



Reach more 

Shape the Future

Improving the lives of citizens by helping governments turn ideas into actions

Date

Name

Title

Microsoft Corporation

Mission

For governments that want to **create new opportunities and improve the lives of their citizens**, Microsoft Shape the Future, a Microsoft Unlimited Potential program, 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, infrastructure—**to meet the unique and changing needs of governments and their people**.

Government Challenges and Priorities



Creating jobs
and enabling
economic growth

National competitiveness

Political Impact

Workforce development

Increase student engagement and learning

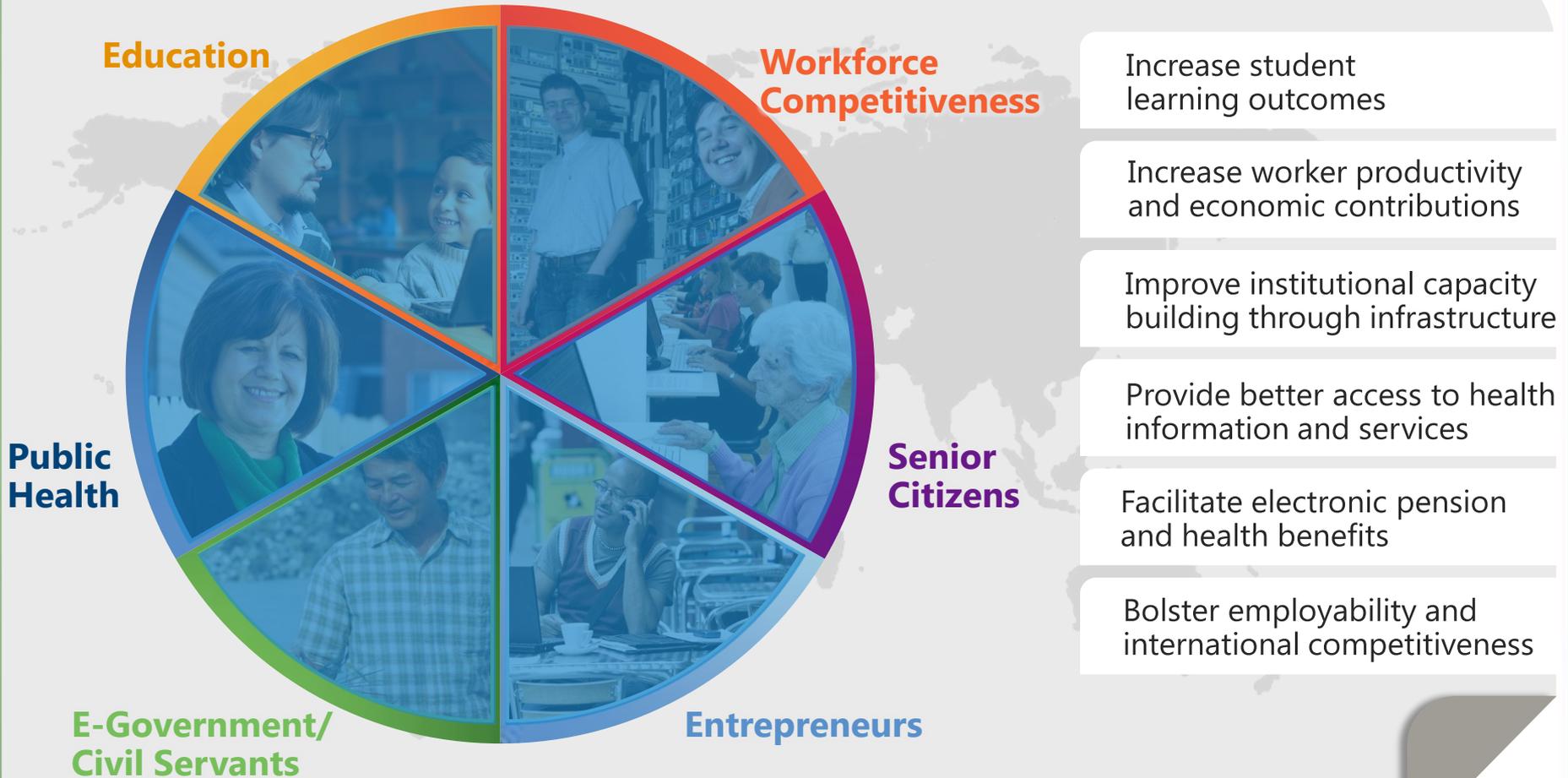
Employability

Equal opportunity

Economic stimulus

Sustainable development

Digital Inclusion Opportunities



Digital Inclusion Transformation



Students: A nation trying to remain competitive with education and skilled workers—what if their students have access to computers and global information throughout their education, from school or home?



Small Business Entrepreneurs: Farmer trying to sell agriculture products in the market without any market information—what if he knew the latest market price before he sells?



Public Health: Rural communities trying to stay up to date on the latest medical technologies—what if she had instant access to the latest technologies and experts around the world?

Economic Impact

Broadband Penetration Drives Growth

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.

"Information and Communications for Development 2009: Extending Reach and Increasing Impact",
World Bank

Digital Inclusion Benefits

The total potential economic benefit from getting everyone in the UK online is in excess of £22 billion.

"Race Online 2012,"
PricewaterhouseCoopers Report
October 2009

Create Jobs and Gain Return on Investment

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 US\$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

Microsoft Shape the Future

For Government, Education, and Health



**Transforming
Society**



**Addressing
Government
Priorities**

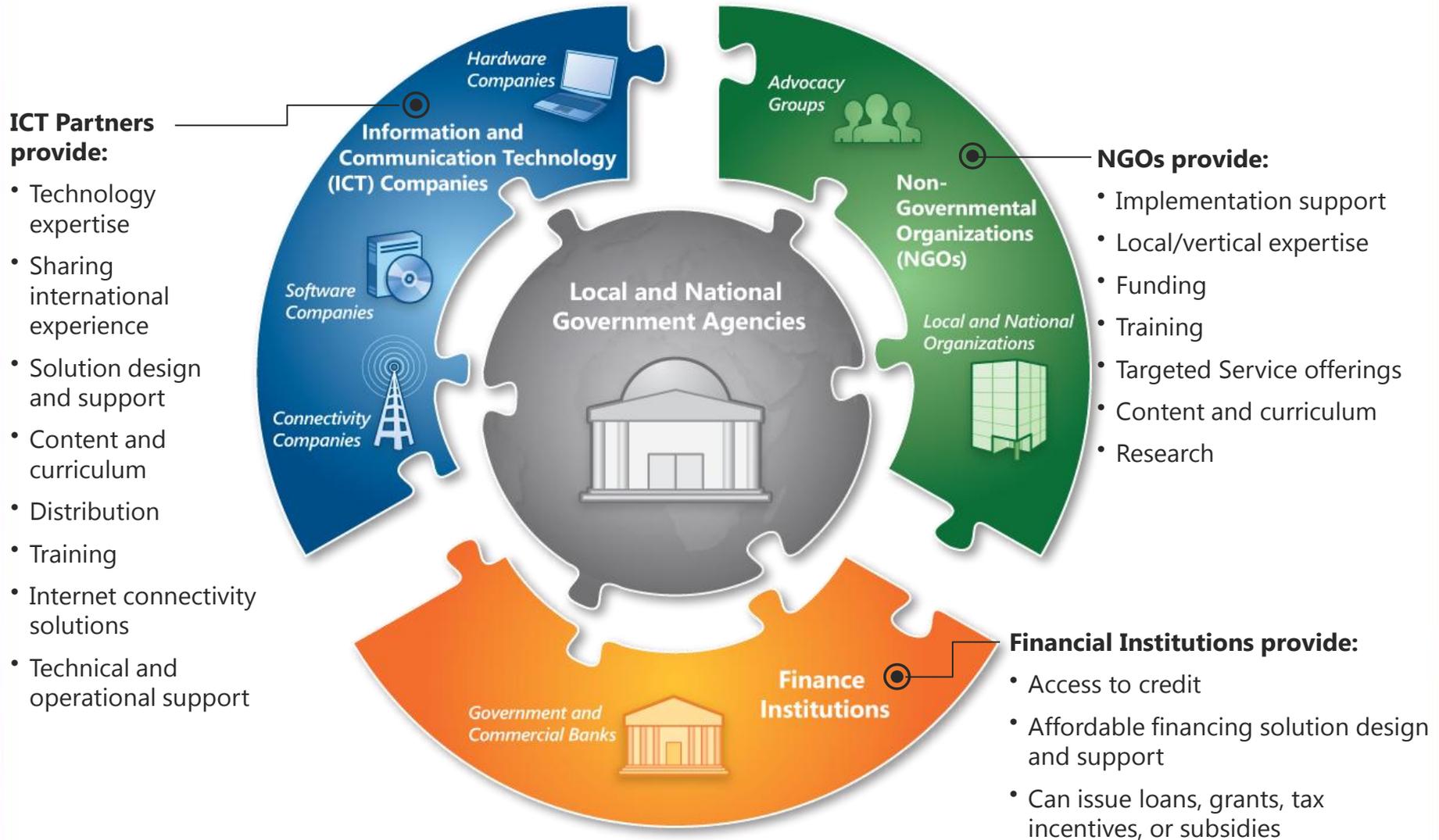


**Sustainable
Approach**

Improving the lives of citizens by turning ideas into actions

Achieving a Common Goal

Bridging Expertise and Best Practices through Public-Private Partnerships



Worldwide Experience

Local and Regional Initiatives and Best Practices



Why partner with Microsoft?



Hardware

Software

Content

Training

Diverse Solutions and Services



Online-based Services

Mobile

Infrastructure



*Transforming
Society*

*Addressing
Government
Priorities*

*Sustainable
Approach*

Next Steps

- ❑ Familiarize yourself with the Microsoft Shape the Future program.
- ❑ Host a digital inclusion workshop with policy makers.
- ❑ Identify citizen segments with the most need or greatest impact (i.e., unemployed, students, seniors, etc.)
- ❑ Engage with appropriate ministry, developing economic plans.
- ❑ Identify local partners who could help address this need.
- ❑ Create a Public-Private Alliance partnership with Microsoft to jointly work on local issues.

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Appendix

New South Wales

Improving Educational Experiences and Enhancing Security

Situation:

- Digital Education Revolution initiative launched to improve public education.
- Focus on preparing students to participate in the digital workforce.

Solution:

- Equipping high schools with wireless networks.
- Providing high school students and their teachers with portable netbook computers.
- Upgrading operating systems to improve security and manageability.

Outcomes:

- 267,000 netbooks to be deployed by 2012
- Improved educational experiences
- Reduced costs
- Enhanced IT security

"With Windows® 7, students are able to collaborate, they're able to produce, and they're able to develop the skills they need for the world beyond school in 2009."

*Kirstine Gonano, Deputy Principal,
New South Wales Department of Education and Training*

Province of San Luis

Boosting Technology Adoption in Households

Situation:

- Focused on improving living standards and increasing economic growth.
- Viewed digital inclusion as a key enabler.

Solution:

- Established a citizen PC purchase program subsidized by the government.
- Includes a transferable tax credit worth 50% of the computer's value.
- Supported with free Wi-Fi Internet connectivity, province-wide, and provided by the government.

Outcomes:

- 35,000 computers delivered within six months.
- 70,000 citizens benefited.
- 72% distributed to disadvantaged sectors.
- Technology adoption increase from 31% to 66%.

"At the moment, in the middle of the crisis, our unemployment rate is 2.7%, and we think this is among other things due to our digital inclusion plan."

Alberto Rodríguez Saá, Governor, Province of San Luis, Argentina

Ireland Education ICT Investment

Smart Economy, Smart Schools

Situation:

- Infrastructural deficit in technology systems.
- Academic performance falling behind.
- Low rate of ICT usage in education.
- Goal to regain competitive and economic status.

Solution:

- Investing €150 million in ICT over three years.
- Providing every school classroom with a teaching laptop, software, and digital projector.
- Continuing roll-out of broadband program.
- Funding is complemented by investments in a school building program.

Outcome:

- Educated and skilled workforce for economic development

"Our children and teenagers are very comfortable with technology, so we need to exploit the benefits of ICT in our classrooms to stimulate and enrich teaching and learning and to develop students' ICT competence."

Taoiseach Brian Cowan, Republic of Ireland

Portugal E-Escola Initiative

Transforming Portugal into a World-Class Knowledge Economy

Situation:

- Stagnating Economy
- Low educational achievements
- Vision to stimulate economic growth and competitiveness

Solution:

- Providing specialized laptops for teachers and primary, secondary, and adult learners.
- Offering a subsidized PC and broadband purchase program for home use.
- Generating subsidies through sales of 3G UMTS.
- Connecting all public schools to the Internet.

Outcomes:

- More than 1 million laptops sold.
- Every public school classroom has broadband Internet.
- 17,000 primary teachers trained.

"This new generation will be better prepared and able to contribute more to the modernization and development of Portugal. Furthermore ...a PC will be introduced in many homes for the first time, thus also strongly contributing to overcoming info-exclusion in general."

Jose Socrates, Prime Minister Portugal

Province of Buenos Aires

Empowering Civil Servants to Achieve Policy Reform

Situation:

- Government-led prioritization to modernize the delivery of public information and services.
- Lack of digital readiness among civil servants to enable e-government reform.

Solution:

- Established a civil servant computer and Internet subscription purchase program for home use:
 - Choice of five laptops and five desktops; certified for quality and guaranteed for a minimum of one year.
 - Affordable financing with 36 monthly payments at 0% interest and provided through payroll deductions.
- Building Digital Inclusion Centers to provide digital literacy training and universal access to services.

"Every developed society requires an efficient, effective, and transparent state, and to this end, 'La PC Para Conectarnos' [The PC to Get Connected] has come to be a key instrument of our modernization policy."

Outcomes:

- Enabling technology adoption and capacity-building for the 450,000 civil servants.
- Offering relevant and affordable solutions tailored to civil servant needs.
- Transforming delivery of e-government services.

Government of Guatemala

Opening Futures—Technology for Teachers

Situation:

- Goal to significantly raise the caliber of learning among 2.7 million students.
- Dependencies on the professional development of teachers to achieve high standards of learning and technology literacy.

Solution:

- Introduced a PC purchase program customized for teachers, with training modules pre-installed.
- Made PCs affordable through government subsidies and payment plans.
- Offered technical and vocational training remotely.

Outcomes:

- Achieved 80% teacher participation.
- Tailored PC solutions suit the professional needs of teachers.
- Targeted training and outreach reduces the need for teachers to travel across the country.

"The reality has surpassed our expectations. [The majority of] teachers in Guatemala bought computers, and it's clear that there is demand on the part of teachers. There is great potential, and the task of the Ministry of Education is to give them the tools to develop better learning methodologies and truly provide the sort of 21st century education that we need."