



Millennium Development Goals

Microsoft Commitment and Contribution

February 2010

“Eradicating extreme poverty continues to be one of the main challenges of our time, and is a major concern of the international community. Ending this scourge will require the combined efforts of all, governments, civil society organizations and the private sector, in the context of a stronger and more effective global partnership for development. The Millennium Development Goals set time bound targets, by which progress in reducing income poverty, hunger, disease, lack of adequate shelter and exclusion— while promoting gender equality, health, education, and environmental sustainability—can be measured. They also embody basic human rights—the rights of each person on the planet to health, education, shelter, and security. The Goals are ambitious but feasible and, together with the comprehensive United Nations development agenda, set the course for the world’s efforts to alleviate extreme poverty by 2015.”

United Nations Secretary-General BAN Ki-moon
<http://www.un.org/millenniumgoals/bkqd.shtml>

Commitment to local and global development

Microsoft has a long-standing and long-term commitment to apply technology, training, and partnerships to transform education, foster local innovation, and enable jobs and opportunities to sustain social and economic growth. Microsoft is also a company that throughout its history has always embraced big challenges and set big goals. Much of this is because of the vision and legacy of our co-founder and Chairman, Bill Gates, and the passion and commitment of employees at all levels of the company, not only for the business of software but also to use technology to help improve the world.

The mission of Microsoft is to help people and businesses throughout the world realize their full potential. This means mobilizing our resources across the company and around the world to create opportunities in the communities where we do business, and to fulfill our commitment to serving the public good through innovative technologies and partnerships. Our overall goal, through Microsoft Unlimited Potential, is to enable sustained social and economic opportunity for everyone, including those at the middle and bottom of the world’s economic pyramid.

The Millennium Development Goals (MDGs) are an important influence on our strategy and activities because of the emphasis on global and local partnerships to realize practical impacts that change lives, and the clarity provided by the focus on real measures of human development

within defined timeframes. Our efforts are also guided by our support for the United Nations (UN) Global Compact, which shapes both our business practices and corporate citizenship strategies.

Technology has a very important role to play in delivering the MDGs, which require practical impact-focused partnerships underpinned by sound policy frameworks to support the use of information and communications technology (ICT) for development (“ICT4D”). This was reinforced by our company’s participation in the World Summits on the Information Society (WSIS) in 2003, 2005, and 2009, and at the Global Knowledge Partnership (GKP) network’s GK3 event in 2007. In the past decade, Microsoft has initiated or joined partnerships with a number of United Nations agencies and other multilateral organizations that have the MDGs at the core of their mission and goals. In 2007, Microsoft joined the MDG Call to Action, in which leading companies pledged to implement concrete initiatives that apply their core business, skills, and expertise in a transformative and scalable manner that will enhance growth and wealth creation to help meet the MDGs. In 2008, the United Nations held a special session to review the progress made on the MDGs, identify shortfalls, and commit to practical steps to bridge the gaps. Bill Gates addressed the meeting in his capacity as co-chair of the Bill & Melinda Gates Foundation. We continue to be engaged and will attend future meetings that look to improve progress on the MDGs.

A multifaceted approach

For more than three decades, as our company has grown, so has our commitment to global and local development. Through our global community programs, Microsoft supports schools, public libraries, and local community organizations with access to technology and skills training, and we enable employee volunteering in Microsoft-sponsored initiatives and other programs in communities around the world. Since 1983, Microsoft and its employees have given more than US\$3.4 billion in cash, services, and software to nonprofits around the world through localized, company-sponsored giving and volunteer campaigns, with US\$560 million given in fiscal year 2009 alone.

In 2003, Microsoft expanded the company’s strategic focus through two global programs: **Partners in Learning** focuses on supporting primary and secondary school education worldwide, and the Microsoft Unlimited Potential **Community Technology Skills Program** focuses on providing jobs and opportunity training and access to technology for groups that are underserved by technology, including the unemployed, women, people with disabilities, youth, and refugees.

In 2007, building on our experience with these programs and partnerships, we announced the **Microsoft Unlimited Potential** global commitment to extend the benefits of technology by creating new products and programs that will help bring social and economic opportunity to everyone.

As Bill Gates said when he announced this broader commitment, “All human beings deserve a chance to achieve their full potential. Bringing the benefits of technology to everyone will require new products that meet the needs of underserved communities; creative, new business approaches that make technology more relevant, accessible, and affordable; and close collaboration between local governments, educational institutions, and community organizations.”

Microsoft Unlimited Potential is based on our conviction that the key asset we can bring is not simply funding—it is our expertise in using technology to design solutions to help address the problems that are faced by underserved populations, including those who experience poverty, joblessness, and inadequate education. At the same time, we are guided by the strong conviction that reducing global poverty also

involves a clear focus on developing the workforce and creating jobs alongside meeting basic education and health needs. Therefore, we are also accelerating and deepening our partnership initiatives to help underserved people - especially youth - gain access to job opportunities, become micro-entrepreneurs, and earn better livelihoods.

Setting bold goals on impact and results

Through Microsoft Unlimited Potential, we have set the year 2015 as the first major milestone for our goal of reaching a billion people who have not yet seen the benefits of technology. In doing so, our aim is to signal our commitment to contribute, through partnership, to the achievement of significant action and results that improve livelihoods and opportunities for underserved people and communities.

It is also relevant to mention that the day-to-day activity of our core software business generates significant economic opportunity and creates jobs in every country where Microsoft operates. In 2009, we commissioned the IDC research group to study the economic impact of Microsoft business in over 50 countries. IDC found that in 2009, 14.9 million jobs worldwide were attributable to Microsoft and its approximately 700,000 partners, suppliers, vendors, service providers, and distributors. This ecosystem of partners has invested almost US\$180 billion in local economies. In the Middle East and Africa, for example, 46 percent of information technology (IT) industry jobs are currently related to Microsoft and its ecosystem of partners, many of which are local companies. Additionally, IDC projected that software-related employment will grow more than 7.5 percent over the next four years. This growth will create 320,000 new IT jobs in that region by 2013, with our company a major contributor to this growth. The study also found the software industry alone paid US\$771 billion in government taxes globally, helping to finance vital public services, including education. You can find additional information about Microsoft business impact at <http://www.microsoft.com/presspass/presskits/economicgrowth>.

Microsoft initiatives and partnerships to support the Millennium Development Goals

Because technology is an important tool for the delivery of development programs and resources, Microsoft is contributing to several of the Millennium Development Goals. The remainder of this paper provides details about specific Microsoft programs, initiatives, and partnerships that aim to contribute to the MDGs. We welcome suggestions and feedback on how Microsoft could contribute further.

Poverty

MDG 1: End extreme poverty and hunger

UN MDG Target 1: Reduce by half the proportion of people living on less than a dollar a day

UN MDG Target 2: Achieve full and productive employment and decent work for all, including women and young people

UN MDG Target 3: Reduce by half the proportion of people who suffer from hunger

Microsoft contributes to MDG 1 in four ways:

- Response to complex global humanitarian emergencies and crises.
- Ongoing support for the world's refugees.
- Partnerships with UN agencies to foster IT capacity development in support of UN goals.
- Support for local community training centers to expand employability skills and economic opportunity, with a particular focus on women and young people.

1. Humanitarian emergencies and global crises

Microsoft support for people and communities in need all over the world is grounded in the passion and commitment of our employees. For many years, and through numerous and complex humanitarian emergencies and crises, our employees have been among the first and sustained contributors of their time, money, and expertise with the company's ongoing support and matching programs. Microsoft is also supporting a wide range of nongovernmental organizations' (NGOs) emergency response capabilities through its US\$41 million donation in software and cash to NetHope.org and the Interagency Working Group on Emergency Capacity Building (ECB).

The company supports its employees' commitment with donations of cash, software, technology assistance, and volunteers in close partnership with some of the world's leading nonprofit organizations. For example, after the Indian Ocean tsunami in 2004, our company and employees donated US\$7.6 million in relief assistance to indigenous relief agencies and international relief efforts. We also provided technology assistance to improve the effectiveness of relief operations in remote communities. And in 2008, Microsoft contributed to the aid relief efforts following the Myanmar hurricane and China earthquake through technical resources, donations, and volunteer support. In support of the Myanmar cyclone victims, the Microsoft Disaster Relief team worked out of Bangkok to develop a portal to gather information from all relief organizations to facilitate coordination efforts and ensure smoother information flow. The site included maps, contact information, and meeting details for local and international teams. Microsoft employees volunteered more than 700 hours—in just over one week—to develop the solution (Myanmar Humanitarian Information Center [HIC]).

In China, the Microsoft Asia research lab team created and posted an interactive Live Search map to provide news from each village that was hit by the earthquake, and to help find missing people. Ready within 24 hours, the site enabled people to post their status and whereabouts, the government to post names of known victims and those rescued, and family and friends to list people they were seeking. Microsoft also responded to an emergency request for assistance from the China Red Cross Foundation (CRCF) to upgrade the foundation's donation Web site. To date, the company and its employees have collectively donated approximately US\$1.7 million for the earthquake response in China.

2. Support for the world's refugees

For the past decade, Microsoft has also focused on helping relieve the plight of the world's refugees—among the most underserved groups of people on earth—through financial contributions, software donations, and technology consulting to employee volunteer involvement, partnership development initiatives, and public awareness campaigns. Microsoft partners with a range of intergovernmental organizations, businesses, and nongovernmental organizations to improve refugees' access to education, skills training, employment, and legal protection.

In 1999, led by a group of employees, Microsoft entered its first partnership with a United Nations agency, the UNHCR, to apply our technology and skills in support of its mission to assist and protect refugees during the war in Kosovo. The company's efforts are currently focused in three main areas:

- A multifaceted partnership with the office of the UN High Commissioner for Refugees (UNHCR) that extends to dozens of countries worldwide.
- Support of information technology skills development programs for immigrants and asylum-seekers in several countries.
- Co-sponsorship of the Seattle, Washington-based Volunteer Advocates for Immigrant Justice (VAIJ) program, which offers pro bono legal counsel for detainees who are facing deportation.

3. Partnerships with UN agencies and intergovernmental organizations

We have initiated or joined a range of partnerships with a number of UN agencies, multilateral organizations, and national development agencies—including the United Nations Educational, Scientific and Cultural Organization (UNESCO), the United Nations Development Programme (UNDP), the International Telecommunication Union (ITU), the United Nations Industrial Development Organization (UNIDO), the United Nations Environment Programme (UNEP), the Inter-American Development Bank, the World Food Program, the Food and Agriculture Organization (FAO), the International Federation of Red Cross and Red Crescent Societies, and United States Agency for International Development (USAID)—to support their use of technology in delivering their missions and bringing technology to the people they assist.

As an example, the Microsoft partnership with UNDP began in 2004 and includes a range of joint initiatives to foster IT capacity development and to support UNDP goals—such as promoting democratic governance, facilitating trade, helping with disaster relief, and implementing pro-poor programs—through technology solutions. UNDP and Microsoft are partnering on projects worldwide that range from helping citizens access and navigate e-government services in El Salvador to building nongovernmental organization capacity in Kazakhstan and educating disadvantaged youth in Jamaica. In each case, Microsoft works with the local UNDP representatives to assess how to best complement their efforts at a national level.

4. Support for local community training centers to expand employability skills and economic opportunity, with a particular focus on women and young people

Community Technology Skills Program

Since the Community Technology Skills Program began in 2003, Microsoft has provided more than US\$350 million in cash and software grants to more than 1,000 community partners. These donations have supported over 40,000 technology centers in more than 100 countries and regions. Going forward, this program is expanding and deepening links with government and industry partners worldwide to further accelerate skill development and help employers find qualified candidates.

Telecentre.org

Community-based telecenters—public spaces that are equipped with computers, Internet access, and other technologies—provide users with the resources that they need to tackle a wide array of social issues, from computer-based job training and health education to democracy building. To help strengthen the effectiveness of telecenters worldwide, Microsoft, the International Development Research Center, and the Swiss Agency for Development and Cooperation developed telecentre.org, an initiative that is designed to strengthen the capacity of community-based telecenters to better serve their local needs. At its core, telecentre.org is built around collaboration and partnership—connecting telecenters, networks, innovators, and social investors. The focus of the telecentre.org program is to provide social investments and services at the national and regional level to grassroots telecenter networks. These networks give telecenter managers the training, business planning, marketing, and technology that they need to succeed. Through online information-sharing services, they also help local telecenter users learn and innovate together, making technology more useful for the communities they serve.

Technology for Emerging Markets group at Microsoft Research India

The Microsoft Research team in India seeks to address the needs and aspirations of people in emerging-market countries. This includes those who are increasingly using computing technologies and services, and those for whom access to computing technologies remains largely out of reach. The group's research consists of both technical and social-science research to devise solutions that are designed for emerging and underserved markets, both in rural and urban environments. Several of the team's research projects focus on technology innovation to enable expanded economic opportunity for the urban and rural poor in developing countries:

- **Digital Green** seeks to disseminate targeted agricultural education to small and marginal farmers through digital video. The system sustains relevancy in a community by developing a framework for participatory learning. They digitally record progressive farmers and experts, train local extension staff, and motivate other farmers to improve their practices by narrowcasting relevant content.
- **Research on Rural PC Kiosks** seeks to address socio-economic needs of rural villages through public, shared-access personal computers (PCs). These projects have gained worldwide attention in development circles. Through site visits, longitudinal studies, and surveys, they are trying to understand how kiosk operators operate, what impact kiosks have on their communities, and how technology or policy changes could support these projects.
- **Warana Unwired** is an experiment to test whether PC kiosks that are set up for an agriculture cooperative can be successfully replaced with a less expensive mobile-phone system. The underlying technology involves a PC that is converted to an SMS gateway, with inexpensive SMS-enabled mobile phones serving as client devices. The pilot program is running in seven villages at Warana, Maharashtra.

- **Financial Service Delivery to the Poor and Technology** is conducting primary research on understanding how low-income households access and use financial services from formal and informal providers, including microfinance providers. The organization is investigating ways in which using technological solutions to enable various aspects of financial service delivery can result in more cost-effective operations and cheaper, better quality finance for the poor.

Education

MDG 2: Achieve universal primary education

UN MDG Target: Ensure that all boys and girls complete a full course of primary schooling

To help expand education opportunities worldwide, Microsoft is partnering with government, intergovernmental organizations, and academic and industry leaders to facilitate access to high-quality education through dynamic, learner-focused technologies and resources.

Partners in Learning

Microsoft recognizes that one of the best enhancements to any education system is to amplify the impact of high-quality teachers. By the end of 2009, the company's five-year investment in the Partners in Learning program was active in 112 countries, with training that has touched the lives of over 176 million students and more than 7 million teachers and school leaders. In 2008, the company announced that, over the next five years, it will aim to triple the impact of Partners in Learning through its core Innovative Teachers and Innovative Schools programs, with an additional investment of US\$235.5 million. This will bring the company's total 10-year commitment in Partners in Learning to nearly US\$500 million and enable the program to reach 10 million teachers worldwide.

Education Licensing

The Microsoft Academic Volume Licensing programs provide simple, flexible, volume-based pricing. We offer several options that are customized to meet the needs of students, teachers, academic institutions, and governments, depending on their requirements.

Local Language Program

Through the Microsoft Local Language Program (LLP), we are introducing people worldwide to the benefits of technology in their native languages. We partner with governments, universities, and local language experts to support our software in as many languages as possible. We strive to find new ways to create economic opportunities, develop customized IT solutions, and preserve local languages and cultures. Language Interface Packs are available in 95 languages that are spoken in every region of the world.

Imagine Cup

Each year, Microsoft hosts the Imagine Cup, now the world's premier student technology competition. By encouraging young people to apply their imagination, passion, and creativity, the competition aims to bring forward innovations that can make a difference in the world today. In 2010, the competition theme will be "Imagine a world where technology helps solve the toughest problems facing us today." The UN Millennium Development Goals will serve as inspiration and guidance for their final projects, which will be presented in Warsaw, Poland in summer 2010. In 2009, the competition drew more than 300,000 students from 142 countries with 443 finalists traveling to Cairo, Egypt. In 2008, the theme was "Imagine

a world where technology enables a sustainable environment.” You can find additional information about the Imagine Cup at <http://imaginecup.com/>.

Microsoft Research

The Technology for Emerging Markets group at Microsoft Research India is leading several research projects in the education field:

- **Digital Study Hall (DSH)** is a collaboration between computer scientists and education experts. The project involves digitally recording live classes by the best local teachers, collecting them in a large distributed database, and distributing them on DVDs to poor rural and slum schools. Education experts and teachers use the system to explore pedagogical approaches that involve local teachers actively “mediating” the video lessons. By harvesting a “viral phenomenon” of community participation, DSH aims to help train teachers and deliver quality instruction to underprivileged children. For more information, visit <http://dsh.cs.washington.edu>.
- **MultiPoint** is a shared resource computing technology that provides policymakers, teachers, and students with access to technology at an affordable and competitive price point. To date, the MultiPoint offerings include Windows MultiPoint Server 2010, and a new Windows product—targeted at educational institutions for use in classrooms, labs, and libraries—that enables multiple users to simultaneously share one computer. Up to 25 users can have their own Windows computing experience, using their own monitor, keyboard, and mouse, while using a single host computer and interacting with one another. Additionally, with Microsoft Mouse Mischief, a new, free state-of-the-art MultiPoint-enabled tool, educators can create interactive Microsoft PowerPoint classroom presentations. With Mouse Mischief, students can use affordable, off-the-shelf USB mouse devices as clickers to answer multiple-choice, yes/no, and matching questions, which teachers can insert into their presentations. For more information, visit: <http://www.microsoft.com/multipoint>.
- **Text-Free User Interface (UI)** is available for non-literate and semi-literate users. The goal is to devise and implement design principles so that a non-literate person can, at first contact with a personal computer, immediately interact with it with minimal or no assistance. Through extensive ethnographic studies in very poor communities in Bangalore, we arrived at several design principles that could apply to many non-literate new computer users.
- **Split-Screen UI for Small Businesses** is a project that enables two people to work simultaneously on the same computer, in situations where they cannot buy more computers. This is done by splitting the screen and displaying two independent sessions simultaneously. Each session interacts with a separate keyboard and mouse. It appears as if there are two computers in one, for only a small incremental hardware cost.
- **Featherweight Computing** is a response to the fact that the cost of an Internet-connected computer can be too high for some communities to sustain. We are investigating “featherweight” devices with inexpensive electronics that fulfill a focused function, including electronic books to deliver educational material.

One Laptop per Child

In May 2008, Microsoft and One Laptop per Child (OLPC) announced an agreement to make the Windows operating system available on OLPC’s low-cost XO portable computers for the world’s poorest children. This agreement was based on the shared recognition that the challenge of providing high-quality education for children in the developing world was too large to be resolved by any single organization. The availability of Windows, in addition to Linux, on the XO laptop will enable customers to have an expanded choice of operating environments to fit their requirements. Through the agreement, Microsoft

and OLPC will work with governments and nongovernmental organizations to make technology more relevant, available, and affordable for students everywhere.

Partnership with UNESCO

Microsoft also works with industry partners and UNESCO to help guide teachers with the integration of technology into lesson plans and curricula through support for UNESCO's ICT Competency Framework for Teachers. The ICT Competency Framework for Teachers is available in several languages, including English and Spanish. Since late 2004, Microsoft has also been engaged in partnership programs with UNESCO to create teacher networks for the exchange of teaching best practices, pedagogic learning methods, and learning content materials; connect Web-based communities that will advocate and foster the exchange of know-how and experiences; provide capacity building to localized community initiatives such as the Community Multimedia Centers; and use technology in support of language preservation and native tongue education programs.

Women

MDG 3: Promote gender equality and empower women

UN MDG Target: Eliminate gender disparity in primary and secondary education

Microsoft Unlimited Potential encompasses support for education and teachers, bringing technology into the classroom and promoting young people's interest in both science and creativity; supporting higher education and research; promoting entrepreneurship in universities and in local communities; and supporting technology skills training from basic computer literacy to advanced degrees.

Women, of course, feature strongly in all these groups, and many of our programs include features that are tailored to women and their needs and interests.

Many of our community partners around the world in the Microsoft Community Technology Skills Program run IT training courses for immigrant and refugee women, helping them acquire skills that will increase their access to services, employment, and education.

Microsoft is strongly committed to supporting Women in the IT Workplace and has created and supported organizations and programs for women in the high-tech industry.

The Microsoft IT Academy program is a partnership with schools, universities, and community colleges to provide faculty and students with tools and curricula to promote business-ready technology skills. One of the features of the program is the focus on attracting women through part-time and flexible schedules, women and IT careers clinics, and female instructors. Another feature is the close links that are forged between IT Academy institutions and the local business community.

Women in IT, started by Microsoft in 2005, now has thousands of employee members worldwide who are dedicated to enhancing the image of women in IT. Networking and mentoring programs offer support; education and training provide skill development; and a dedicated Web site, newsletters, and events give members an opportunity to make personal and professional connections. Microsoft is committed to increasing the pool of talent in the industry at large through a variety of diversity-specific recruiting and outreach efforts. Over the past several years, for example, Microsoft has invested more than US\$160 million to help stimulate increased interest among women and minorities in scientific and technical fields.

Health

MDG 4: Reduce child mortality

UN MDG Target: Reduce by two-thirds the under-five mortality rate

MDG 5: Improve maternal health

UN MDG Target 1: Reduce by three-quarters the maternal mortality ratio

UN MDG Target 2: Achieve universal access to reproductive health

MDG 6: Combat HIV/AIDS, malaria, and other diseases

UN MDG Target 1: Halt and begin to reverse the spread of HIV/AIDS

UN MDG Target 2: Achieve, by 2010, universal access to treatment for HIV/AIDS for all those who need it

UN MDG Target 3: Halt and begin to reverse the incidence of malaria and other major diseases

To help combat endemic infectious diseases that contribute to poverty and marginalization, and also to thereby contribute to improved maternal and child health, Microsoft is partnering with intergovernmental organizations and academic and industry leaders to support awareness, education, and fundraising; contribute to cutting-edge research; and provide technology support to enable dissemination of research and health-care information.

Microsoft Research

Since 2003, Microsoft Research—the in-house research organization at Microsoft that focuses on long-term projects, independent of day-to-day product development—has been helping in the quest to develop a vaccine for the human immunodeficiency virus (HIV), which causes acquired immunodeficiency syndrome (AIDS). This Microsoft research supports the search for an immunogen—the part of the vaccine that triggers an immune response. Researchers elsewhere are working on the other central component of vaccine design, the vector, or the part of the vaccine that delivers the immunogen. As part of this research, Microsoft Research works with many prestigious universities and research facilities throughout the world, including Harvard University, Massachusetts General Hospital, the Fred Hutchison Cancer Research Center, and the Los Alamos National Laboratory in the United States; Oxford University in the United Kingdom; Murdoch University in Australia; and the University of British Columbia in Canada, among others.

Using high performance computer systems and software provided by the Microsoft High Performance Computing (HPC) Group, the Microsoft researchers run simulations of how HIV responds to attacks by the immune system, using the genetic information about the virus—a description of its ribonucleic acid (RNA). The researchers are looking for correlations between the viral RNA and the human immune type. To determine which correlations are significant, they must perform extensive randomized testing. Knowledge of these correlations can thus contribute to the development of an effective immunogen that works for the wide variety of human populations.

Microsoft Research – Health Worker Project

The goal of this project is to understand the role of computing technology to aid health workers in the effective health information-gathering and transmitting process. We are currently working with preventive and social medicine centers and health workers doing field ethnography, studying existing

information and communication materials, and checking the possibility of designing innovative tools for collecting health information.

Research4Life – Collaboration with WHO, UNEP, and FAO

Since early 2007, Microsoft has been working with the World Health Organization (WHO), UNEP, and FAO on Research4Life, an initiative to empower research in 108 of the poorest developing countries.

Research4Life provides free or very low cost online access to the major journals in health, environmental science, and agriculture to local, not-for-profit institutions in developing countries.

Introduced by former UN Secretary General Kofi Annan at the UN Millennium Summit in 2000, the project seeks to overcome the digital divide in access to the latest information on health. It was officially launched in January 2002 with some 1,500 journals from six major publishers: Blackwell, Elsevier Science, the Harcourt Worldwide STM Group, Wolters Kluwer International Health & Science, Springer Verlag, and John Wiley. Today, over 7,000 peer-reviewed journal titles from more than 100 publishers are available to health institutions in 113 countries, benefiting thousands of health workers and researchers, and in turn contributing to improved world health.

The Research4Life online library, one of the largest online medical libraries in the world, enables users to search and access full-text articles provided directly from the Pubmed (Medline) database. Publishers play a key role in the initiative by providing free or low cost access to their content, representing an annual value of over US\$6 billion. Cornell and Yale Universities provide key bibliographic and other support. Microsoft is the lead technology partner on the project and is working to enhance the platform's search and security features.

PEPFAR – HIV-Free Generation Program

The Partnership for an HIV-Free Generation, or HFG, is a global public private partnership to promote HIV prevention in countries that are heavily affected by the disease. Launched in 2008, HFG is currently under pilot in Kenya with the goal of reducing new HIV infections among youth aged 10–24 by 50 percent over a five-year period.

Microsoft is a member of the ICT working group of HFG and has worked with Warner Bros. Entertainment to support the development of a computer game called “Pamoja Mtaani,” which means “Together in the Hood.” The game integrates prevention messaging and entertainment to educate youth by presenting real-life situations, changing HIV risk perception, attitude, and behavior. More than 3,000 young people have played the game since it launched.

Environment

MDG 7: Ensure environmental sustainability

UN MDG Target 1: Integrate the principles of sustainable development into country policies and programs and reverse the loss of environmental resources

UN MDG Target 2: Reduce biodiversity loss, achieving, by 2010, a significant reduction in the rate of loss

UN MDG Target 3: Halve the proportion of the population that is without sustainable access to safe drinking water and basic sanitation

UN MDG Target 4: Improve the lives of at least 100 million slum dwellers by 2020

Environmental sustainability is a serious, global issue that requires a comprehensive response from all sectors of society. To address this challenge, Microsoft is focusing on responsible environmental practices, software and technology innovations, and global partnerships. The goal of Microsoft is to reduce the environmental impact of its operations and products and to be a leader in environmental responsibility.

Microsoft is committed to reducing the impact of our own operations, through energy-efficient design of new buildings and innovation in the design and operation of Microsoft data centers, and policies to promote employee use of public transport. Microsoft voluntarily measures its carbon footprint, provides annual reports on greenhouse gas emissions to the Carbon Disclosure Project (CDP), and was included in the CDP's 2007 Carbon Disclosure Leadership Index (CDLI).

Microsoft believes in the potential of software and technology innovation to help governments, businesses, and individuals reduce carbon emissions and address pressing environmental issues.

- **Energy Efficient Computing:** Microsoft is helping to reduce the impact of computing on the environment through power management at the software and enterprise level. The Windows 7 operating system is designed to provide more energy-saving features than any previous Microsoft operating system. Through a combination of platform innovations, enterprise tools, and Microsoft engagement with hardware and software partners, Windows 7 enables individuals and businesses to significantly reduce PC power consumption. In addition, the Windows Vista operating system and Windows Server 2008 are also designed to provide similar energy-saving features to effectively manage energy usage. And, with Microsoft System Center software, customers can manage the energy use of their data centers, servers, and desktop computers from one central location.
- **Innovative Solutions to Environmental Challenges:** Microsoft Unified Communications (UC) solutions streamline communications and collaboration, reducing the need for business travel and commuting. For example, the ClearFlow feature in Live Maps enables drivers in over 70 cities to find routes based on the least traffic, which reduces travel time and pollution. With Microsoft Virtual Earth, customers can visualize data to gain insight into global trends and patterns. Both the United States Environmental Protection Agency and the European Environmental Agency rely on Microsoft Virtual Earth to share environmental information with citizens, scientists, and policymakers.

Microsoft has formed partnerships with governmental, nongovernmental, academic, and industry organizations to drive global action on environmental sustainability.

- **Climate Savers Computing Initiative (CSCI):** Microsoft and other CSCI partners—such as World Wildlife Fund, Intel, Hewlett-Packard (HP), and other software and IT companies—offer a unified voice on the importance of sustainable computer use. CSCI offers clear guidance to individuals and businesses on how to take advantage of industry innovations and best practices that improve energy efficiency and power management. Microsoft is committed to CSCI's goal of reducing the IT industry's carbon footprint by over 50 million tons a year, the equivalent of taking 11 million cars off the road.
- **The European Environment Agency:** Microsoft has worked with the European Environment Agency to launch revolutionary online tools to broaden awareness of the impact of climate change and help people in Europe make better-informed choices about their environment. In 2009, our partnership launched Eye On Earth, an application to make environmental information more readily available. For example, the first component of Eye On Earth, WaterWatch, uses water data from 22,000 sites to enable citizens to view the official data on water quality and contribute their own rating of a location.

- **Clinton Foundation:** Microsoft and the Clinton Foundation are creating tools so that cities around the globe can measure, track, and improve their greenhouse gas (GHG) emissions. With these tools, cities can collaborate and share best practices on the most effective ways to reduce GHGs.
- **Equipment Refurbishers:** Through the Microsoft Authorized Refurbisher programs, Microsoft provides low-cost licenses for Microsoft software to help equipment refurbishers extend the useful life of over 500,000 computers per year.

Microsoft Research is committed to delivering breakthrough innovations in research in the areas of energy efficiency and conservation, weather study and prediction, air pollution and quality, climate change, and hydrology. Microsoft Research efforts range from sensor networks to assist scientists in understanding global ecological issues by tracking animals, to Web-enabled sensors that could be used in businesses and homes to monitor energy consumption.

Microsoft Research also has several projects that are aimed at providing technology expertise and tools to scientists in an effort to improve how data is accessed and used. Such projects include studying how the build-up of greenhouse gases in the atmosphere leads to changes in Earth’s climate, and understanding the impact of increased population and industry on rivers and balancing this with the need to conserve wildlife and protect ecosystems. In addition, in 2008, Microsoft Research provided US\$500,000 in research grants to four universities for academic research projects. These projects are focused on energy efficiency in computing in the areas of data center power efficiency, power management, and creating parallel computing architecture with decreased power demands.

More detailed information on these and other initiatives is available at www.microsoft.com/environment.

Global Partnership

- MDG 8: Develop a global partnership for development**
- UN MDG Target 1: Address the special needs of least developed countries, landlocked countries, and small island developing states**
- UN MDG Target 2: Develop further an open, rule-based, predictable, non-discriminatory trading and financial system**
- UN MDG Target 3: Deal comprehensively with developing countries’ debt**
- UN MDG Target 4: In cooperation with developing countries, develop and implement strategies for decent and productive work for youth**
- UN MDG Target 5: In cooperation with pharmaceutical companies, provide access to affordable essential drugs in developing countries**
- UN MDG Target 6: In cooperation with the private sector, make available benefits of new technologies, especially information and communications**

As a private sector technology partner, Microsoft can contribute toward target 4 and target 6 of the Millennium Development Goals to develop a global partnership for development; to support partnerships to enable expansion of the benefits of new technology, especially ICT; and to help expand access to jobs, training, and economic opportunity for underserved people.

Partnerships for Technology Access

Microsoft Partnerships for Technology Access (PTA) is an innovative global initiative to help governments achieve policy objectives through public-private partnerships that deliver technology solutions to

underserved communities. The guiding principle is that technology can be a powerful enabler of development goals when it is designed with a well-thought-out set of high-quality services and delivered through a partnership that takes advantage of the strengths of the public and private sectors. PTA enables the public sector to harness the know-how, innovation, and resources of Microsoft, other companies, and civil society to improve the scope and quality of products and services that are delivered. PTA solutions combine software, hardware, and services to improve technology skills and access in service of public policies that are related to e-government, entrepreneurship, workforce competitiveness, public health, education, and senior citizens. For more information, visit <http://www.microsoft.com/industry/publicsector/pta/default.mspx>.

Microsoft Innovation Centers

Microsoft Innovation Centers (MICs) provide local communities with a comprehensive set of programs and services to expand workforce skills, create jobs, strengthen innovation, and improve competitiveness. In partnership with local governments, educational institutions, and businesses, Microsoft resource investments provide software development assistance, business skills training, employment training, employment programs for students, and market incubation for the local start-up community.

First established in 2006, a network of 110 Innovation Centers now serves 100 communities in 60 countries and regions around the world, including more than 30 across 13 countries in the Asia-Pacific region. Through Unlimited Potential, Microsoft is expanding its resource commitment to Microsoft Innovation Centers over the next two years and anticipates opening and supporting 200 centers in an additional 25 countries. In May 2008, as part of the Global Business Call to Action on the MDGs, an initiative that is promoted by the government of the United Kingdom in collaboration with UNDP, Microsoft announced that it would invest in Africa's new wave of technology start-ups and young innovators by opening six new Microsoft Innovation Centers in Africa over the next two years—in Morocco, Nigeria, Rwanda, and Uganda, and two additional MICs in South Africa. More recently, in 2009, an Innovation Center was opened in Jakarta, Indonesia, in collaboration with Pelita Harapan University.

In addition, to help increase the number of young African technology innovators and entrepreneurs who will benefit from the Africa MIC initiative, Microsoft is pioneering and growing Africa's skills development through initiatives such as a set of "Students to Business" (S2B) job-enablement programs. Already successful in South Africa and Egypt, the S2B program will be growing across Tunisia, Algeria, Morocco, Kenya, Nigeria, and Senegal in 2009. S2B helps local companies find and hire talented students, and it provides certification to qualified candidates that enables them to participate in the technology economy and helps fuel new growth and innovation at local companies.

Partnership with The Bill and Melinda Gates Foundation

Microsoft partners with The Bill & Melinda Gates Foundation to supply and sustain free public access to computers and the Internet through public libraries. The foundation funds projects that evaluate local technology needs, purchase and upgrade equipment, train library staff, and help libraries build public support for sustained technology access and funding. Since 1997, Microsoft has donated software worth more than US\$240 million to more than 17,000 libraries around the world as a part of these efforts. For example, so far we have donated \$13 million worth of software to 851 libraries in Lithuania and \$1 million to 78 libraries in Botswana. By supporting public access to computing, we help ensure that those who do not have computers available to them at home, work, or school can still realize the benefits of technology.

Partnership with the ITU

At the second World Summit on the Information Society (WSIS II) in Tunisia in 2005, Microsoft joined the International Telecommunications Union's (ITU) "Connect the World" pledge. Microsoft followed this in October 2007 by forming a partnership with the ITU at the Connect Africa summit in Kigali, to work together to build a safe, inclusive, and interoperable information society, and support programs that provide skills development and capacity building along with the delivery of relevant applications and services in Africa.

The contribution from Microsoft to the ITU Connect Africa initiative includes the delivery of a new online solution for all stakeholders to showcase and track the implementation of development projects in Africa. Called "ITU Global View," this solution integrates a broad range of new and existing data sources on global ICT for development accomplishments. Easy to view, the software was developed in partnership with IDV Solutions. The online platform is being hosted and maintained by ITU, and will be open to all stakeholders—governments, industry, international and regional organizations, and civil society—enabling users to check status, identify gaps, and avoid overlap in collaborative efforts to achieve "ICT for development" goals.

Partnership with UNIDO

In July 2006, Microsoft formed a partnership with UNIDO, the United Nations agency that is responsible for promoting industrial development to alleviate poverty by fostering productivity growth and innovation for small entrepreneurial companies in developing countries. The partnership focuses on supporting initiatives in Africa, such as an Innovation Center in Uganda; technology and training support for a network of District Business Information Centers in Uganda, Burkina Faso, and Mozambique; and integrating Digital Literacy into the UNIDO Entrepreneurship Curriculum for African Schools. Microsoft is also helping UNIDO enhance the AfriPANet Investment portal, the main UNIDO investment database for Africa that is deployed in over 30 countries with over 12,000 participating companies. In January 2008, AfriPANet received significant funds from the European Union (EU) and from the South African government to support development of a new version of the platform (V3).

In March 2008, the first solar-powered ICT Business Information Center was opened in Mozambique (Zambezia Province) through collaboration with the government, UNIDO, and Microsoft. The Center provides access to ICT resources, such as computers and the Internet, in addition to training for micro, small, and medium-sized enterprises. By relying on renewable energy technologies like solar power, the center is addressing a key challenge in rural areas where the absence of a reliable power supply often prevents the introduction and use of technology and other productive activities. More centers of this type will be opened in the future.

In June 2008, Microsoft, UNIDO, and the government of Uganda launched the Green Computers Company, Uganda's first local computer refurbishment center that is aimed at providing small and medium-sized enterprises with low-cost second-life computers. The center in Kampala aims to refurbish 10,000 PCs per year for use by local businesses across the country through a network of distributors. As part of the expansion strategy of the refurbishment project, UNIDO and Microsoft launched a similar initiative in Trinidad and Tobago in October 2009.

Partnership with the Organization of American States

Since 2005, the Organization of American States (OAS) and Microsoft have collaborated on the Partnership in Opportunities for Employment through Technology in the Americas (POETA). This program

provides technology and job training centers for people with disabilities, at-risk youth, and other vulnerable groups throughout Latin America and the Caribbean. The focus is on helping people develop skills to enter growing economic sectors, including telecommunications, telemarketing, and the hospitality industry. Working with local partners, OAS trains volunteer instructors on how to use software at each of the 50 centers currently in operation in 18 countries. Additional training is given in the use of applicable adaptive technologies. Where it is appropriate, instructors are also trained in job interview skills training and other relevant curricula. In April 2008, the Inter-American Development Bank (IDB) and Microsoft provided additional funding to support POETA's expansion. By 2010, the program aims to reach 75,000 people throughout the Americas.

The ongoing commitment of Microsoft to support the Millennium Development Goals is part of our responsibility as a global corporation and technology leader, and it involves many areas of our business. Partnership is central to our business model and our approach to corporate citizenship. Microsoft is committed to working with others to deepen and accelerate progress. We recognize the importance of ongoing dialogue with partners and stakeholders in areas such as program design, implementation, and effective assessment of impact and progress.