



Corporate
Social
Responsibility

Digital Divide Data

Creating a world of digital possibilities



The issue

The growing number of youth worldwide who are unemployed, under-employed, or lack skills needed for sustainable employment represents a huge loss of human and economic potential.



Quick Facts

Date founded

Founded in 2001, partner with Cisco since 2010

Regions Served

Asia, Africa, considering expansion to Latin America and North America

Cisco Investment

US\$849,000 in corporate cash and product grants

Technology Networks

Servers, catalyst switches, unified computing systems, firewalls, wireless controllers, unified access points, smart storage, cloud computing

Human Networks

Disadvantaged high-school graduates (ages 17-24) from developing countries, instructors, program managers, nonprofit partners, public- and private-sector clients

People Impacted

2000+ people hired by DDD, 650+ university graduates

Contact

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In developing and emerging market countries, young people often lack the education and the skills needed to find sustainable employment or pursue successful careers. The growing social enterprise Digital Divide Data (DDD) is changing that.

DDD provides its global client base with a wide range of data services (such as data entry, digitization and document conversion, and web research) via centers in Kenya, Cambodia, and Laos. DDD recruits, trains, and employs youth from low-income families—including young women and people with disabilities— and provides them with scholarship to earn a college degree. By the time DDD operators finish their degrees, their work experience and education make them competitive for well-compensated, dignified work opportunities.

- DDD recruits motivated, talented high-school graduates who undergo careful screening before being trained as operators.
- DDD operators receive healthcare and an income that is higher than most youth in their area.
- DDD's work/study program provides youth with the opportunity to earn a college degree through a flexible schedule, scholarships, and access to loans.
- DDD employees are able to go from poverty to the middle class, and become role models for their families and peers.
- The DDD "impact sourcing" model, which uses network technologies to sustainably meet a business need while providing opportunities for disadvantaged youth, fits Cisco's mission for economic empowerment.
- Cisco has helped DDD expand its business and increase revenue while recruiting, training, employing, and ultimately graduating more young people in developing countries.

you + networks = impact^x



Impact Multiplied

Young People Build Careers in Asia and Africa

Kibwana Mkumba Overcomes Disability and Thrives



Kibwana came to DDD through a partnership Cisco has with DeafAid in Kenya to train deaf youth in IT skills, including Cisco's Networking Academy curriculum. For deaf youth in Kenya, getting an education, skills training, and employment is a challenge. At DDD, Kibwana can do all three. He sends a portion of his salary to support his mother and sister, and he is working toward a Cisco CCNA certification so he can have a career in IT and networking.

Kunthy Kann Advances from Poor Farmer to CEO



Kunthy, the son of a very poor family, grew up in rural Cambodia. Through hard work and perseverance, he graduated from high school and enrolled in a DDD computer-skills training program in Phnom Penh. DDD helped him get a bachelor's degree, and he participated in the company's management training program, where his final project was to write a business plan for a new office. When he finished, he opened a DDD office in Battambang, Cambodia's second-largest city. Kunthy rapidly grew the business to become a profitable operation employing 100 people. Later, he returned to Phnom Penh to lead operations, managing a 300-person staff in the largest technology-related business in the country. Kunthy was recently recruited to become the CEO of a rice mill.

Ky Pisey Parlays English and Tech Skills into a Lifelong Career



In 2004, Ky left her village in rural Cambodia and moved to Phnom Penh to find a job to support her family. Her parents were farmers and their meager income could no longer cover the costs of schooling for Ky and her four siblings. Ky learned about the Cambodian Women's Crisis Center and their partnership with DDD. Ky knew little English and nothing about computers, but was steadfast in her desire to pursue an education. DDD recognized her perseverance and trained her as an operator. Once she graduated from university, Ky moved on to other companies, where she honed her skills and knowledge in human resources and community development. Ky now works in the human resources division at her firm and is pursuing a master's degree. "DDD changed my life," she said.

Metrics



50%
of program participants are
young women



10%
of program participants are
youth with disabilities



\$365
average monthly salary of
graduates



\$110K+
estimated increase in
lifetime earnings of
graduates

Source: DDD 2014

Cisco Corporate Social Responsibility

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We create opportunities to transform lives, communities, and the environment through the combined power of human collaboration and networked connections. We call this "impact multiplied." Together with others, we apply technology to unlock the intelligence and fuel the innovation needed to address some of the world's most pressing problems.

Our Corporate Social Responsibility efforts focus on five areas: improving the well-being of people and communities around the world; using our technology to improve environmental sustainability; conducting our business ethically; creating a workplace where our employees thrive; and maintaining our high standards for ethics, labor rights, health, safety, and the environment throughout our supply chain.

Learn more at csr.cisco.com