Corporate Social Responsibility (CSR) has become integral to a company’s image and reputation. But what are the options for a meaningful and effective CSR initiative?

1. Corporations need a solution that benefits both the company and society.
   - Social behavior is just as important as financial results.
   - Is there a way to integrate CSR into core business strategies?

2. To benefit a wider audience, a global audience is needed.
   - We could build a hospital. Or a school. Or even dig a well.
   - Those are all worthwhile projects, but they only affect the immediate community.
   - It would be great if we could get a bigger ROI out of this too.

3. Supporting Developing Countries (DCs) is a meaningful and far reaching option for CSR.
   - E-Learning is the most viable option to reach the masses but there are still barriers in the way.
   - Is there a way to improve education? We could use E-Learning.

4. Students and Leaders in the DCs are surrounded by challenges that result in unskilled and ill-prepared degree holders.
   - E-Learning is expensive and most DCs don’t have the bandwidth to handle online courses.
   - We need to give the individuals the ability to affect change in their own community.

5. In developing countries the need for skills acquisition and workforce development is high.
   - We need to improve education.
   - If only we had the proper resources.

6. Without the IT and workplace skills the DCs are unable to compete with the rest of the world.
   - I’m afraid you don’t have the proper skill-set for the job.

There is a need for 21st century job skills in developing countries. Unfortunately the solutions that currently exist are difficult to implement and require unavailable resources.
The ICWFD has created e-Skills 360°, an e-learning program that meets a critical need and can be implemented on a global scale by converting CSR support into worldwide training.

1. Educating students in DCs enhances ROI by creating a pool of potential employees that are highly trained.
2. Scratch cards can be designed, printed, and then distributed to the masses under a high profile CSR initiative.
3. Successful CRS improves relations with the government, communities and the media.
4. With e-Skills 360°, societies become more productive and efficient, and students are prepared for the workforce with the appropriate job skills.

Corporate World

- Educating students in DCs enhances ROI by creating a pool of potential employees that are highly trained.
- Scratch cards can be designed, printed, and then distributed to the masses under a high profile CSR initiative.
- Successful CRS improves relations with the government, communities and the media.
- The publicity from this initiative has been great!

Developing World

- With e-Skills 360°, societies become more productive and efficient, and students are prepared for the workforce with the appropriate job skills.
- Scratch cards containing the website URL and PIN, give students universal access to high-end skills.
- Previous problems with e-learning are solved with e-Skills 360° enabling DCs to produce skilled and prepared degree-holders.
- e-Skills 360° enhances the job skills of disadvantaged populations creating a workforce with 21st century competency.

Under e-Skills 360°
- Corporations can sponsor courses worth US$100 to $540 for under $10 for their CSR initiatives.
- These courses can then be disseminated FREE to the masses.
- Downloaded right onto the student’s machine, eliminating the need for high bandwidth.
- Over 1500 certification-level courses in both Professional Development and Information Technology.
- Scratch Cards make access possible anywhere there is an internet connection.

Scratch Cards
- The Scratch cards contain the website URL and PIN, giving students universal access to high-end skills.
- One Scratch Card is branded with the company message and logo.
- These Scratch Cards have all been branded with the company message and logo.
- We’re able to manage resources much more efficiently now.
- And there’s continuous self-improvement.

Contact ICWFD today and become part of the solution: info@icwfd.org

Empower youth. Empower a nation. Bridge the digital divide.