

# BEFORE | Bridging Digital Divides Through CSR

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?

Corporate World

**PAIN**

Developing World

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.

**1** Corporations need a solution that benefits both the company and society.



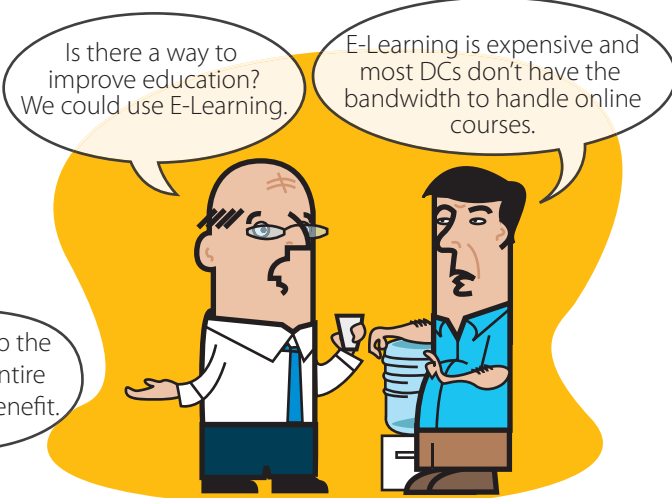
**2** To benefit a wider audience, a global audience is needed.



**3** Supporting Developing Countries (DCs) is a meaningful and far reaching option for CSR.



**4** E-Learning is the most viable option to reach the masses but there are still barriers in the way.



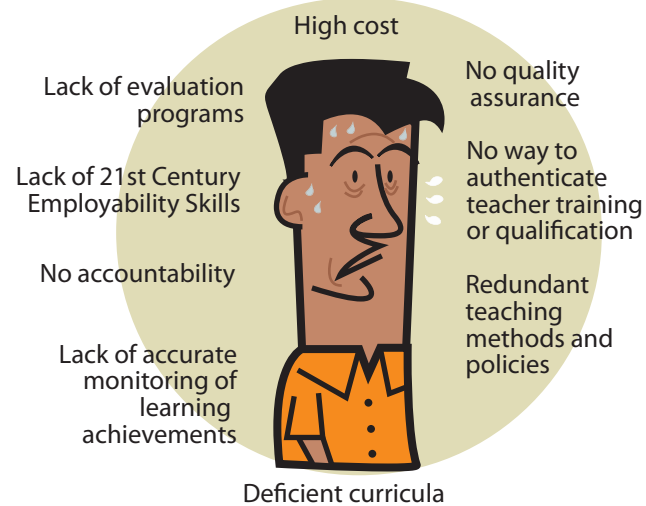
**1** In developing countries the need for skills acquisition and workforce development is high.



**2** A lack of subject matter experts is just one of the problems DCs face.



**3** Students and Leaders in the DCs are surrounded by challenges that result in unskilled and ill-prepared degree holders.



**4** Without the IT and workplace skills the DCs are unable to compete with the rest of the world.



OVER

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.

Corporate World

GAIN

Developing World

Where DCs previously lacked subject matter experts and access to 21st century skills, e-Skills 360 has created a bridge to workforce development and self-sustaining courseware.

**1** Educating students in DCs enhances ROI by creating a pool of potential employees that are highly trained.



**3** Successful CRS improves relations with the government, communities and the media.



**2** Scratch cards can be designed, printed, and then distributed to the masses under a high profile CSR initiative.



**4** Be recognized as being committed to the welfare of society while providing high-profile publicity for the corporation.



**1** With e-Skills 360, societies become more productive and efficient, and students are prepared for the workforce with the appropriate job skills.



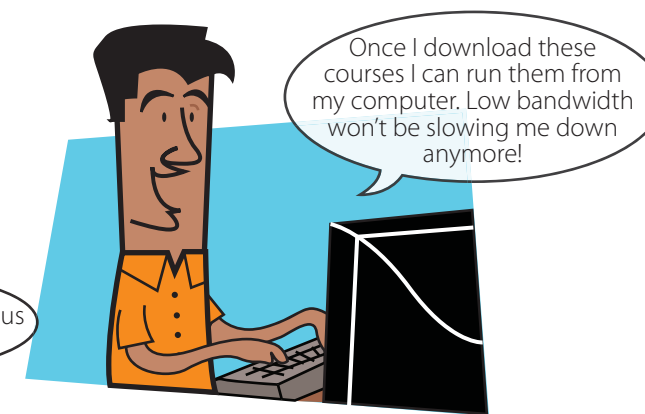
**3** Previous problems with e-learning are solved with e-Skills 360, enabling DCs to produce skilled and prepared degree-holders.



**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.

**2** Scratch cards containing the website URL and PIN, give students universal access to high-end skills.



**4** e-Skills 360 enhances the job skills of disadvantaged populations creating a workforce with 21st century competency.



**Professional Development**

- Sales
- Project Management
- Customer Care
- Communication

**Information Technology**

- CISCO
- A+ 2003
- SQL Server
- Programming

**Desktop Skills**

- MS Office 2003 & XP
- Macromedia Director
- Operating Systems
- Lotus Notes

Over 1500 IT and PD courses

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

Contact ICWFD today and become part of the solution: [info@icwfd.org](mailto:info@icwfd.org)