

ERICSSON CORPORATE RESPONSIBILITY INITIATIVES AROUND THE WORLD, A-Z

Ericsson's business around the world is involved in corporate responsibility initiatives based on the needs of their local communities. In 2007 a corporate responsibility sponsorship directive was implemented, which guides the approach to those activities so that they benefit local communities while contributing to the Ericsson brand, strengthening the association with our core values and supporting the corporate responsibility strategy. Sponsorship activities should fit into the following categories:

- Promote the use of mobile or broadband technologies to address a social need
- Promote the socio-economic benefits of information and communication technology (ICT)
- Promote the application developers that will help drive traffic in emerging markets (eg mobile commerce, micro payments, financial transfers)
- Promote the use of 'e' everything, that is the use of ICT to improve efficiencies in creating more sustainable societies in all parts of the economy (for example, e-health, e-governance, and e-education or disaster relief)
- Use of ICT promote sustainability
- Healthcare (telemedicine)
- Education and leadership in telecom

In 2007, projects ranged from social and economic development initiatives, academic scholarships and environmental protection to social and humanitarian aid such as disaster relief, health care and children's welfare.

Australia

A joint study in Australia revealed that telcom services can contribute to a reduction in carbon emissions. Telstra's Next G™ Network was supplied and installed by Ericsson and reveals that business users of the new mobile broadband service can reduce their carbon footprint as well as improve their productivity – benefiting both business and the wider Australian community. Ericsson and Telstra co-commissioned a study to survey business users of the new HSPA-enabled 3G network to see whether they have been able to reduce their travel distances and the need to print documents.

The results of the study show that users surveyed are experiencing a reduction in travel and paper usage. Respondent indicated that due to the better reception, coverage and faster speeds they are able to stay out of the office longer and continue to access office information – reducing travel and fuel consumption. On average this has led to a reduction of 30 kg of CO² per week per user, roughly the equivalent of driving a car 120 kilometres. Being able to access office databases remotely also means that less documents have been printed.

Businesses reduced their carbon footprint by up to 17 percent with an average of between 5-10 percent. The total decline in carbon emissions for respondents ranged from 92.5 to 0.5 kg of CO² emissions per week.

China

Ericsson in China is involved in a number of corporate responsibility initiatives to increase awareness of the issues, encourage young people to consider a career in telecommunications, promote e-services and the socio-economic benefits and sustainability of information and communication technologies.

- **Communication for all and e-services**

Meizhou Project

For two years Ericsson has supported the Meizhou Project to stimulate economic growth and bridge the digital divide between this area in the northeast area of Guangdong province and the rest of the world. The objective of this project is to increase government efficiency and improve the standard of living of local residents.

Mobile broadband services now distribute information such as water levels, weather forecast, rainfall and agricultural information for local farmers. Mobile broadband also supports security and emergency services, e-government and education.

The environment

Ericsson in China launched a Green Campaign to gather employees' ideas on energy efficiency, cost saving and environmental protection in the workplace. Winning ideas are chosen every month to be put into action.

Awards

Ericsson in China has received two awards. It has been recognised by China Association of Enterprises with Foreign Investment as one of the top 50 foreign-investing companies contributing to a sustainable Chinese society. It was also awarded the 2007 China Information Industry Energy-efficiency Innovation Award in recognition of achievements in energy saving in base stations, network optimisation and the use of alternative energy solutions.

- **Supporting education**

Volunteering

Ericsson employees volunteered to give young students guidance about the transition between school and professional life. The volunteer day was organised by Junior Achievement China at Beijing University of Post and Telecommunications.

Partnership with Tsinghua University

Ericsson and Tsinghua University will carry out research projects in Future Networking to benefit the advancement of Next Generation Internet research in China and the rest of the world. The partnership will explore challenges such as advanced routing, traffic recognition, control and network security.

10-year anniversary of research partnership with Beijing Institute of Technology

The BIT-Ericsson Research Center of Digital Communication Technology has become an important center for scientific research and international exchange of new technology of wireless mobile communication. It has focused on 3G digital mobile communication, speech recognition and relevant application fields and is now an important scientific research and international exchange base for the training of wireless mobile communication professionals.

Charitable support

Ericsson China supports the improvement of basic levels of education in underprivileged areas of China and donated 150,000 RMB to build a primary school in Shanxi Province. Ericsson's donation was given to China Foundation for Poverty Alleviation (CFPA) to build the EU-China Ericsson Primary School in Wuzhai.

Taiwan

Red Cross

Ericsson has made a free donation service available to the Taiwan Red Cross enabling mobile phone users to donate cash via SMS messaging.

Croatia

Ericsson Nikola Tesla has designed and delivered modern e-health, e-business and e-information systems as well as supporting education programmes in Croatia. The Medical Emergency Call Centre System is an information and communication system that improves communication in medical emergency situations and enables better and faster execution of emergency action in the field. The system provides decision support and direction to the nearest suitable medical facility to those on the ground. Ericsson has also established a joint land register and cadastre data system in Croatia to increase security in property transactions for use by citizens and authorised professionals. And the radar and communication system it installed for the Rijeka Port Authority manages the logistics and efficiency of sea freight supporting the business interests involved. The system also supplies oceanographic and meteorological information for the safer management of local shipping.

As part of its objective to be a preferred employer in Croatia, Ericsson partners with educational institutions to support the creation of a knowledge-based society. Initiatives include sponsoring and supporting telecom students, organizing 'Summer Camp' courses for senior telecom students and presenting the Ericsson Nikola Tesla Annual Student Award to encourage students involved in research.

Ericsson Nikola Tesla is also actively engaged in furthering corporate responsibility in Croatia by taking part in the development of an annual evaluation and award mechanism to encourage companies to implement corporate responsibility principles and programs. The initiative was founded by the Croatian Business Council for Sustainable Development and the Corporate Responsibility Association of Croatian Chamber of Economy, and practical evaluation is expected to start in 2008.

France

Ericsson in France is a member of Cercle Passeport Telecom, a partnership between eight major telecom companies and two government departments that offers educational and job support to disadvantaged young people. Ericsson staff mentor young people to support them while applying to engineering schools. Mentoring is designed to run alongside the young people's education and improve their ability to gain a career in telecom engineering. Ericsson's objectives for this program have been to build participation, raise the profile of engineering amongst 15 to 17 year old girls who are less attracted to the sector and participate in an association with students from Esigetel, an engineering school which participates in the program.

Greece

Ericsson in Greece supported four charitable organisations whose missions are to improve the quality of life for Greek citizens.

- The Lirio Children Foundation – founded in 1968 this non-profit organisation's mission is to take care of abandoned, mistreated children, or those whose family environment is considered unsafe
- Hatzikyriakio Institution of Child Care – one of the oldest orphanages in Greece, founded in 1889 to take in orphaned and homeless girls
- Greek National Confederation of Blind persons – a non-profit organization which defends the common interests and rights of blind people
- Scandinavian and Greek Churches in Greece – Christmas and Santa Lucia celebration donations.

Greece and Malta

The annual Ericsson Awards of Excellence in Telecommunications reward Greek and Maltese undergraduate and post graduate students for new and innovative ideas in telecommunications. The awards aim to highlight the scientific research work of the Greek and Maltese Academic Institutes. Award winners participate in the awards ceremony, receive a financial award, visit Ericsson's headquarters in Sweden and are eligible to apply for a six month employment position at Ericsson.

India

In September 2007, Ericsson conducted a two-month project in India, called Gramjyoti meaning 'Light of the Village'.

The project showcased the benefits of mobile broadband for rural India. GSM, the wireless technology used by over 80% of global mobile subscriptions and covering 60% of India's population. The next generation of mobile technology, called WCDMA/HSPA, was used in the project to demonstrate the benefits of mobile broadband to local stakeholders.

Thousands of people within the Gramjyoti project area covering 18 villages and 15 towns were able to use broadband applications. Ericsson worked in partnership with Apollo Hospitals, Hand in Hand (a local NGO), Edurite, One97, CNN and Cartoon Network to deliver a range of services including telemedicine, e-education and e-governance.

Ericsson conducts research in India to understand how mobile communications can improve the quality of life of a variety of different people with different needs and lifestyles. Ericsson has discovered that mobile telecommunications can bring financial and social prosperity to people and their communities. Examples we have found over the last year include:

Laxmanram, an 18 year old from Ranisar Colony, Jaisalmer. He supplies water by camel and has been since he was

two, along with his father and elder brother. Laxmanram has had access to a mobile phone for two years and the family bought it because they thought it would be useful in the business. Before the mobile they were earning approximately 900 rupee per day. Now, with the mobile phone, they earn up to 1500 rupee per day as they can find out which wells are not busy and be more efficient collecting water.

Similarly Kishen is a 40 year old shopkeeper who specializes in making paan, a green leaf filled with either a mix of tobacco or a mix of spices and sugar. Before he had a mobile he went to the marketplace once or twice a week using up time and money - now his supplier delivers what he needs. His customer service has also improved as he can plan large orders easily. Kishen spends 300-400 rupees per month on his mobile and makes 5-6 calls per day. Before he had a mobile phone his average monthly income was 12 000 rupees. Now it has risen to between 18 000 and 20 000 rupees.

Kalandi is 43 years old with a family of six. He has a small bicycle repair shop on the main street of a small village called Salapada. Before Kalandi had a mobile phone he had to get supplies from the city four times a month and every trip took him one or two days to get there, buy the supplies and come back. Now his supplier delivers and customers know when to collect their bicycles without having to keep visiting the shop. Kalandi's income and the number of customer he has increased.

Ericsson in India is committed to making positive contributions to the local community. Ericsson is involved with a number of projects to support local development:

- ProjectAid Welfare Society is an NGO which runs slum schools developing literacy and vocational skills in the textile industry. Ericsson supports the school by purchasing cards produced by the children.
- Sruti is a non profit organisation that supports marginalized sections of Indian society by awarding fellowships to young people who are dedicated to upholding the right to existence, dignity and development amongst those marginalized groups. Ericsson supports Sruti with fundraising by donating waste paper and purchasing handmade paper products.
- Score Foundation's Eyeway.org is a project run by the Score Foundation Trust working with visually impaired people to include them in mainstream society. Ericsson supports Eyeway.org with donations of refurbished computers and fundraising activities.
- Kherwadi Social Welfare Association, Mumbai is an NGO assisting the poor in Mumbai's slums. Ericsson contributed the registration fees for 160 runners from the Mumbai marathon.
- CRY Cadence Corporate Cricket Tournament & Concern India Foundation Corporate Cricket Tournament. Ericsson employees' cricket team participated in the tournament and sponsorship funds were donated to the two organisations supporting children and disadvantaged people

Ericsson in India have also begun putting in place various environmental initiatives and has appointed a corporate responsibility steering committee to support future projects.

Italy

The Ericsson Ego Program in Italy supports micro start-up businesses and University students with innovative and entrepreneurial ICT business ideas. Rather than finance projects, Ericsson provides its expertise and office facilities to support these fledgling projects while driving change, creating potential new business opportunities and contributing to the social and economic development of the country.

The mission of the program is to:

- Turn ideas into business in a technologically advanced market scenario
- Lead the growth of entrepreneurial initiatives providing them with proper technical, commercial and market-oriented support

- Create value in telecommunications developing the market and enhancing collaboration among Institutions, Universities and Enterprises

In 2008 the objective is to include the program in the “Fondazione Lars Magnus Ericsson”, the non profit organization set up by Ericsson in Italy to develop CR commitment in Italy. Also the Innovation Prize Award will reward the best new innovative ideas from the students at the three main universities in Rome.

Japan

Nippon Ericsson K.K has held the Ericsson Awards since 1997 to recognise and support the contributions of senior academics and students to the development of the Information and Communication market in Japan. There are two types of award, the Ericsson Telecommunication Award (grand prix) and the Ericsson Young Scientist Award. The recipient of the Ericsson Telecommunication Award (grand prix) receives 3 million yen and a research and development trip to Ericsson’s head office in Sweden. The four recipients on the Ericsson Young Scientist Award each receive 500,000 yen.

Kosovo

Ericsson and Kosovo operator Ipko have launched a GSM network in Kosovo, an area that has suffered war and poverty for many years. As one of the largest foreign investments in recent years, the network has been well received as a sign of a revival in the economy. The network delivers affordable mobile communication to the public and is only the second network of this type in the country. It delivers infrastructure for the whole economy and has created jobs in site construction, sales and in call centres. In the first month of operation 130,000 users subscribed.

Poland

Ericsson in Poland is involved in arts and education projects and has supported young artists since 1999 with Ericsson Gallery, a joint initiative with the Academy of Fine Arts in Warsaw. Exhibitions are held every year and two sixth month scholarships awarded to young artists to develop their work.

Educational projects supported include internet training for women over 60 and a cooperation with the “School of Leaders” Association where Ericsson employees share their business experiences with young people to encourage them to take their place in society. Ericsson employees are involved giving presentations and taking part in workshops and discussions on topics such as “Business influence on cultural change” and “Technology influence on democracy”.

Serbia

Ericsson in Serbia supports the University Children’s Clinic in Belgrade as well as education initiatives to encourage more skilled experts in the telecom industry.