

ERICSSON RESPONSE



HOW IT STARTED

Formed in the year 2000

To motivate and inspire pride amongst employees

Communication during disaster relief enables aid workers to do their work more efficiently





ERICSSON RESPONSE IN BRIEF

A group-wide employee initiative for ICT support in humanitarian emergencies.

Supported relief efforts in over 30 countries, 50 occasions over 12 years

Using core knowledge and expertise to provide quicker relief during emergencies

DISASTER RELIEF SUPPORT FOR AID AGENCIES



Severe floods in
India & severe
earthquake in Tajikistan.



Flooding in Hungary &
earthquakes in
Pakistan, Peru, El
Salvador.



Rail disaster in Tanzania
& food crisis in Lesotho.
Humanitarian Aid to
Afghanistan.



Earthquakes strike
Algeria & Iran. Hurricane
in Caribbean. Aid to
Liberia.



Tsunami devastates
Indonesia and Sri
Lanka.



Hurricane Katrina hits the
US. Earthquakes in
Pakistan.



ICT support for
aid workers in South
Sudan. Earthquake in
Pakistan.



2000

2001

2002

2003

2004

2005

2006

Establish connectivity for
aid workers in Central
American Republic and in
Peru earthquake.



Establish connectivity
for Save the Children
in South Sudan.



Pre-assessment of ICT
needs in Philippines. ICT
support in de-mining
mission in Democratic
Republic of the Congo.



Earthquake strikes Haiti.
5000 free calls/day for aid
workers



"OneUN" initiative in
Tanzania. Installation &
implementation of
collaboration tool for
efficient collaboration



Humanitarian Aid in
South Sudan. 2Mb/s
internet connection to
1000+ aid workers.



2007

2008

2009

2010

2011

2012...

WHO WE ARE

Non-commercial

Non-political

Always act in partnerships with humanitarian aid agencies



ERICSSON RESPONSE



Hans Vestberg
President and CEO



...is about **using** the telecommunications **expertise** of our employees in relief work in disaster areas.

Communication is key in coordinating speedy actions and recovery in such situations.



ERICSSON RESPONSE



...was formed because Ericsson employees wanted **to make a difference** – its base is its network of volunteers.

We believe that we can contribute to an **effective** response to natural disasters.



Rima Qureshi
Head of Ericsson Response



THE VOLUNTEERS

THE TECHNOLOGY

OUR PARTNERS

IN THE FIELD



THE VOLUNTEERS

Ericsson Response



- ✓ More than 130 volunteers
- ✓ 35 countries represented
- ✓ Perform yearly training
- ✓ More than 7000 hours of training/equipment maintenance
- ✓ A mix of Telecom, IS/IT, logistics, communications and project managers

WHEN DISASTER STRIKES

1. Disaster



2. Partner request



3. Volunteer preparation



4. Communication set up/maintenance



THE TECHNOLOGY



EQUIPMENT FOR RELIEF COMMUNICATION





OUR PARTNERS

UN WFP
UNICEF
UN OCHA
IFRC
Red Cross
Panama PADRU
SingTel*



OUR CONTRIBUTION TO OUR PARTNERS' RELIEF WORK

Technology

Resources

Solutions

To support those helping the
population in need



A man is seen from the back, wearing a white t-shirt with the words "ERICSSON RESPONSE" printed in black capital letters. He is standing in a dry, open field. To his right is a white Toyota Land Cruiser with a silver bull bar and a flag on a tall pole mounted on the roof. The car has "LAND CRUISER" and "ES" visible on the front. The background shows a line of trees under a clear sky.

ERICSSON
RESPONSE

N THE FIELD

SOME FIELD ACTIVITIES





HAITI, 2010

- › 6 month of presence in Haiti
- › Support to partners: OCHA, WFP and UNICEF
- › 18 volunteers from 11 countries deployed
- › 2 GSM systems deployed
- › Provided coverage of 40 km²
- › 3000 calls daily through the Ericsson network
- › Distribution of 1500 phones, donated by S Ericsson

SOUTH SUDAN, 2012

On site from 5 January, 2012

3 months of presence in Republic of South Sudan

6 months support to partners

10 volunteers from 5 countries deployed

Setup and operate 4 internet hotspots for NGOs and UN agencies

Used by 231 NGOs and 3153 registrations*



ERICSSON RESPONSE

Ericsson Response - A group-wide employee initiative for ICT support in humanitarian emergencies.

Founded in 2000
Born from employees' wishes to make a difference
Always acts in partnership
Is a non-profit, non-commercial and non-political initiative
Over 130 volunteers in 35 countries





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