

COM1: Support Educational Projects

Time of Effectiveness	Mid-Term Long term
Repeatability	90% (18 reports out of 20)
Level of Confidence	9.18/10
Category	Community Involvement and Development
Outcomes	<ul style="list-style-type: none"> • Better level of education • Familiarize future workers with the company technology • Spot talented peoples • Give more opportunities to the community
Metrics	<ul style="list-style-type: none"> • Donations (\$) • Part of people who succeeded after getting involved in projects compare to people who did not (%) • Part of workers who have been involved in a program (%)
Problematic	<ul style="list-style-type: none"> • UN SDG 4: Quality Education • UN SDG 5: Reduced inequalities • UN SDG 8: Decent work and economic growth
Additional Components	<ul style="list-style-type: none"> • Create their own educational platform (50%) • Provide scholarships (40%)

Description

In order to enhance educational level and to detect young talents, 90% of the companies developed a support to educational projects from financial to in kind donations passing by events held by the company. It allows companies to familiarize future workers with their technologies and to spot talented people earlier. Moreover, it allows companies to get some positive advertisement in the community in the which they implement it. Finally, half of the company which implemented this strategy also developed their own educational platform (Cisco Networking Academy, ATT Aspire, HP Netu, etc.).

Example: Oracle (p.75-77)

Oracle support around 2.2 million of student in the world through their online educational platform or through their educational foundation, they also train more than 8000 teachers around the world in order to deliver high quality education and industry relevant skills. This engagement is mainly translated by the organization of different type of events such as workshops or hackathons. Most of the time these events are organized in partnership with educational NGOs, Oracle then send their expert into these events to share their knowledge. It allows Oracle to spot talented people very early, in the point of view of the students they can take advantage of the experience of these experts. Finally, Oracle also engage in education through different scholarships granting.

