# **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.

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

Social behavior Is there a way to is just as important integrate CSR into core business strategies?



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

We could build a hospital. Or a school. Those are all worthwhile Or even dig a well. projects, but they only affect the immediate community. We need to give the It would be great if Individuals the ability we could get a bigger to affect change in their ROI out of this too. own community.

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

Developing countries are in need of help.

And if we help the people the entire country will benefit. E-Learning is the most viable option to reach the masses but there are still barriers in the way.

E-Learning is expensive and Is there a way to most DCs don't have the improve education? bandwidth to handle online We could use E-Learning. courses.



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.



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

High cost

Lack of evaluation programs

Lack of 21st Century **Employability Skills** 

No accountability

Lack of accurate monitoring of learning



Deficient curricula

No quality assurance

No way to authenticate teacher training or qualification

Redundant teaching methods and policies

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



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





## **AFTER** e-Skills 360°: The Global Solution

## www.icwfd.org

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 hascreated a bridge to workforce development andself-sustaining courseware.

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



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

The publicity from this initiative has been great!



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



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



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



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



- Corporations can sponsor courses worth US\$100 to \$540 for under \$10
- These courses can then be disseminated FREE to the masses.
- •Downloaded right onto the student's machine, eliminating the need for high bandwidth.
- both Professional Development and Information Technology.

•Scratch Cards make access possible

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



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



for their CSR initiatives.

Over 1500 certification-level courses in

anywhere there is an internet connection.





#### Professional Development

- Sales
- Project Management
- ·Customer Care
- Communication

### Information Technology

- ·CISCO
- •A+ 2003
- SOL Server
- Programming

### Desktop Skills

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

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

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