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Shape the Future

Improving the Lives of Citizens by Helping Governments
Turn Ideas into Actions



During this worldwide economic downturn, governments are finding creative ways to stimulate their economies. Information and Communication Technology (ICT) is one way to fuel economic development, increase workforce competitiveness, enhance worker skills, and drive job creation. At Microsoft, we are committed to making the world in which we live and work a better place. By listening to the needs of your government and their constituents, we're able to channel the passion of our people and the power of our technology toward the challenges facing our world today and help turn your vision into reality.

The Microsoft Shape the Future program, part of Microsoft Unlimited Potential, is a government program aimed at providing universal digital access that is inclusive of everyone within the policy's target audience. Providing every citizen digital access, also known as e-inclusion, can improve the economy, provide more jobs, and develop workforce skills. Shape the Future deals can be national, municipal, or even city-wide programs. There are opportunities for Shape the Future deals in Education, Healthcare, and Government. The following chart provides a glimpse at potential scenarios.

Education	Providing teachers and students with access to PC-based technologies to facilitate digital teaching and learning skills; build relevant, personalized learning environments; and meet education goals.
Entrepreneurs/ Small Businesses	Enabling entrepreneurs to access affordable technology and training to increase their productivity and contribution to local economies.
E-Government/ Civil Servants	Helping to ensure digital efficacy in the civil service ranks to complement institutional capacity building through infrastructure optimization.
Public Health	Enabling digital skills and access for public health professionals and improving citizen access to health information and services.
Senior Citizens	Helping aging populations overcome obstacles to technology skills and provide access to facilitate electronic pension and health benefits, open learning opportunities, maintain independent living, and connect with extended family and friends.
Workforce Competitiveness	Building on labor market initiatives to bolster employable and internationally competitive workforces that attract investment and adapt well.

Imagine:

- A farmer trying to sell agriculture products in the market without any market information. What if farmers could know the market price before they sell?
- A nation trying to remain competitive with educated and skilled workers. What if their students could have access to computers and global information throughout their education?
- Rural communities trying to stay up-to-date on the latest medical technologies. What if they had instant access to the latest technologies and experts around the world?

Information is power. By closing the gap of the digital divide, larger policy goals and objectives of governments can be achieved. A change in thinking is required. Consider:

- Adding 5 miles of new roads vs. providing a computer and access to every student.
- Building a multimillion-dollar convention center vs. adding access for workforce development programs.
- The cost of a new military plane vs. digital access and curriculums for all teachers.

About Shape the Future Deals

Every Shape the Future deal is unique, and each opportunity is customized depending on the economy, environment, current infrastructure (both physical and digital), and technology status. Even though every deal is unique, there is a holistic process that has been proven successful around the world.

There are three key principles:

- **Transforming Society**—Digital and social inclusion can offer economic benefits, providing a positive transformation for the country that far exceeds the costs of the programs. By leveling the playing field through providing affordable and relevant access to technology, governments have the opportunity to provide growth opportunities for their country.
- **Addressing Government Priorities**—Governments around the world face the challenge of developing public policies that deliver, improve, or expand the reach of education, health, employment, and other government services to their citizen's, while overcoming the current economic hurdles.
- **Sustainability**—Shape the Future deals must be sustainable to help ensure long-term transformation and economic development. Today governments need to consider both the physical and digital infrastructure of their country or region, to help ensure long-lasting benefits. Combined involvement from key partner groups has proven to deliver sustainability of Shape the Future deals.

For governments that want to create new opportunities and improve the lives of their citizens, Microsoft Shape the Future provides governments the expertise, experience, and technologies to help improve the availability and use of technology to advance education, health and government services. Unlike other PC access and availability efforts, Microsoft Shape the Future can provide a wide range of choices—hardware, software, content, training, online-based services, mobile, and infrastructure—to meet the unique and changing needs of governments and their people.

At the center of a Shape the Future deal is the building of public-private partnerships (PPPs). PPPs provide an innovative approach to help governments define and deliver technology solutions best suited to address the diverse challenges and needs of targeted audiences. Collaboration through PPPs brings together the experience and best practices of private industries, as well as the policy and vision of the public sector in a complementary way to achieve a common goal.

Participants in a Public-Private Partnership



Where has Microsoft been successful?

Microsoft has established more than 50 public-private partnership projects with governments worldwide over the past four years. These partnerships were built around the unique needs of specific geographies, leveraging their vision to turn ideas into action and drive transformational outcomes for citizens. Building such partnerships requires coordinated, dedicated focus across all participants to deliver on the promise of the government's vision. Enabling powerful outcomes, a comprehensive partnership can transform the lives of all the students, teachers, and communities it touches while having a profound impact on the global competitiveness of the geography in question.

Let's take a closer look at a few case studies where governments and partners are successfully navigating toward digital inclusion.



The New South Wales Schools Improve Educational Experience and Enhance Security with System Upgrade

In New South Wales, Australia, the Department of Education and Training is the largest government department. Its mission is to deliver high-quality, internationally competitive public education and training for students in preschool through high school, in addition to vocational education and training. The New South Wales Department of Education and Training has 2,250 schools throughout New South Wales, with 1.2 million students and 60,000 teachers, and it is currently in the process of upgrading 267,000 computers to Windows® 7.

The Windows 7 upgrade will provide an improved educational experience as the students are able to collaborate, they're able to produce, and they're able to develop the skills that they need for the world beyond school. Windows 7 also provides enhanced security capabilities that will make the machines less desirable to thieves because the netbooks can be locked down and tracked by the Department of Education. In addition, by upgrading to Windows 7, the department expects to lower its total cost of ownership for each device. Power management technologies in the operating system provide efficiencies that help reduce power consumption and increase the battery life of portable computers.



São Paulo Offers Healthcare Professionals and Patients Special Needs-Adapted Notebooks

The São Paulo State Government, in an initiative organized by the Department of Rights for the Physically Disabled in partnership with the Medicine Department of the University of São Paulo and Microsoft Brazil, has announced two new projects that use technology to improve accessibility to computers: the Health Notebook and the Special Needs Notebook. These notebooks are equipped with specific content developed through educational strategies that make it easier to search for information, to learn from the computer, and to build a relationship network that aims for the integration of the disabled patient. Microsoft has linked up with technological partners and the public sector in putting these projects together to help people with special needs achieve their full potential.



Irish Government to Spend €150million on Computers for Schools

The Irish Government plans to invest €150million to provide schools with the latest computers, software, and audiovisual equipment as part of a project to inject technology resources in classrooms across the country. Under the plan, every classroom in the country will receive a teaching laptop, software, and digital projector over the next three years as part of a plan for smart schools. This program will help Ireland regain its position as a competitive, successful economy. The increased and improved use of technology in schools is vital to helping to ensure that students leave school with the skills needed to participate fully in today's modern economy. Having a highly educated and skilled workforce helps enable Ireland to attract foreign businesses, as well as develop and better support domestic business.

The Microsoft Difference

Providing access to ICT is not enough to help ensure success; training, long-term planning, financial considerations, service and support plans, green considerations (including opportunities for refurbishment and recycling), and a sustainable infrastructure must all be in place to help ensure the program's success.

The Microsoft difference in Shape the Future engagements is our:

- **Holistic approach** across the entire engagement. From the initial engagement, we work with the customer and other stakeholders to ensure that the engagement follows the proven path to success. The local Microsoft team works with the government to identify the public policy objectives and target segments.
- **Industry expertise** in identifying, forming, and sustaining public-private partnerships critical to the success of the identified Shape the Future solution. Microsoft has a fundamental belief in building PPPs in such a way that interests and incentives are aligned and self-reinforcing across all of the stakeholders throughout the entire lifecycle of the engagement.
- **Diverse solutions and services.** As an industry leader, Microsoft offers a broad choice of solutions, services, and training resources to suit your unique needs for on-premises or hosted solutions.

What differentiates Microsoft is our ability, capacity, and experience to look at the whole solution—top to bottom, start to finish—to help our government customers solve not just a technology access challenge, but also solve their toughest public policy challenges with technology as an enabler.

Results of ICT:

"For every dollar invested in broadband (fixed and wireless), the U.S. economy is expected to see a tenfold return. Faster broadband deployment in Europe could create one million jobs and growth of up to €850 billion through 2015. Raising broadband penetration in emerging markets to levels currently in Western Europe could add \$300 to \$420 billion in GDP and create 10 to 14 million new jobs."

— *ICT for Economic Growth: A Dynamic Ecosystem Driving The Global Recovery*, World Economic Forum (Publication)

A September 2009 PricewaterhouseCoopers study in the UK showed that home access to a computer and the Internet can improve children's educational performance: if the 1.6 million UK children who live in families who do not use the Internet got online at home, it could boost their total lifetime earnings by over £10 billion.

According to the WorldBank report *Information and Communications for Development 2009: Extending Reach and Increasing Impact*, for every 10-percentage-point increase in the penetration of broadband services, there can be an increase in economic growth of 1.3 percentage points.