WHAT IS ERICSSON RESPONSE?

Ericsson Response is a global initiative that provides communications expertise, equipment and resources in times of need. Today, about 140 Ericsson volunteers are active. The aim is to assist humanitarian relief organizations with communications technology and competence to contribute to a better and faster response to human suffering when disaster strikes.

By providing the tools to get in touch with the outside world, each other and those most affected by the disaster, relief workers in partnering aid organizations can act even faster and can focus on efforts on the ground instead of each setting up separate mobile communications systems.

Ericsson Response was founded in April 2000 when employees expressed a wish to contribute their experience and skills in disaster relief situations. Since then, hundreds of employees from all over the world have volunteered, been trained and deployed to various disaster relief operations. Over the past decade, Ericsson Response has supported more than 40 relief efforts in more than 30 countries. The Ericsson Response team’s main tasks are to set up mobile networks for voice and data communication as well as supporting partners in training and knowledge sharing.

Ericsson Response was part of the relief effort following the large earthquake in Haiti in January 2010. A portable container-based GSM network, hosted by Office for the Coordination of Humanitarian Affairs (OCHA), was deployed on request from the UN to provide several of its organizations with telecommunications and ICT support.

The effort was one of the biggest in the history of Ericsson Response with 18 volunteers working in shifts for six months to cover communication in the 40 km² area, including the capital Port-au-Prince that was affected. Aid workers on the ground made about 3000 calls on a daily basis.

Throughout 2012 Ericsson Response worked with Emergency Telecommunications Cluster (ETC) partners – emergency.lu and the UN’s World Food Programme (WFP) – to provide vital communications services to relief workers in the Republic of South Sudan.

The combined ETC response solution from WFP, Ericsson Response and emergency.lu provided free, reliable, high-speed internet connectivity that allows the humanitarian community to perform its life-saving work in remote areas more efficiently. 10 volunteers worked with this mission for six months on-site.

During 2012, apart from the support provided in South Sudan, Ericsson Response has been engaged with partners in other countries, such as Mozambique, Tanzania and Uganda.
Ericsson Response – a highlight of missions 2000-2012

2000 – Ericsson Response was founded by employees who wanted to make a difference.
2000 – Extreme floods in Algeria and severe drought in Tajikistan.
2001 – Flooding in Hungary and earthquakes in Pakistan, Peru, El Salvador.
2004 – Tsunami devastates Indonesia and Sri Lanka.
2005 – Hurricane Katrina hits the US. Earthquakes in Pakistan.
2008 – Establish connectivity for Save the Children in South Sudan.
2009 – Assessment of ICT needs in Philippines. ICT support in de-mining mission in DRC.
2010 – Earthquake strikes Haiti.
2011 – "One UN" initiative.
2012 – ICT support in South Sudan, Mozambique, Tanzania and Uganda

NOTES TO EDITORS

Ericsson Response:
http://www.ericsson.com/thecompany/sustainability_corporateresponsibility/ericsson_response

South Sudan 2012:

Ericsson winds up Haiti operation:

Ericsson Response: 10 years of disaster relief efforts:
http://www.ericsson.com/news/101025_ericsson_repsonse_244218599_c

Download high-resolution photos and broadcast-quality video at www.ericsson.com/press
Ericsson is a world-leading provider of communications technology and services. We are enabling the Networked Society with efficient real-time solutions that allow us all to study, work and live our lives more freely, in sustainable societies around the world.

Our offering comprises services, software and infrastructure within Information and Communications Technology for telecom operators and other industries. Today 40 percent of the world's mobile traffic goes through Ericsson networks and we support customers’ networks servicing more than 2.5 billion subscriptions.

We are more than 110,000 people working with customers in more than 180 countries. Founded in 1876, Ericsson is headquartered in Stockholm, Sweden. In 2012 the company’s net sales were SEK 227.8 billion (USD 33.8 billion). Ericsson is listed on NASDAQ OMX, Stockholm and NASDAQ, New York stock exchanges.

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