

Current Trends in CSR and Investment in Education



Skills acquisition and investment in education for the developing nations have moved to center stage in strategies to promote economic prosperity, employment opportunities and social cohesion.

Investment in workforce development and human capital has become a top priority for many corporations. Microsoft's investment in India (Project Shiksha) and its technology partnership with the United Nations Development Program (UNDP) to provide technology enabled training for youth and adults in developing countries are initiatives worth emulating by other corporations.

More and more global players are making investment in education a priority. Recently, Coca-Cola China opened the first 'Coca-Cola e-learning center' in Beijing. There are now 20 centers servicing over 10,000 Chinese students and their communities. Coca-Cola has also partnered with the UNDP to pilot a project called 'e-learning for life' in Malaysia. Since the program's launch, six Information and Communications Technologies (ICT) hubs have been set up, giving more than 10,000 students and their teachers access to e-learning and ITC training.

Cisco and UNDP have opened eighteen Cisco Networking Academies located in the Asia Pacific region to teach students how to design, build and maintain computer networks. Innovative initiatives such as these illustrate the positive role that corporations can play in delivering sustainable development to developing countries.

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reach across the digital divide

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EasyLearning

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EasyLearning is the only program of its kind and addresses all the key barriers to deploying e-learning in developing countries: courseware compression, course encryption and delivery methods. EasyLearning is committed to providing access to the highest quality certification level IT, Desktop & Professional Development courses that ensure instructional competency and the proper curriculum.

Serebra Learning Corporation

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CSR

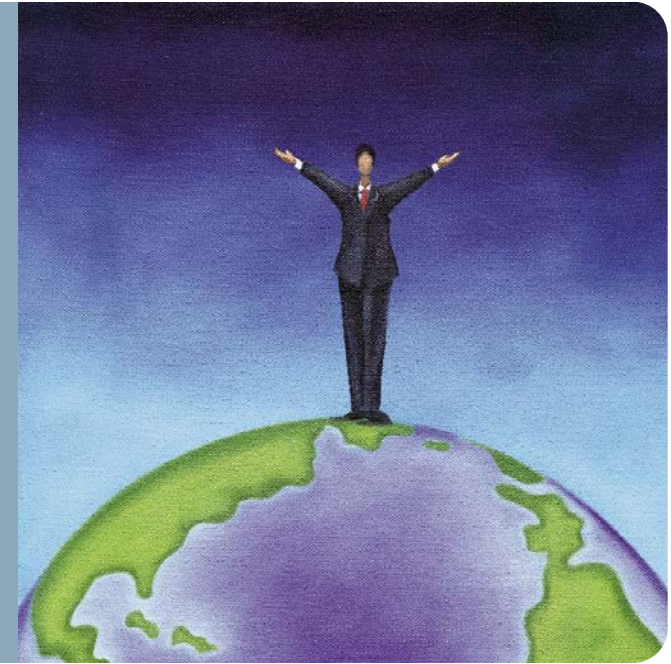
CORPORATE SOCIAL RESPONSIBILITY



**generating opportunities
through responsibility**

utilizing technology & education

rise to the challenge
and make a difference!



Corporate Social Responsibility

CSR, "a concept whereby companies integrate social and environmental concerns in their business operations", is gaining rapid momentum and becoming ever more important for companies around the world.

Corporations have a social responsibility to enhance the well being and liberty of citizens and to deliver sustainable value to society at large as well as to shareholders.

CSR is instrumental for fostering sustainable and equitable development worldwide. In support of this movement, EasyLearning has undertaken an initiative to deliver Information Technology (IT), Desktop and Professional Development skills to developing countries.

Making Education a Priority

The wide presence of "under prepared" certificate holders due to the shortage of "expert instructors" and proper curricula continues to hinder the transition of many of the developing nations to sustainable economies.

The EasyLearning program presents a window of opportunity for corporations and governments to join hands in promoting access to Information and Communication Technologies (ICT) through sponsorship for courses and utilization of "best of breed" technology to deliver certification level IT courses to developing countries.

EasyLearning provides 560 certification level IT, Desktop and Professional Development courses that can be accessed via the Internet using EasyLearning cards.

Take Part and Change the Way People Learn, Live and Work

We invite corporations and governments to join hands in promoting and improving access to ICT for the benefit of human development and to gradually adopt a CSR agenda.

Through a collaborative action, we can ensure that access to the digital economy will not be a privilege for a few, but will be an opportunity extended to every single individual. Whether you want to provide funding for sponsoring this program, or participate in EasyLearning by becoming a regional/local reseller or get involved as an academic institution, we welcome your support.