SOCIETY

MAKING COMMUNICATIONS MORE SUSTAINABLE, MORE AFFORDABLE AND MORE ACCESSIBLE

Alcatel-Lucent builds the networks that bring people, businesses, countries and continents together. We are committed to making communications more sustainable, more affordable and more accessible as we pursue our vision – realizing the potential of a connected world. We achieve this through our High Leverage Network™, our research, specific partnerships focused on education, our Public Affairs and stakeholder activities, and our philanthropy.
# TABLE OF CONTENTS

1  OUR APPROACH TO DIGITAL INCLUSION.................................................................................. 173
   1.1  The drivers of digital inclusion and universal access ......................................................... 174
   1.2  Broadband everywhere – from sea to cloud ...................................................................... 175
   1.3  Innovation for communities – our research ...................................................................... 180
   1.4  Ensuring access to education ............................................................................................. 183

2  HOW WE GIVE ......................................................................................................................... 185
   2.1  Bringing digital literacy to all ............................................................................................. 185
   2.2  Philanthropy 2012: achievements and awards ................................................................. 186
   2.3  The Alcatel-Lucent Foundation governance ..................................................................... 187
   2.4  The Foundation grassroots program ................................................................................ 187
   2.5  Employee volunteering ..................................................................................................... 189
   2.6  Giving in kind ................................................................................................................... 195
   2.7  Responding when disaster strikes .................................................................................. 196
   2.8  Corporate charitable contributions .................................................................................... 196
   2.9  Global signature program ................................................................................................. 197
1 OUR APPROACH TO DIGITAL INCLUSION

Our approach to digital inclusion focuses on the following areas:

- **Technology**: Our goal is to make communications more sustainable, affordable and accessible through products and solutions that utilize our High Leverage Network™ platform and leverage the latest advances in wireline and wireless technologies (e.g., DSL2, GPON, fiber, small cells, 4G LTE).

- **Research**: In 2012, a Bell Labs model for assessing the socio-economic impact of ubiquitous network access was applied to several countries around the world. New market-insight research was also conducted to explore how technology is driving socio-economic development in urban and rural areas of emerging countries.

- **Education and promotion**: By chairing the World Economic Forum (WEF) Global Agenda Council on ICT and by working with organizations such as the GSMA and UNESCO, we significantly expanded our public dialogue on mobile learning (mLearning) and digital inclusion. These public activities were reinforced by our work with governments worldwide, particularly in emerging countries, to promote the benefits of digital economies and inclusion.

- **Philanthropy**: Alcatel-Lucent Foundation’s activities support digital literacy benefiting young people in underserved communities around the world.

'Digital inclusion' is about extending access to information, education and economic opportunities to people and communities regardless of their location, while also encouraging environmental sustainability.

Digital inclusion and broadband universal access are key pillars of our product and solution portfolio, reinforcing our vision of “realizing the potential of a connected world.”
By supporting digital inclusion, we strengthen our ties to the communities we serve — contributing to the development of new markets for our products and services, and to the betterment of people’s lives around the globe. Our philanthropic activities continue to target the key democratic principle of universal access through Information and Communications Technology (ICT). Working with communities and universities in the domains of energy, health and education, we provide access to information, foster freedom of expression and encourage socio-economic development.

As a company, we have learned there is no single formula for achieving digital inclusion: it is the combination of targeting products, solutions, research and actions to different stakeholders including public authorities and NGOs, complemented by very selective philanthropy for citizens in disadvantaged communities.

1.1 The drivers of digital inclusion and universal access

The socio-economic benefits of digital technologies and universal broadband access are profound. Estimates in Brazil, for instance, show a 20% increase in broadband services could reduce unemployment by 4.03%.¹ Countries with developing economies are investing ambitiously in digital technology and connectivity.² And the need for broadband is not restricted to developing economies. Rural America comprises the largest portion of the unserved and underserved broadband population in the United States.³ Making broadband 100% available would result in the retention and creation of 117,000 jobs in the 19 American states with the lowest broadband penetration.⁴

Read more

Governments and service providers in more than 90 countries have set aggressive national goals and timelines for affordable, universal, high-speed access and wireless services — including targets of up to 100 Mb/s for every person by 2020.

Bridging gaps with broadband

At the World Economic Forum East Asia 2012 summit, Rajeev Singh-Molares — President of the Asia-Pacific Region for Alcatel-Lucent and Chairman of the World Economic Forum’s Global Agenda Council on Information Communications Technology — said, “Initiatives that combine socially relevant applications, network infrastructure, and affordable business models will provide 36% more GDP growth than a network-only approach...Building a strong digital infrastructure is an imperative for nations that want to compete in the digital economy.”

Read more

¹ The State of Broadband 2012: Achieving Digital Inclusion for All, Broadband Commission, September 2012
² Source: The impact of broadband on the economy report by the ITU from April 2012
³ Source: FCC (2010). National Broadband Plan estimated housing units without service of 4 Mb/s download speed in
⁴ Based on the statistics gathered by the Federal Communications Commission
1.2 Broadband everywhere — from sea to cloud

1.2.1 Digital inclusion
Digital inclusion, universal access and the ability to provide technology users with a high quality of experience (QoE) all depend on delivering more bandwidth to urban, rural and remote locations quickly and economically. This demands not only next-generation broadband networks but also the innovative use of multiple technologies like copper, wireless, fiber and submarine cable. Alcatel-Lucent has worked with operators on initiatives in each of these areas:

- Exploring the market niche for data services in sparsely populated rural areas or among enterprise segments, with LTE
- Boosting bandwidth to 100G or more in areas where copper is already deployed
- Allowing service providers to deploy enterprise cloud services on a mass scale with our CloudBand™ portfolio
- Helping educational institutions utilize digital content in the classroom

1.2.2 High Leverage Network™ (HLN)
Our High Leverage Network (HLN) platform and portfolio of products, solutions and services enable global connectivity and universal access to information while extending education, healthcare and economic opportunities worldwide. HLN provides next-generation wireline and wireless access platforms that can, for example, leverage existing copper assets while fiber is being deployed. It can also augment existing radio access networks with more energy-efficient small cell technology to increase capacity and coverage. An HLN helps service providers to realize the full potential of their networks, cost effectively extending the reach and coverage of broadband to more people — generating lasting social, economic and environmental benefits. Using the latest technical and green innovations, HLN also reduces the power and space requirements of telecommunications equipment. It delivers a high quality of experience across all devices, connecting people with applications and content in the cloud.

Read more

KEY FIGURE

In 2012, High Leverage Network sales represented more than 53% of total network sales, up from 48% in 2011, with more than 500 new or extension HLN contracts.

VDSL2 VECTORING
More than 1.25 billion of the world’s households are connected to a copper line. In addition, 56% of all broadband subscribers connect via DSL. Governments and network operators can leverage this infrastructure to implement national broadband programs without having to engage in massive fiber deployments. The VDSL2 Vectoring technology Alcatel-Lucent introduced in October 2012 allows operators to deliver super-fast broadband over existing copper lines — reducing investment costs and risks, and helping meet eco-sustainability targets. Through trials and deployment with Belgacom, Telekom Austria and Turk Telekom, VDSL2 Vectoring technology has been proven to boost upstream and downstream bandwidth by 90-150% depending on line conditions and loop length. New technologies such as Phantom Mode and G.fast — which can potentially deliver hundreds of megabits over copper — will also help operators meet broadband goals.

VDSL2 Vectoring technology received the 2012 Telecom Asia Readers Choice Broadband Innovation of the Year Award in recognition of its ability to cost effectively extend mass-market broadband for banking, healthcare, commerce, mLearning and other services. Today, TDC Denmark is evaluating

5 http://www.alcatel-lucent.com/solutions/vdsl2-vectoring:
- 2/3 of the world’s broadband subscribers are connected through DSL, according to networking and telecommunications market research group Dell’Oro.
- More than 1.25 billion households are connected to a copper line, according to World Bank Group.
VDLS2 Vectoring in support of Denmark’s Digital Agenda target of delivering 100 Mb/s to 70% of Danish households by 2020; Belgacom is on track to deliver bandwidths of 50 Mb/s to the vast majority of Belgian households; and Telecom Argentina has selected Alcatel-Lucent VDSL2 to deploy in the most advanced DSL network in Latin America.

Read more about VDSL2 Vectoring | Read more about our wireline solutions

FIBER

Policymakers worldwide have set aggressive targets for broadband coverage, challenging governments and network operators alike to connect the world’s citizens to the Internet. High-capacity fiber solutions, such as Gigabit Passive Optical Networking (GPON), help network operators meet today’s bandwidth requirements while investing to meet tomorrow’s broadband requirements. However, fiber deployment is a significant investment, so it is important for operators to deploy the right solution that protects their investment and evolves with their needs. Alcatel-Lucent helps operators to build fiber networks for the future. In October 2012, Alcatel-Lucent introduced a technique called embedded Optical Time Domain Reflectometry (OTDR) that saves operators time and cost in maintaining their fiber broadband access networks. During deployment, OTDR provides remote validation of the quality of the fiber installation and during operations it continuously monitors the fiber to pinpoint the location of network problems, reducing the need for field technicians to make multiple site visits.

Our expertise in fiber access technologies and solutions — including the highest capacity fiber solution on the market — are helping operators deliver next-generation access networks worldwide. We are present in most major fiber deployments worldwide, including more than 160 Fiber to the Home (FTTH) projects, of which more than 140 are GPON-based. Our experience helps operators to lower the risk and cost of fiber deployment to the benefit of communities worldwide.

Read more about fiber access

lightRadio™

Compact, intelligent and energy-efficient, Alcatel-Lucent lightRadio™ mobile broadband solutions bring next-generation wireless access and communications services to remote, rural and developing markets — and address today’s challenges of delivering mobile services in crowded urban environments. In the latter case, growing demand for coverage and capacity is creating a need for small cells: low-cost access points that can be installed rapidly. These not only increase available network capacity but also reduce the total cost of ownership of wireless access networks by up to 30% in high-traffic areas. By deploying large numbers of small cells in shopping malls, stadiums, airports and other public venues, mobile network operators can reap benefits not available with outdoor small-cell installations. Due to their small size and low power requirements, small cells can provide capacity and coverage, indoors or outdoors. Research estimates the small-cell sector will be worth more than USD three billion within five years.

Read more about Alcatel-Lucent lightRadio | Read more about our wireless IP portfolio

SUBMARINE NETWORK SOLUTIONS

Submerged fiber optic cables are the most cost-effective and reliable way to transmit high-speed telecommunications worldwide. Alcatel-Lucent announced five new submarine system contracts in 2012 — from upgrades to turnkey deployments — and another in January 2013, adding critical capacity for Internet, data and voice traffic and helping connect some Pacific and Caribbean islands as well as parts of Central and South America.

Read more about submarine network solutions
1.2.3 Our impact around the world

A robust telecommunications infrastructure fosters equality by democratizing information and enabling the promotion of fundamental human rights. Alcatel-Lucent positively affects the communities in which it operates by following policies and procedures that emphasize hiring local personnel, evaluating local suppliers, minimizing environmental impact and developing actions as part of our digital inclusion strategy that enhance quality of life for residents. We then measure the impact of our actions on the communities we serve according to a range of social, environmental and economic indicators. For instance, we measure the success of our digital inclusion initiatives based on user time spent using the technology; user life-quality improvement; social changes and environmental benefits in the community; reputational benefits; and revenues.

Throughout 2012 we engaged in efforts to extend connectivity to users around the world:

**MARCH 2012**

Digicell selects Alcatel-Lucent to help rebuild Haiti and its economy by delivering high-capacity undersea cabling for ICT services. Read more

**MAY 2012**

Tonga Cable Limited partners with Alcatel-Lucent to link the remote Pacific island to the global digital economy via undersea cable, increasing broadband connectivity and spurring economic growth. Read more

Alcatel-Lucent Shanghai Bell leads the deployment of Fiber to the Home (FTTH) networks across China’s 31 provinces, enabling China Telecom to serve millions of households with high-speed services and guaranteed quality of service. (The project is a key milestone in the ambitious ‘Broadband China, Fiber Cities’ plan, which aims to bring FTTH coverage to 100 million households and 30 million subscribers by 2015.) Read more

**JUNE 2012**

Rural areas of Texas in the U.S. look forward to high-speed broadband services on mobile devices thanks to an agreement between Alcatel-Lucent and West Central Wireless. Read more

Alcatel-Lucent provides the 4G LTE network that allows Tanzania’s Smile to deliver lightning-fast mobile broadband services. Read more

Alcatel-Lucent and Telkom SA, one of the largest integrated communications companies in Africa, will expand the availability of super-fast broadband services to subscribers in South Africa. Read more

Alcatel-Lucent and Oi subsidiary GlobeNet plan to extend an undersea cable link to Colombia, meeting growing demand for broadband services between Colombia, the U.S. and other Latin American countries. Read more

**JULY 2012**

Alcatel-Lucent helps Bulgaria’s Vivacom offer customers an exceptional video and Internet experience with broadband access — supporting Bulgaria’s efforts to meet the European Union Digital Agenda for next-generation broadband access. Read more
**AUGUST 2012**

Etisalat Nigeria introduces permission-based mobile advertising to more than 13 million customers using Alcatel-Lucent’s Optism™, allowing mobile subscribers in Nigeria to ‘opt-in’ and receive advertising messages and marketing offers from participating brands.

[Read more](#)

**SEPTEMBER 2012**

Leveraging Alcatel-Lucent broadband, fiber optic and Internet routing technology, Azteca Communications continues to build Colombia’s national broadband network, addressing the country’s aggressive target for increasing broadband availability.

Alcatel-Lucent readies to migrate VimpelCom’s mobile broadband and business services network in Russia, Kyrgyzstan and Kazakhstan to a high-performance, IP-based network with improved speed and efficiency, laying the groundwork for evolution to 4G LTE.

Alcatel-Lucent is engaged to design a new fiber optic network for Ghana’s National Information Technology Agency in support of ‘e-Ghana’, a national initiative to develop local IT services and improve the transparency and efficiency of government.

[Read more](#)

**OCTOBER 2012**

Peru’s INTERNEXA selects Alcatel-Lucent to deploy its optical network solution, bringing high-quality video and multimedia content to customers in South America.

Seaborn Networks and Alcatel-Lucent begin to develop the 100G Seabras-1 system, which will deliver new capacity to the longest 100G transoceanic link for Internet, data and voice traffic between South America and global markets.

Alcatel-Lucent Shanghai Bell wins a major contract to deploy the largest share of China Mobile’s new TD-LTE trial network rollout as it extends services to 10 cities.

Telesis Tanzania helps stimulate industry and economic development with its launch of 4G LTE mobile broadband services enabled by Alcatel-Lucent.

[Read more](#)

**NOVEMBER 2012**

Tanzania’s Smile expands the availability of 4G services through the deployment of an Alcatel-Lucent LTE network in Uganda and Tanzania.

Angola Cables announces the installation of a high-capacity fiber optic communications network to support economic growth and social development.

Alcatel-Lucent helps LG Uplus deliver super-fast broadband services to residents of major South Korean cities.

Pacific Caribbean Cable System (PCCS) operators, Cable & Wireless Communications, Setar, Telconet, Telefonica Global Solutions and United Telecommunication Services (UTS) plan to link Florida and Ecuador, increasing digital integration and capacity growth in the region.

[Read more](#)
### DECEMBER 2012

- **Alcatel-Lucent Proactive Services** enable Telkomsel — Indonesia’s largest mobile provider — to identify and optimize network performance, improve service quality, monitor network performance and ensure network reliability.  
  
- **Main One Cable Company Limited** renews its marine maintenance contract for a submarine cable system connecting Portugal to Nigeria, contributing to African and international connectivity.  
  
- **Alcatel-Lucent and Bharti Airtel** announce plans to build an IP-based backbone network across Africa to support all mobile broadband services to Airtel’s 17 affiliates (which serve 60 million customers) as well as a more robust interconnection to global networks, including those in the U.K.  
  
- To upgrade its IP networks in Argentina and the Czech Republic for fixed, mobile broadband and IPTV services, Alcatel-Lucent provides Telefónica with one of the industry’s most powerful core network routers, the Alcatel-Lucent 7950 Extensible Routing System (XRS).  
  
- **Alcatel-Lucent and Tunisiana**, part of the Qtel group, deploy a superfast, high-capacity network to provide broadband services across Tunisia.  
  
- Alcatel-Lucent will provide Rio Tinto, a leading international mining group, with a complete end-to-end private 4G LTE network at its West Angelas mine in the Pilbara, a remote region in Western Australia.  

### JANUARY 2013

- **América Móvil and Alcatel-Lucent** set to deliver the longest 100G submarine cable system, linking Latin America to the U.S.  

### FEBRUARY 2013

- **Bell Labs** lays the foundation for the future of ultra-high-capacity optical communication networks, publishing the results of groundbreaking experiments in optical technology — including the achievement of 1 Tb/s per-wavelength channel optical transmission rates, and the ability to increase fiber capacities far beyond the capability of today’s wavelength division multiplexing (WDM) systems.  
  
- **Alcatel-Lucent and France Telecom-Orange** announce the deployment of the world’s first 400G optical link, supporting new high-bandwidth, high-performance business and residential services, including on-demand multimedia content, social networking and cloud services.
1.2.4 A commitment to human rights and democracy

We believe that enabling improvements to the communication capabilities of a country benefits its people by creating opportunities, promoting economic and cultural wellbeing and, ultimately, the capacity to support or to evolve to democracy. We also believe that reliable, affordable and widely available communications services are a critical engine for economic and social development.

In countries where we operate, we respect and comply with local laws and regulations, standards, and human rights legislation. Within our scope of influence, we support and respect:

- The United Nations Universal Declaration of Human Rights
- The Guiding Principles on Business and Human Rights
- The 10 principles of the United Nations Global Compact
- The International Labor Organization Declaration of Fundamental Principles and Rights at Work
- The Organisation for Economic Co-operation and Development Guidelines for Multinational Enterprises

Our policies and procedures take into consideration hiring local personnel, evaluating local suppliers, minimizing effects on the environment, and developing programs that help enhance quality of life for people in the communities where we operate.

Read more about human rights in the Our People, Supply Chain, and Ethics chapters of this report.

1.3 Innovation for communities — our research

To deliver on our commitment of universal access, we perform research and market studies to understand market needs.

1.3.1 New Zealand case study

In February 2012, Alcatel-Lucent and key national stakeholders in New Zealand applied a Bell Labs model for assessing the impact of broadband access associated with Ultra-Fast Broadband (UFB) and Rural Broadband Initiative (RBI) investments across the country. The study showed that by enabling applications such as teleworking, video conferencing, remote patient monitoring, online training and even remote sheep herding, UFB and RBI will add more than NZ$5 billion to New Zealand’s GDP about the Alcatel-Lucent Foundation over a 20-year period. The study also found that the combined consumer surplus from using high-speed broadband applications significantly outstripped the GDP impact of building the UFB and RBI networks.

Read more
Seeing the future before it happens

In 2012, Alcatel-Lucent conducted market research and consumer insight studies into key megatrends — developments on the frontiers of ICT and connectivity that are changing the ways we live and work. These included:

- 168 (24x7 connectivity) — the generation of ‘always-on’ people and devices connected to the Internet
- Digital native acceleration — the impact of generations having grown up with digital technology becoming the mainstream
- Ed-you-cation — the ongoing shift, facilitated by ICT, from institutional to individual learning
- Netizens to Government (N2G) — how citizens are using digital media to interact with elected officials, governments and the public sector
- Neo-urbanization — the blurring boundaries between traditional definitions of urban, suburban and rural
- Rejuvenaging — the frontiers of aging and rejuvenation and the far-reaching implications of rapidly increasing life expectancies
- Sustainable by design (SBD) — the accelerated transition from sustainability as a source of competitive advantage to a competitive imperative

Read more

KEY FIGURE

In 1900, just 13% of people lived in cities. By 2008, urban dwellers accounted for more than 50% of the world’s population. And that number continues to climb, with nearly 70% of people expected to be living in cities by 2050.


1.3.2 Opportunities without borders — realizing the promise of neo-urbanization

Alcatel-Lucent and Bell Labs India conducted a multi-faceted research study of neo-urbanization in India, assessing its implications for people, urban planning, governance, and the ICT industry. Neo-urbanization is changing the way we look at cities. With neo-urbanization, the traditional definitions of urban, suburban, rural and semi-urban are blurring. This is particularly evident in places that are experimenting with the formation of mega-corridors, mega-cities and converged rural areas — all of which challenge the common definition of ‘city limits’. India was chosen because the effects of neo-urbanization are readily apparent — and because these effects offer substantial proof of the trend’s transformative qualities.

METHODOLOGY

The research team gathered the perspectives of more than 80 people from rural and semi-rural areas through individual interviews, focus group discussions and ethnographic immersions. Sessions ranged across numerous topics including the economy, environment, security, education, healthcare and social trends. Workshops were also held with experts from areas such as urban planning, education and sustainability. Secondary research complemented the study.

RESULTS

The study’s findings show that urban and rural environments are beginning to merge, with access to facilities and services becoming more common across all areas. The proliferation of mobile devices and the availability of broadband Internet connectivity are the drivers of a better life for people regardless of where they live.
While India was projected to have approximately 150 million Internet users by December 2012\(^6\), the number of mobile Internet users in India is expected to nearly double and hit 165 million by March 2015, up from the present 87 million in December 2012\(^7\) — evidence of the increased availability of mobile broadband.

Autonomy — financial, cultural, social and for people of both genders — was once a major reason to move to an urban area. Now opportunities can be realized without leaving one's home village. The trend of neo-urbanization promises to establish a new way of being in the world, where big cities are no longer the only source of opportunity and growth, bridging the digital divide and creating benefits including:

- Higher quality education, wider career choices and increased income
- Widespread access to better healthcare and an improved quality of life
- Increased government services and accountability in governance
- Greater awareness of social issues and faster action to address them
- Changing cultural norms that empower women, through education, employment and more

---

\(^6\) Internet and Mobile Association of India. (2012). Rural Internet users to reach 45 million by December 2012.

\(^7\) Internet and Mobile Association of India (IAMAI)
1.4 Ensuring access to education

With more than 90 million students enrolled in higher education programs worldwide (a figure expected to climb to 150 million by 2025), new tools and approaches are needed to ensure educational systems have the capacity to deliver — and give students access to — the benefits of learning. Mobile learning (mLearning) has great potential to meet this need, especially in developing countries and rural areas where it could make educational opportunities available despite poor infrastructure and limited access to resources.

Continuing to take a leadership role in the establishment of mLearning, last year Alcatel-Lucent:

- Prepared a report and call to action for the World Economic Forum entitled *Accelerating the Adoption of mLearning: A Call for Collective and Collaborative Action*.
- Released a video on mLearning developed jointly with Peter Gabriel and Rajeev Singh-Molares called *A Powerful Tool for Growth in Developing Countries*.
- Published an article in the Millennium Development Goal Magazine in May 2012 titled *mLearning: A Powerful Tool for Addressing the MDGs*.
- Became an official member of the mEducation Alliance, participating in its working groups and sponsoring its annual symposium in September 2012; participated in several UNESCO workshops including those focused on the creation of global mLearning policy guidelines, which were released in February 2013.
- Sponsored and participated actively in the February 2013 UNESCO mLearning symposium.
- In February 2013, we participated in the February Senior Education Policy Makers Forum on mLearning organized by UNESCO and GSMA. The event aimed to explore mobile learning as a unique and significant contribution to achieving the Education for All goals of increasing education access, quality and equality.
- Worked with the French Development Bank, operators, the Agence Universitaire pour la Francophonie and the World Wide Web Foundation to form an mLearning alliance for Africa.

---


9 GSMA and Analysis Mason, August 2011.
Actively contributed to documents about mLearning produced by the French Development Bank.

Read more (in French)

Organized a conference on mLearning in December 2012 at Paris headquarters in partnership with Orange operator and ChangeCorp (mobile content provider) to raise awareness of mLearning and showcase successful projects. The conference was attended by more than 100 people.

Alcatel-Lucent organized a workshop on mLearning at Mobile World Congress in Barcelona in February in cooperation with GSMA, the mEducation Alliance, USAID and the MasterCard Foundation. The session, which showcased successful mLearning projects in the world, presented by company CEOs, was a great success with more than 60 attendants. It was followed by the official launch of the Broadband Commission report on Education in the presence of Dr. Hamadoun Touré (Secretary General of ITU) and UNESCO officials.

In addition to the above, Alcatel-Lucent is continuing to explore ways to participate in a large-scale mLearning project that will train community health workers in Africa, engaging actively in discussions with medical training content providers and technology partners as well as with potential financial sponsors.

For more information about mLearning

In the fall of 2012, we began working with other potential partners to explore mLearning projects for fields beyond health, and for skills including:

- Entrepreneurial skills
- Financial skills
- Life skills
- Communication skills
- Literacy skills
- Parenting skills

Encouraging education in Egypt

In Egypt, Alcatel-Lucent is the primary sponsor of the Association of Upper Egypt for Education and Development (AUEED), which helps young girls access learning and educational tools. To date, the initiative successfully contributed to the educations of 300 girls.

Read more

“The sky is not the limit.”

As part of our commitment to supporting access to education and mLearning, we sponsor the Valued Citizen Initiative’s Bridging For Life program, which is designed to prepare high school students for university. Compared to the national average of 24%, Bridging for Life sees 70% of its participants reach university and stay past their first year. A 20-year-old student — aptly named Future — who went through the Bridging for Life program told Alcatel-Lucent the experience taught him to think big. “The sky is not the limit,” he said. “The limit is in our minds.”

Read more
2 HOW WE GIVE

2.1 Bringing digital literacy to all

The Alcatel-Lucent Foundation is dedicated to making a difference in communities where our company and customers are present. Its prime mission is to respond to the global challenge of digital inclusion and sustainability. With a focus on helping young people — particularly young women — contribute as citizens and community leaders of tomorrow, the Foundation’s programs:

- Provide basic education and keep young people in underserved communities in school
- Help underserved youth return to school
- Provide underserved youth with life skills and vocational training to prepare them for entering the world of work

The purpose of the Alcatel-Lucent Foundation is to ensure we meet our commitment to social responsibility by supporting programs that serve and enhance the communities in which our employees and customers live.

The Alcatel-Lucent Foundation leads our charitable activities, managing contributions to programs for underserved communities, with particular emphasis on providing access to education and life skills/vocational training to youth (particularly young women) in underserved communities. In 2012, the Foundation provided USD 8.6 million in funding for carefully selected programs around the world. It also organizes and promotes volunteerism among company employees.

In 2012, the Alcatel-Lucent Foundation also:

- Supported 51 programs in 25 countries
- Delivered its ConnectEd signature program in five countries
- Supported more than 10,100 Alcatel-Lucent employees in donating approximately 60,000 hours to more than 180 goodwill projects in 37 countries

Read more about the Alcatel-Lucent Foundation

ERNST & YOUNG STATEMENT

Foundation reporting tool

In 2011, Alcatel-Lucent’s Foundation undertook a project aimed at monitoring the company’s philanthropic contributions by adopting a model developed by the London Benchmarking Guidelines. In 2012, this process was reinforced by the deployment of data collection tools that are shared with all employees and institutional partners. This initiative aims to allow the tracking and evaluation of the human, material and financial resources and the local impacts of the philanthropic actions undertaken by Alcatel-Lucent.
2.2 Philanthropy 2012: achievements and awards

A group-wide strategy was created and aligned with business drivers. A system to measure results/impacts was created using the Foundation guidelines and the London Benchmarking Group (LBG) tool and standards to provide quantitative and qualitative assessments of the economic, societal, environmental and social impact of philanthropic investments.

The Alcatel-Lucent Foundation’s digital literacy efforts benefited 58,951 young people in underserved communities around the world.

In 2013, via the Alcatel-Lucent Foundation, we will continue to apply our company-wide strategy to guide corporate philanthropic activities that include: priorities aligned with our business drivers; and descriptions of systems that measure results and impacts.

The Foundation has joined the London Benchmarking Group and is using its tools and standards for defining success. This will allow the Foundation to provide quantitative and qualitative assessments of the economic, societal, environmental and social impact of its philanthropic investments — for example, in terms of:

- Improved relationships with local communities and governments
- Contributions to environmental awareness
- Employee skills development

In addition, our 51 grassroots programs have shown steady progress, now measurable thanks to our monitoring and evaluating system; we worked closely with donor-funding agencies to measure impacts and help our grassroots partners achieve their objectives and goals; and we provided employees with access to training on policy, guidelines and procedures for charitable contribution.

Alcatel-Lucent was recognized in several ways last year for its philanthropic activities:

- Alcatel-Lucent Shanghai Bell received the following awards:
  - World 500 China Contribution Ranking — Top 3 (China Southern Weekly)
  - Five Star Eco-Sustainable Enterprise Award (Shanghai Government)
  - 2011-2012 Best Volunteer Participation Award (JA China)
  - Poverty Alleviation Award (China Foundation of Poverty Alleviation)
  - China Charity Award — Company Award (China Charity Festival Organization)
  - Excellent Enterprise in Poverty Alleviation (Yunnan Provincial Government)
  - First Prize in QC Activity of China ITC (China Electronics Industrial Association)
  - Gold Prize in Innovation in Telecom Technology (China Information Port Forum)
- In the U.S., we received the Bronze U.S. President’s Volunteer Service Award for our 2011-2012 Junior Achievement program globally
- Red Cross Belgium received a Company with a Heart award for having 83 people donate blood

For more information about philanthropy achievements
2.3 The Alcatel-Lucent Foundation governance

Funded by Alcatel-Lucent, the Foundation is organized under the laws of the U.S. State of Delaware and is a non-governmental, non-profit, private organization. It is governed by its own Board of Trustees, which includes senior executives from Alcatel-Lucent and external organizations. The Board meets on a regular basis to make funding and allocation decisions. It operates four subcommittees: Executive, Grant Making, Finance and Nomination. Additional committees can be organized as needed.

Foundation Board of Trustees

As of December 31, 2012, the Alcatel-Lucent Foundation Board of Trustees included nine company executives, an employee representative, an executive director and two external trustees (one being the chairperson).

Chairperson: Janet Davidson

External trustee: William Reese (CEO of the International Youth Foundation)

Alcatel-Lucent trustees: Barbara Landmann (Vice-Chairperson), Stephan Vantomme (Treasurer), Yohann Benard (Secretary), Alex Yip (Legal Counsel), Gee Rittenhouse, Radwa Hafez, Christine Diamente (Ex-Officio), Frederic Chapelard, and Marco Malfavon (Trustees)

Executive Director: Bishalakhi Ghosh

2.4 The Foundation grassroots program

In 2012, the Alcatel-Lucent Foundation Board concentrated on advancing a slate of 51 multi-year regional programs proposed by employees with support and advice from regional/country leaders. These address the most urgent educational needs of the regions in question. The Foundation worked closely with these programs throughout the year to create value and encourage community investment, making steady progress; employees have participated in various volunteering activities and spearheaded significant initiatives, a selection of which are described below. For 2013, the Foundation will continue to work with these existing programs and help meet skills development, livelihood training and other requirements.

GIVING GIRLS THE CHANCE TO LEARN — EGYPT

There are 600 million girls in the developing world, a total expected to increase exponentially over the next decade. Unfortunately, poverty and societal and cultural prejudices often prevent girls from receiving a proper education. UNESCO recently estimated that some 75 million primary or lower secondary school-aged girls do not go to school (Source: UN Global Compact). Through a partnership with Mother’s At Risk & Egypt’s Association for the Development and Enhancement of Women (ADEW), Alcatel-Lucent helped develop a specialized course — Girls’ Dreams and Literacy — to provide girls with valuable life skills and support their efforts to learn to read and write.

Read more

OUR PEOPLE GO DIGITAL — SRI LANKA

Mo — Wellawaya J.M. Kumaradasa School has 1,500 students — and 75 teachers. Its classes extend from Grade 1 to Grade 13, including Advanced Level. Alcatel-Lucent helped the school convert a classroom into an ICT laboratory, provided 21 computers and other ICT infrastructure, and provided workshops to students on ICT, career development, English language, and local and foreign job markets. As well, we helped link the school to Sri Lanka’s existing national education network, WebPatashala.

Read more
CREATING GLOBAL CITIZENS — GHANA/NEW JERSEY

Alcatel-Lucent’s Telepresence Ambassador Program allows students in Africa to communicate, collaborate and respond to changes with others around the world using state-of-the-art video conferencing technology. Students connect live — face-to-face and culture-to-culture — discovering the ways they share dreams and goals. The program not only provides educational lessons on an international platform but also develops cultural awareness, builds relationships and provides practical life experiences by putting knowledge to work in the service of one’s peers abroad.

Read more

FOOD SECURITY THROUGH EDUCATION AND EMPOWERMENT — KENYA

The Loitoktok project is an integrated food security and livelihood program targeting Kenya’s Inkisanjani community. Its activities include:

- Stream rehabilitation
- Restoration and environmental conservation
- Agriculture and irrigation initiatives
- Health, hygiene and sanitation initiatives
- Provision of clean drinking water
- Nutritional initiatives
- Educational initiatives

The project has more than 1,200 direct beneficiaries — and more than 15,000 indirect beneficiaries.

Read more

VOCATIONAL TRAINING AND SOCIAL TRANSFORMATION FOR THE UNDERPRIVILEGED — INDIA

SGBS Trust is a non-governmental organization in Karnataka, India that provides vocational training to underprivileged, unemployed youth. Focused on developing the skills these youth need to break through the cycle of poverty their families have experienced, often for generations, SGBS Trust ensures employment in reputable organizations on completion. Youth 18 years old and older are handpicked for 70 days of training in one of seven vocations:

- Retail sales
- Field sales
- Guest care (hotel)
- Guest care (office)
- Entry-level voice and data
- Esthetics

The training is provided free of charge and encompasses both vocational and life skills — including communication skills, spoken English and basic computer use.

Read more
2.5 Employee volunteering

2.5.1 Our approach

Employees have the opportunity to volunteer during their work time when customer priorities allow, as well as during their time off. Participating in Foundation programs has helped build employee pride in the company and their own roles, and connected the company’s brand with local community activity.

Employees in 37 countries volunteered for more than 180 projects in 2012. More than 10,100 Alcatel-Lucent employees donated more than 60,000 hours to their communities, at an estimated value of more than USD 2.5 million.

As well, we introduced an executive program for employee volunteering, including skills enhancement and training in community investment. We also launched Campus in the Cloud — a signature program directly linked to our business objectives and our approach to community investment that shares skills and expertise already available within the company.

In 2013, we will pursue Campus in the Cloud as a major Alcatel-Lucent Foundation employee in-kind project to build employee skills, talent, awareness of and pride in the company’s philanthropic activities.

1.1.1 2012 Volunteering highlights
MALAYSIA
Alcatel-Lucent provided the platform for Malaysian programmers to develop educational apps and games suitable for primary school children through the Geek the Genius contest. Twenty entries were shortlisted and 13 declared winners in competition for prizes worth a total of €12,500. The contest helped position Alcatel-Lucent as a leading broadband connectivity provider and highlighted the company’s efforts to help Malaysia develop a robust Internet ecosystem in line with the National Broadband Agenda.

Also in Malaysia last year, the two-day Integrity Champions challenge exposed student leaders from a network of residential schools to concepts of corporate sustainability, integrity and governance. Alcatel-Lucent was the only telecommunications company selected to participate — invited by the Integrity Institute of Malaysia in recognition of its comprehensive compliance system and training.

During Global Days of Caring 2012, a knowledge-sharing session was organized with more than 30 IT professionals and students from the multimedia state university. Under the theme At the Speed of Ideas, topics included the development of communication networks for the future, entrepreneurship, and opportunities in the creative multimedia industry.

Read more

MEXICO
For Children's Day 2012, Alcatel-Lucent employees collected 318 meters of toys, which were delivered to children in need throughout Cuautitlan Izcalli Municipality. Some 380 children benefited from these donations.

Read more
EGYPT
Alcatel-Lucent employees in Egypt engaged in several community-supporting events throughout 2012, including:

- Holding two blood donation campaigns at the company’s Cairo office — collecting 78 bags of blood in a single day and earning recognition from the World Health Organization (WHO) on International Blood Donor Day
- Contributing food to the Egyptian Food Bank
- Participating in street rounds led by SamuSocial, an organization focused on providing support to Egyptian street children
- Training to participate as classroom volunteers through INJAZ Egypt’s Adopt-a-School program
- Collecting school books, bags, supplies and uniforms to donate to families in need through the StrongHer team’s Back to School program

Read more about our activities in Egypt

SOUTH AFRICA
Our teams in South Africa helped lead a drive — in partnership with the blanket manufacturing company Aranda — to donate and distribute 200 new blankets to children at four schools to help cope with an excessively cold winter.

Read more

VENEZUELA
Our Venezuelan team organized a successful campaign to gather clothes, toys, educational materials and sports equipment to help indigenous communities in the most remote parts of the country. One of the main promoters of this initiative, Joshua Rodriguez, visited Bolivar state in September 2012, delivering the items collected by the Alcatel-Lucent team. He toured a number of villages accessible only by air. The donation benefited 300 families in the communities of Urimán, Sabanita, Frigoles and Tiryca.

Read more
KOREA
In Korea last year:
• More than 30 members of the Alcatel-Lucent Korea Female Club held a charity bazaar on International Women’s Day at the company’s Seoul headquarters, with all proceeds going to a Korean welfare center for women.
• Team members celebrated Global Days of Caring with children from the GyungSaengWon children’s shelter, touring the Cheongwadae Sarangchae presidential museum and the largest Korean traditional market, Insadong.
• Twenty-five Alcatel-Lucent staff volunteered to play Santa for 25 kids on December 25—responding to a wish from the GyungSaengWon Children’s Shelter children. They gave gifts including stationery, footballs, books and toys.

Read more

CANADA
Alcatel-Lucent has been instrumental in helping the Ottawa Network for Education bring the Junior Achievement (JA) program back to Ottawa schools—providing a special opportunity for Canadian public school students to gain financial literacy, entrepreneurship and other business skills. Many Alcatel-Lucent employees served as JA volunteers.

Read more
BELGIUM
In Belgium last year, Alcatel-Lucent teams contributed to:

- The United Nations Global Compact Belgium initiative, networking and discussing a wide range of sustainability topics with other members.
- A fundraising walk by Alcatel-Lucent employee Danny Van Gucht to raise money for the Multiple Sclerosis (MS) Ligue; Danny has MS and, with the support of his colleagues, garnered €500 in donations.
- The annual Sinterklaasparty hosted by the non-profit organization KIEMMA, volunteering for the fourth year and providing new toys to underprivileged children in the Kievit neighborhood where Alcatel-Lucent’s Antwerp offices are located.
- De Toevlucht — a charity organization in Flanders — collecting second-hand toys for distribution to children.
- The Raad & Daad and the Homeless Action Committee, collecting 450 kg or 3.81m³ of second-hand winter clothes and blankets, both located close to our Antwerp offices.

Read more

INDIA
Throughout India, Alcatel-Lucent employees gave their time to a number of initiatives including:

- The ABHAS-Alcatel-Lucent Voluntary Employee Engagement Initiative — a collaboration with Indian NGO ABHAS under the ConnectEd umbrella to support spoken English, computer assistance and career mentoring sessions for Indian children.
- ‘Lend a Helping Hand’ — sponsoring the education of eight deserving children whose parents are HIV infected. A Quarterly Progress Report showed that the contribution has made a clear difference in the lives of these children.
- The efforts of several NGOs in Bangalore to empower women and children through personal visits and events.
- Blood donation camps organized in association with the National Thalassemia Welfare Society to serve adults and children suffering from thalassemia and leukemia. A total of 162 units of blood were donated.
- Global Days of Caring (GDOC), a fundraising celebration for children in need — with the addition last year of a new location, Orissa, where volunteers spent time with parentless children at the Anand Mission Ashram.

Read more
In April 2012, Gee Rittenhouse, Alcatel-Lucent Foundation board member, visited Prerena Resource Centre (a beneficiary of the Foundation) and met with its founder, Mrs. Prashantha. He spent time understanding the work that is being done and Prerana’s future plans. The main focus of Prerana has been the uplifting of neglected, disabled poor girls especially the blind, by training them, providing employment and instilling confidence in them to lead a normal cheerful life despite their handicap. Prerana is also involved in many activities for the uplifting of the local poor and also bringing about social and cultural awareness in them.

Read more

FRANCE

Teams in our headquarters country supported FFDys, a federation of bodies specializing in Specific Learning Disabilities such as dyslexia, dysphasia and dyspraxia, as part of the Global Days of Caring organized by the Alcatel-Lucent Foundation. We collected and will donate more than 900 computers to the local branches of the FFDys, helping facilitate education for these children. Our volunteers were eager to include personal notes with each computer pack to let the children know they can count on their support.

Our colleagues also participated in Odyssea, a race supporting the fight against breast cancer. 2012 was the 10th edition of the event, which has raised more than €2M since its inception. Some 25,000 people participated in this year’s race, all over France. Our teams took part in Paris — more than 140 women and men — through the StrongHer network.

Read more
2012 PASSEPORT AVENIR SESSIONS

In 2012, we organized two workshops at our Paris headquarters, meeting with students to discuss topics such as corporate social responsibility and the role of women both in corporations and the economy more broadly.

Attendees at the first meeting in October 2012 were Christel Heydemann, Vice-President of Human Resources; Christine Diamante, Director Corporate Responsibility; Joel Pagot, Manager Sustainability (Green); Sandra Cornet-Vernet Lehongre, Director Communications; and Mireille Holopherne, Manager Communications. On December 20, 2012, Sophie Neron-Berger, Chief Audit Executive, and Christel Heydemann hosted the second session.

Global Days of Caring

In 2012, we organized the Alcatel-Lucent annual global volunteering initiative, Global Days of Caring, which ran throughout the month of July. Under the ‘WE CARE’ signature, employees throughout the company, in every region, volunteered with various grassroots programs and with our global signature program, ConnectEd.

Employees organized 32 local initiatives in 16 countries: Argentina, Australia, China, Colombia, the Dominican Republic, France, Germany, Ghana, India, Indonesia, Korea, Philippines, Poland, Sri Lanka, the U.S. and Venezuela. Volunteering activities ranged from food, clothing, toy and book drives to educational, training and career-orientation workshops. More than 900 employees gave their time and support to these various initiatives, which benefited more than 2,700 people.

Global Days of Caring — Country in focus: Colombia

In Bogotá, employees were invited to donate items such as clothing and books or to provide cash donations or nonperishable food. As well, a site visit to Hechos para Trazcender was arranged — a foundation that supports vulnerable populations, with a special focus on pregnant teenagers and teenage mothers who do not have the company and support of their families, a responsible adult or the baby’s father. Alcatel-Lucent’s contribution to Trazcender met the immediate needs of approximately 500 people.

2.6 Giving in kind

In addition to direct financial contributions and volunteering, we provide in-kind donations to NGOs under the guidelines of Alcatel-Lucent’s Global Charitable Contributions policy. In 2012, our IT department launched a PC refresh program; employees turned in some 3,000 old-but-still-functioning laptop and desktop computers, which IT arranged to be donated to various charities around the world. Country teams also donated school items, clothes, food and other necessary items to NGOs and disaster relief measures throughout the year.

Donation campaigns

Every year, employees donate clothes, food, toys and school supplies to various charitable organizations. In 2013, we will increase commercial in-kind giving per our business priorities, with a particular focus on product donations.
2.7 Responding when disaster strikes

In 2012, we made a contribution of USD 66,000 through Kenya Red Cross and Red Cross International to help with the food crisis in east Africa. Additionally, when Hurricane Sandy hit the U.S. east coast, employees helped with donations of food, clothes, blankets, and other items needed in affected areas.

2.8 Corporate charitable contributions

Alcatel-Lucent’s global charitable contributions policy empowers the company’s regional offices and business units to donate funds to worthwhile causes, often in alliance with customers and suppliers. The policy requires close tracking and auditing of all donations by the Alcatel-Lucent Foundation.

Since December 2010, all requests for corporate contributions have been processed through the EZ Visit Tool, a computerized platform used to manage requested submissions, required documentation and legal approval.

In 2012, Alcatel-Lucent donated more than USD four million through various projects around the world and employee payroll giving. These addressed issues such as senior citizens’ health, sporting activities for community development, education, housing, child abuse, women issues, autism, technology scholarship, and employment readiness and assistance to people with disabilities.

Russia — Children’s Hearts and Podari Zhizn

In 2012, Alcatel-Lucent ZAO (Russia) introduced special greeting cards for New Year’s gifts to make a charitable donation to two funds in Russia: Children’s Hearts, which battles congenital heart disease; and Podari Zhizn, which focuses on oncology and hematological diseases.

Read more

Spain

Supporting Fundación Adsis — the Youth with Future project in Barcelona — Alcatel-Lucent helped unemployed youth with little or no professional training or experience start to build career skills and plans. In 2012, 37 youth of 24 nationalities participated in the training. Of the 148 who have gone through the program, 79 youth have gone on to enroll in an educational institution or have found a job, 15 of those in 2012.

As well, the Spanish Ministry of Health, Social Policies and Equality recognized Alcatel-Lucent once again with its equality award for increasing the number of women in managerial positions, the high percentage of employees (90%) voluntarily joining the telework program for work/private life balance, and for collaboration with the European Professional Women Network Association.

Read more
PORTUGAL

Hosted by Alcatel-Lucent in collaboration with the municipality of Cascais, Avós n@ Net helps educate the elderly population of Cascais about ICT — specifically the Internet, e-mail, online chats and social communities. This year — marking the 8th edition of Avos n@ Net — saw 50 training sessions delivered over five weeks to 580 elderly people in Cascais libraries.

As a member of Portugal’s GRACE Association (Reflection and Support to Corporate Citizenship Group), Alcatel-Lucent participated in the 7th edition of the G.I.R.O. project (Grace, Intervene, Retrieving, Organizing). The largest corporate volunteer action in Portugal, G.I.R.O. was held on October 12 and attracted hundreds of volunteers for a single day to support various causes, aiming to make a difference. In 2012, Alcatel-Lucent teams participated in Dive4All, raising awareness of the problems faced by people with reduced mobility in daily life.

Read more

2.9 Global signature program

Our Global Signature Program — ConnectEd — was launched in April 2011. By September 30, 2012, it had provided digital training to 12,513 youth, 60% of them girls.

In 2013, we will pursue our 2011 commitment to provide digital training to 13,500 children between 2011 and 2014.

2.9.1 ‘ConnectEd’ to youth

The ConnectEd program — a partnership between Alcatel-Lucent and World Education — works within the guidelines of the United Nations Millennium Development Goals to see universal primary education for all by 2015. It is addressing factors that limit the work and life options of disadvantaged youth (with an emphasis on girls and women) by preparing 13,500 young people from marginalized communities for work. Today, ConnectEd is active in Australia, Brazil, China, India and Indonesia.

The program puts a special focus on the use of technology to transform educational, work and life outcomes for youth. Another important element of this initiative is the active participation of Alcatel-Lucent employees in ConnectEd activities, using their expertise to help with activity implementation and serving as role models, mentors and advisors to young participants in all countries. In 2012, 922 employees contributed to ConnectEd, positively impacting 3,264 youth.

Read more
2012 ConnectEd highlights include:

- Continuing our partnership with Brazilian NGO Instituto Aliança com o Adolescente. Under ConnectEd, Instituto Aliança provides access to vocational accredited training, work experience and work placement opportunities for disadvantaged youth. Components include the development of key skills, life project formation, career planning and promotion of citizenship through civic action projects. There were 331 youth enrolled in training in 2012, surpassing the target of 300. Since launching in 2011, ConnectEd Brazil has reached 1,331 youth.

- Partnering with Indian NGO Action Beyond Help and Support (ABHAS) to improve the lives of youth — primarily girls — living in the slums of New Delhi (Tughlakabad), Noida and Uttar Pradesh (Harola and Jhundpura).

- Partnering with local organizations in China to give out-of-school migrant youth access to quality education and skills training programs, and to help migration-affected children stay in school longer, gaining the skills to transition successfully into the workforce. In 2012, 815 youth were reached — bringing the total since 2011 to 1,862. As well, 661 in-school youth benefited from school access and completion-boosting activities such as financial aid assistance, life skills programs and child-to-child reading. A total of 95 out-of-school and 109 in-school migrant youth were enrolled in workplace-related training. Over three years, at least 3,220 youth will benefit from ConnectEd in China.

- Continuing a three-year project with the YWCA in New South Wales, Australia to reach young people who have — or are at risk of becoming — disengaged from education in the Sydney Metropolitan, Western Sydney, Shoalhaven, and Northern Rivers regions. ConnectEd Australia benefited 374 young people in 2012 — surpassing the year’s target of 200 as well as the program’s three-year goal of 600. (The project has reached 662 youth to date.) ConnectEd has been able to engage far more vulnerable in-school young people than expected through training courses and life skills programs, financial literacy, and work experience immersion.

- Working with disadvantaged youth from the Depok area of greater Jakarta, Indonesia — including street children, migrants, and children who have dropped out of school. To support these youth, ConnectEd has partnered with local NGO Yayasan Bina Insan Mandiri (YABIM). Since launching in May 2012, the program has seen 1,417 youth enroll in program activities. Of these participants, 1,124 have gained access to ICT, and 400 in-school youth and 1,017 out of school youth have been reached with scholarships, remedial coaching and tutorials.
2.9.2 The employee connection

In 2012, 922 Alcatel-Lucent employees volunteered 8,900 hours of their time to ConnectEd.

Alcatel-Lucent employees are essential implementers of and resources for ConnectEd, serving as role models and sharing expertise with students. Employees mentor individual students, assist in curriculum development and suggest how ICT can be used to improve the overall effectiveness and reach of the program. Various engagement modules — particular initiatives developed by a group of employees — have been assigned to each country as determined appropriate by World Education, its implementing partners and Alcatel-Lucent ConnectEd volunteers.

Employee connection

Alcatel-Lucent Shanghai Bell (ASB) employees donate their CEO Excellence Award to ConnectEd schools in Shanghai

In 2012, Alcatel-Lucent Shanghai Bell (ASB) received the prestigious annual CEO Excellence Award. The team decided that the award money should be donated to our ConnectEd program in China. This grant will subsidize scholarships for meritorious students. In a fun-filled and colorful ceremony, the award was donated to two migrant schools who are part of the ConnectEd program. The team was very proud to donate this award, which was given in recognition of their contribution to the company.

Read more