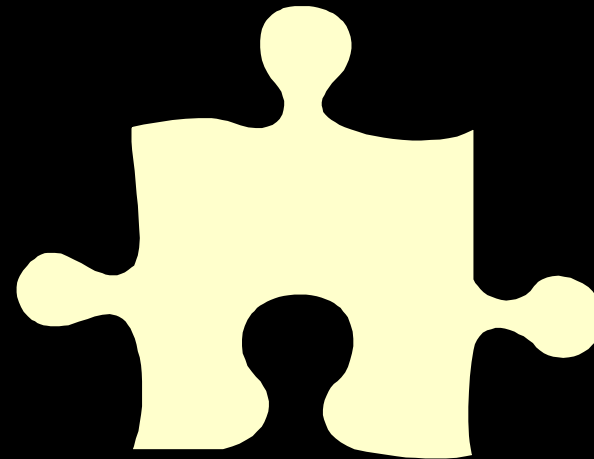
NGO



Education



Business



Evaluating suitability for partnership

- **Establish Public Private Partnerships**

By partnering with public / private / NGOs, expand the reach of communities

Scalable, replicable, sustainable solutions

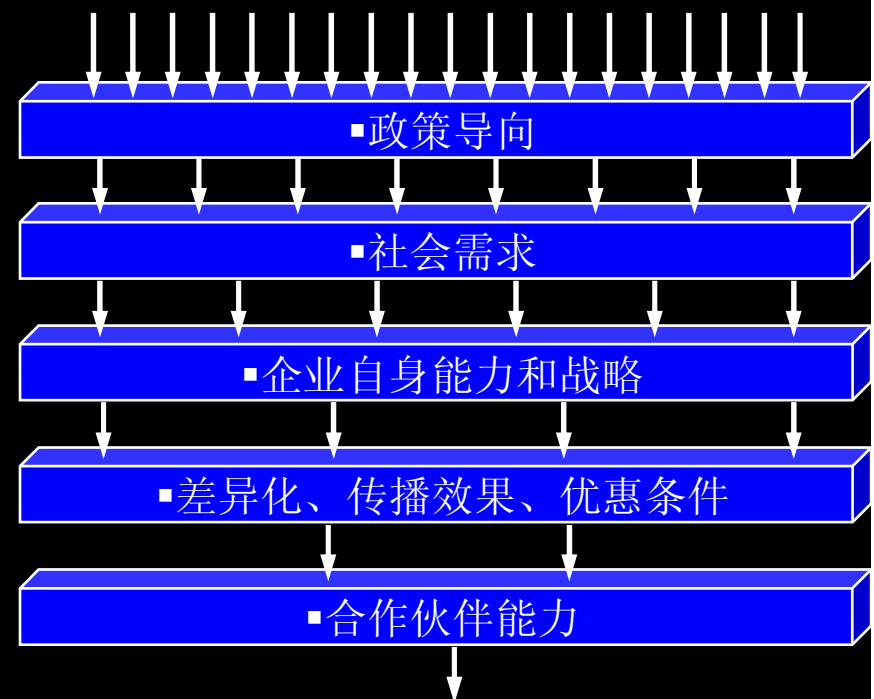
Community and country transformation

- **Vision/Mission/Strategy**
- **Leadership team**
- **Execution**
- **Coverage**

Designing a program/project with Partners

- Leveraging partner's Existing programs/projects
- Aligned with Cisco's Strategy & Focus areas
 - Earthquake Reconstruction
 - Education Category
 - Inclusion & Diversity
 - Employee Volunteering
 - ICT Enablement
- Measurable Result & timeline
- Execution Flexibility
- Multiplier Effect

Chart quoted from NPI Mr. Lu's speech



Monitoring the program/project

- Close Follow up & Communications by PMs
- Internal Weekly meetings
- Must-do recap for each program/project

Evaluating the impact of the project

- Beneficial target
- Employee involvement
- Engagement parties
- Positive Influence by communications
- Branding/PR/GR.....

Sustainability

- Multi-year projects
- Eco-system building up
- Scalable to Countrywide



Best in the World. Best for the World.