



Microsoft YouthSpark

Speaker information

Our Mission:

To help people and
businesses around the
world to realize their full
potential.



Microsoft Corporate Citizenship

- Being a good corporate citizen plays a vital role in fulfilling our core mission as a company - to help people and businesses around the world realize their full potential.
- Our approach is based on the principle that being a good corporate citizen requires an enduring commitment to: working to fulfill our public responsibilities; and to serving the needs of people in communities around the world.
- As our company has grown, this commitment has extended far beyond our own products and services and has been amplified many times over through our network of partners.
- And, as the effects of the global economic crisis have continued, the impact of our citizenship work has taken on even greater importance.
- To create real impact for real people, we must partner closely with governments, NGOs and others locally and globally to apply our expertise, technology, and company resources to support the economic health and welfare of communities around the world.

Next: Working Responsibly

OPPORTUNITY

75m

Unemployed
youth age 15-24

2x

Youth vs. adult
unemployment

<50%

Have secondary
education

1 in 4

Youth are part of
the "working
poor"

Opportunity Divide

- We have identified a complex issue that extends beyond technology access and cuts across economic, geographic and social boundaries. No longer just a digital divide, this issue is the “opportunity divide” for youth.
- Nearly 75 million young people were unemployed worldwide in 2011. This equates to an unemployment rate of 12.7%, which is more than double the rate for people over the age of 25.
- Less than 50% of youth worldwide have a secondary education.
- And for those youth who are working, a large number do not have safe conditions or proper pay: youth make up 25% of the working poor across the world.
- Around the world, new skills and experiences are needed for new economies, but the approach to educating and training young people for this new world isn’t keeping pace. While some young people are prospering, those on the other side of the opportunity divide lack the skills, education, experiences and connections to employment that are required to survive and thrive.
- And the situation for young people around the world has only worsened with the global economic crisis, and many see fewer prospects and higher unemployment.
- Addressing these challenges is critical for the future of young people and the future of all countries and regions around the world.

Next: Opportunity Imagined & Realized

Opportunity Imagined: Opportunity Realized.

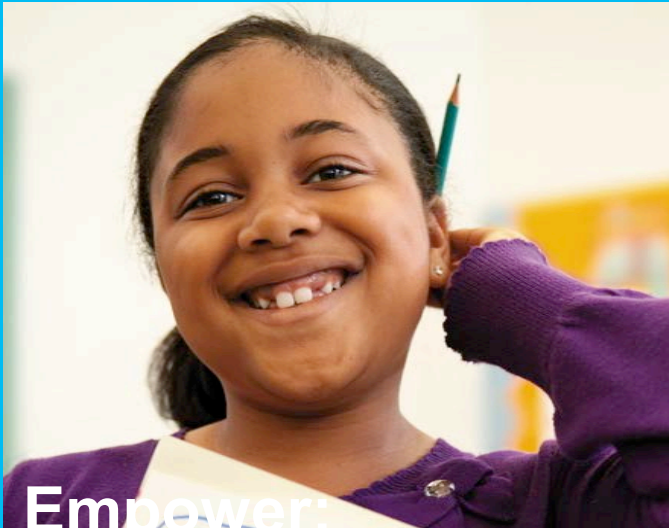
Opportunity Imagined & Realized

- In response we have focused our philanthropy investments, and how we're partnering with governments, non-profit organizations, and businesses around the world, on empowering youth to imagine and realize their full potential.
- Our vision is to help young people move from “opportunities imagined” to “opportunities realized,” by connecting them with greater opportunities for education, employment, and entrepreneurship. Whatever their vision for their future may be, they deserve support and the chance to make it real.
- To help, we have resources and perspective that can be invaluable in an economy increasingly driven by technology. And we bring technology, training, investments and experiences to the table that can be leveraged by youth and by our partners to build better futures.

Next: Empower, Imagine, Realize

Microsoft YouthSpark

Empower youth to change their world



Empower:
Transforming
Education &
Expanding Digital
Inclusion



Imagine:
Unleashing Future
Innovators



Realize:
Increasing
Employability &
Entrepreneurship

Empower, Imagine, Realize

- These programs, resources and partnerships all come together in the Microsoft YouthSpark – a global, corporate-wide initiative to empower youth to change their world.
- Microsoft's global commitment through YouthSpark is to create opportunities for hundreds of millions of young people by 2015.
- We'll work with governments, non-profit organizations and the private sector to make that happen on a global scale.
- In addition, we will drive a set of existing, enhanced and new philanthropy initiatives to help youth cross the opportunity divide.
- We've categorized these initiatives in three areas based on how they impact youth: Empower, Imagine and Realize. Examples of YouthSpark programs follow, complete table is included in the Appendix.

Next: Empower

Empower: Transforming Education & Expanding Digital Inclusion



Donations to youth nonprofits

Partnering with nonprofit organizations to support basic technology skills training and programs that help youth pursue tangible opportunities

Partners in Learning

Provides professional development to government officials, school leaders and educators to help students develop 21st century skills

Empower

- Empower means transforming education and expanding digital inclusion. It means helping youth acquire the skills that are necessary to survive and thrive in the 21st century workplace.
- Some examples of our Empower programs include:
- Donations to youth nonprofits: To reach deeper into our communities, we partner with non-profit organizations that serve the youth population, ages 6-24, to support basic technology skills training as well as programs that help youth apply those skills to improve their lives and pursue tangible employment and entrepreneurial opportunities.
- Partners in Learning: Technology has an important role to play in the classroom as well. Partners in Learning is a long-standing program that provides professional development to government officials, school leaders, and educators to help them with new approaches to teaching and learning, using technology to help students develop 21st century skills.

Next: Imagine

Imagine: Unleashing Future Innovators



DreamSpark

Free access to designer and developer tools helps advance the learning and teaching of key technical skills at a critical time in a student's development

Imagine Cup

The world's premier youth technology competition provides an opportunity for students to develop technical solutions for some of the world's toughest problems

Innovate for Good

A global online community to bring young people together to drive social change in their communities

Imagine

- Imagine is about inspiration and possibility. It's about unleashing future innovators. Young people need to imagine a different kind of world filled with new possibilities – possibilities that aren't out of reach and that they can build. At Microsoft, we want to help them imagine what a better tomorrow looks like and, help them get there. A few examples of our Imagine initiatives are:
- DreamSpark: Through DreamSpark, free access to Microsoft designer and developer tools for students and educators around the world helps advance the learning and teaching of key technical skills at a critical time in a student's development during the high school.
- Imagine Cup: The Imagine Cup, the world's largest student technology competition, is one way we've attempted to make that happen. Last year, more than 350,000 students from 183 countries and regions participated in the global competition. They were innovative, inspired and imaginative – and they tackled some of the world's toughest challenges. For many of those students, it was the first time they were able to look at the world outside of their communities and imagine the world they want to see, a world where technology enables them to do more.
- Innovate for Good: And, sometimes the best inspiration for young people is other young people. Innovate for Good is an online community focused on helping youth realize their opportunity in the world, whether they aspire to reach higher levels of education, start or grow their career, become an entrepreneur or generate social good. It brings together to collaborate, inspire and support each other and to discover how others have used Microsoft technology and programs to do amazing things.

Next: Realize

Realize: Increasing Employability & Entrepreneurship



BizSpark

Free software development tools and connections with key industry players jumpstart young entrepreneurs

Students to Business

This program provides a direct path for qualified university students to gain jobs or internships in the technology industry

Enancing ICT Skills for Youts SMEs in ASEAN.

Empower young entrepreneurs and business owners . Equip participants with e-commerce and e-business know-how to bridge the divide between business skills and technical skills courses

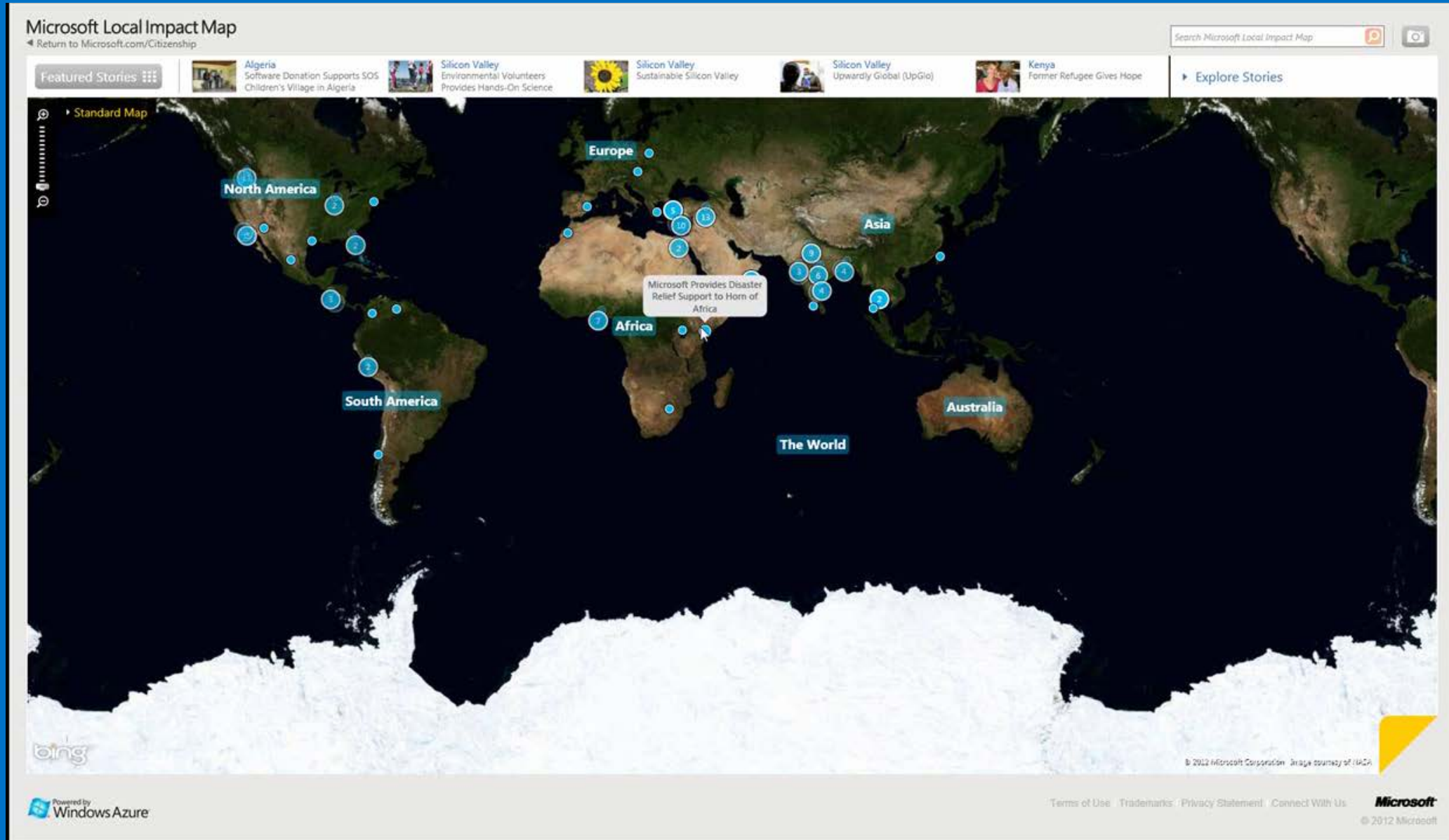
Realize

- But most important of all is realization...helping young people apply their skills and ideas to secure employment, pursue greater education, or start a new business or social venture. Some examples of programs that help increase employability and entrepreneurship include:
- BizSpark: Through Microsoft BizSpark, we've worked with more than 75,000 people and more than 45,000 new businesses to bring dreams to life. We help them fund their start-ups, give them the technology they need to make it work, and offer mentoring.
- Students to Business: A direct path between university students and Microsoft partners, this program matches qualified students with jobs or internships in the technology industry.
- Enabling ICT Skills for Young SMEs in ASEAN.

Empower young entrepreneurs and business owners . Equip participants with e-commerce and e-business know-how to bridge the divide between business skills and technical skills courses

Next: Microsoft Local Impact Map

Microsoft Local Impact Map



Microsoft Local Impact Map

- To see the real impact when we empower youth to imagine and realize their futures, take a look at Microsoft's Global Impact Map and see how we're helping communities with incredible projects that will have real impact for a better tomorrow. The map is one way that we can track the difference being made in the lives of youth around the world and witness the changes they're inspiring in their communities.



Be the spark of change

microsoft.com/YouthSpark

Close

- At Microsoft, being a good citizen is rooted in our mission and values.
- We're passionate about making a positive difference in the world.
- Together with our partners...and with all of you...we believe we can be the spark of change, and help young people to create real impact for a better tomorrow.
- Please learn more at <http://microsoft.com/youthspark>.

Next: THANK YOU

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