



## **CONNECTED FUTURES**

An overview of Samsung's Corporate  
Citizenship programmes in Europe

**SAMSUNG**

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## FOREWORD

In 2013, Samsung launched a new global Corporate Citizenship strategy with a focus on Education, Employment, Health and the Environment. The driving force behind it is the belief that our people, products and services should contribute to a better society. In fact, this is one of Samsung's founding values.

Our focus in the European region is primarily on Education and Employment. This is because two of the biggest challenges we face are high youth unemployment and a significant digital skills gap.

We have made a pledge to the European Commission's Grand Coalition for Digital Jobs that our Corporate Citizenship programmes will directly reach 400,000 young people by 2019.

We are a quarter of the way to achieving this target and are starting to see positive outcomes. This report has been compiled to share an overview of our progress in Europe from 2013 to August 2015.

During this time, I have personally met many students and teachers involved in Samsung's programmes.

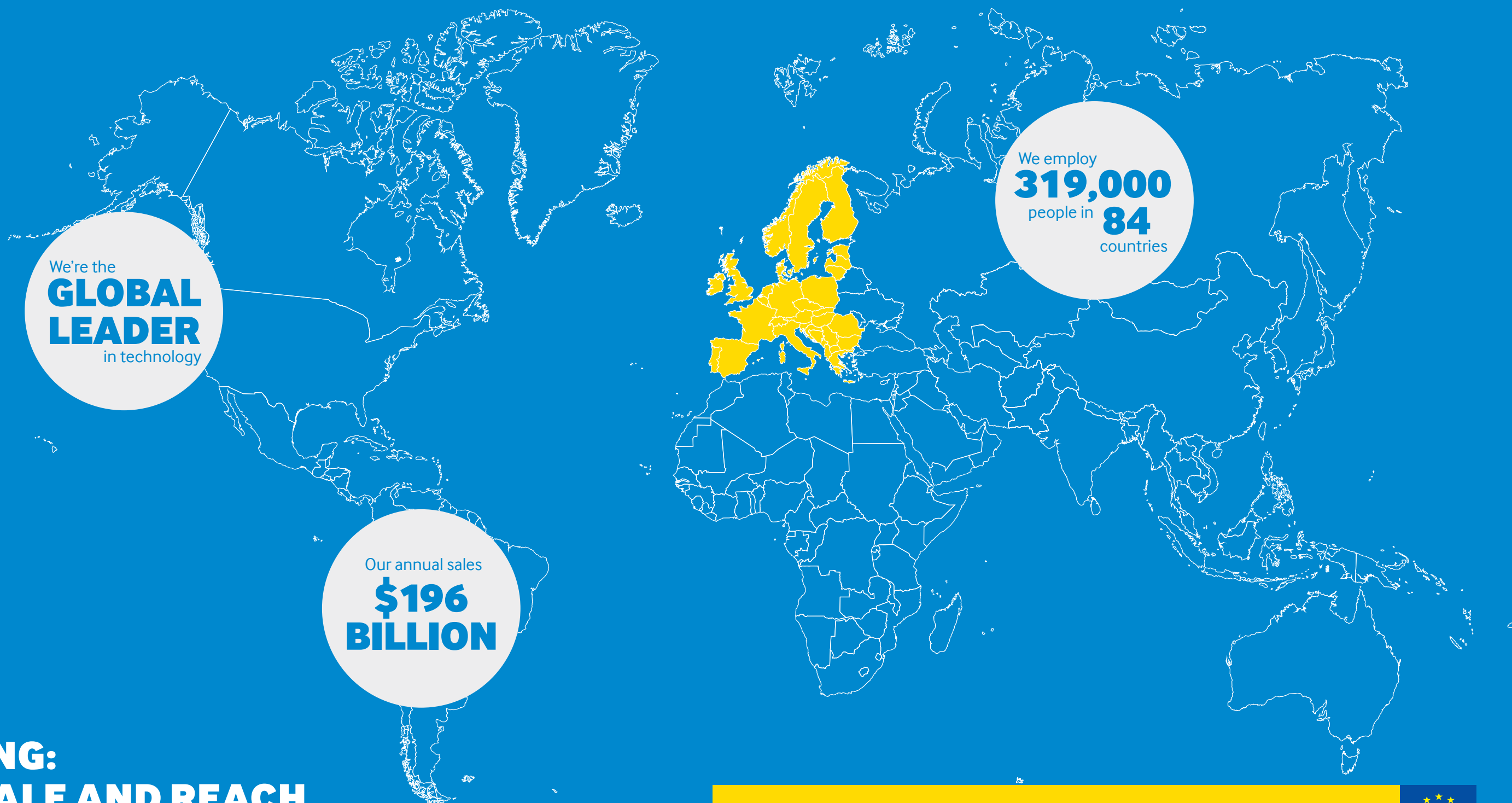
I have travelled across Europe, from the UK to Slovakia, and from Portugal to Poland. I have spoken to teachers about what digital education means to them. I have seen elementary schoolchildren learn to code, and watched them create interactive games with my own eyes.

We may not know what the prospective jobs will be in an increasingly connected future. But we do know digital skills will be critical, and that we have a responsibility to help equip these young people for their future.

**Sangwoo Kim**

*President of Corporate Affairs, Samsung Electronics Europe*





## SAMSUNG: OUR SCALE AND REACH

At Samsung Electronics, we know that our role in society goes beyond the products you can buy.

We want to share our mindset of innovation, to find solutions to some of the world's big challenges and share them with the communities in which we live and work.

We are doing this through our Corporate Citizenship programme, drawing on our resources and expertise to undertake these initiatives.

### SAMSUNG IN EUROPE

- 70% of Western European households own a **Samsung mobile phone**
- We employ **14,000 people** in **41 offices**
- We have **design centres** in **London, Paris** and **Milan**
- We have **four R&D centres** in **Poland, Germany, Spain** and the **UK**
- We manufacture products in **Hungary, Poland** and **Slovakia**



## INTRODUCTION TO CORPORATE CITIZENSHIP

Globally our Corporate Citizenship programmes are designed to address those big issues where our scale and expertise can make a difference: education, employment, health and the environment.

Through our innovations, scale and resources, we want to make a positive contribution. But nobody can solve big challenges on their own, so we partner with experts in the relevant fields. We focus mainly on underprivileged communities because that's where we can have the biggest impact.



### EDUCATION

Samsung wants young people across the world to enjoy **better education**. We achieve this by **creating digital learning opportunities** through regionally tailored education programmes.



### EMPLOYMENT

Samsung provides **training opportunities** for young people, helping them gain the skills they need to **get jobs** and **prosper towards a better future**.



### HEALTH

Samsung aims to **help people live healthier lives**, by offering our technological expertise to provide better **access to health solutions and services**.



### ENVIRONMENT

We work to **protect the world** for the benefit of everyone by reducing our impact on the environment.



# CORPORATE CITIZENSHIP IN EUROPE

In Europe, the shortage of digital and soft skills among the next generation has reached a crisis point. Nearly a quarter of young people in Europe are unemployed, yet the European Commission quotes an estimated 825,000 ICT vacancies by 2020.

The skills gap poses a risk to both industry and society. By partnering with schools and universities, we are facilitating the learning of digital skills through two core programmes: **Smart Classrooms** and **Digital Academies**.

They are not only aimed at students, but also teachers, who often lack the confidence to adapt teaching practices in an increasingly digital world.

These programmes have been set up in each European subsidiary and are adapted to local needs.



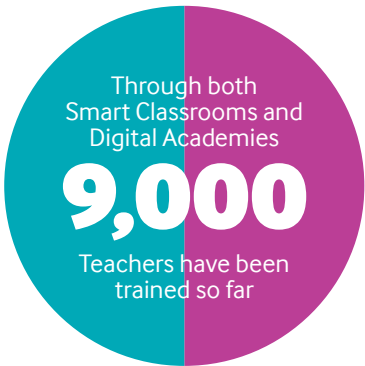
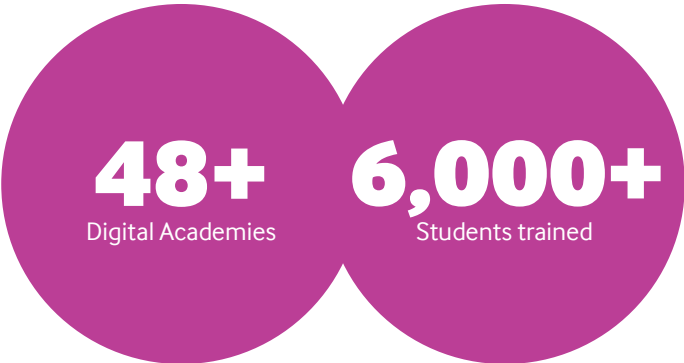
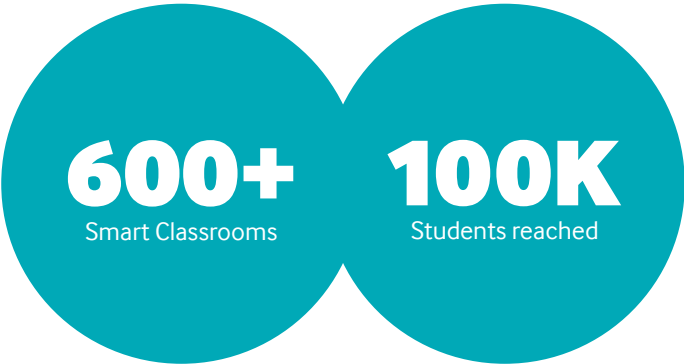


# EUROPEAN REACH

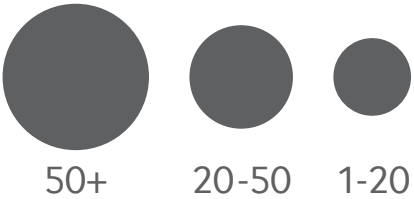
Our goal is to directly reach **400,000** young people across Europe by 2019. We've pledged this to the **European Commission's Grand Coalition for Digital Jobs**.



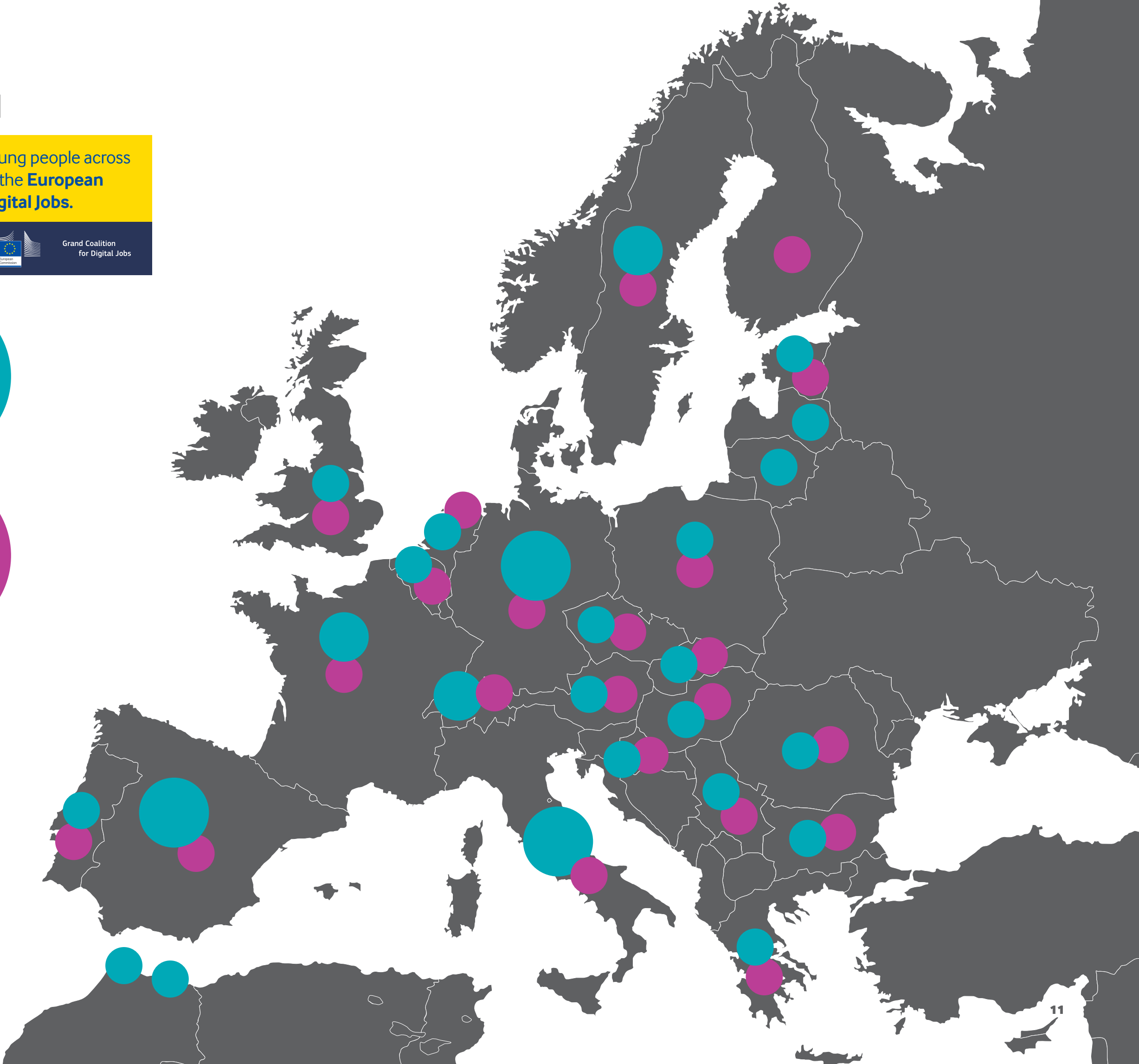
Grand Coalition  
for Digital Jobs



Key: Number of initiatives



Data sources: Smart Classrooms and Digital Academies: October 2012-August 2015  
Beneficiaries reached: 2013-2014





## SMART CLASSROOMS

Through this programme we offer new learning opportunities for 6- to 16-year-olds. Most of them are in schools, but a number can be found in hospitals and museums.

We do not just provide devices, we also offer educational content and teach digital skills, such as coding, to students and teachers. Since 2013, we have set up over 600 Smart Classroom initiatives across more than 20 European countries – directly engaging almost 100,000 students.

Source: European data, Chrysalis Research

**87%**

of teachers say Smart Classrooms positively impact student comprehension

**89%**

of teachers say Smart Classrooms have a positive impact on collaboration

**88%**

of teachers say Smart Classrooms positively impact autonomy in learning

### Case Study

## Inspiring Digital Learning and Innovation In and Beyond The Classroom

Samsung in the UK has set up Digital Classrooms in primary schools and youth centres, especially in areas facing economic and social challenges. With only one in three children living in poverty having internet access at home, the ambition in the UK has been to make digital learning accessible to as many children and teachers as possible.

Results from our 15 Digital Classroom champion schools in each region have been encouraging. Teachers have noted improvements in confidence, creativity and collaborative learning among their students. The Digital Classrooms at regional centres of The Prince's Trust, one of the UK's most active youth charities, have also had a positive impact. 76% of young people surveyed felt that the ICT and digital skills learned through the Digital Classroom will help them to get a job.

Samsung UK is also supporting digital learning programmes at the British Museum, the Royal Albert Hall and the Victoria and Albert Museum. At the Samsung Digital Discovery Centre in the British Museum, innovative digital workshops and activities are offered using cutting edge technology, such as Augmented Reality and Virtual Reality.

At the Royal Albert Hall Digital Classroom, children have the opportunity to learn the principles of Maths and Science through the world of Music and Technology. Launched in 2015, the V&A Samsung Digital Classroom offers creative workshops for young people to meet industry experts and to learn skills needed in the digital industry.

Source: UK data, EdComs

**90%**

of pupils are confident in ICT

**86%**

of pupils felt they learnt new skills in the Digital Classroom

**85%**

of pupils felt the technology is helpful when working in a team

**“I can remember walking past a classroom and seeing the children completely and utterly focused, heads down, completely immersed in their learning, and it was such a marked difference from how I'd seen that class learning the year before.”**

Jacqueline Willer  
Head Teacher of Henwick Primary School (London, UK)



## DIGITAL CREATORS

We have initiatives across Europe that teach young people how to code and create their own digital content. They learn to be creators, not just consumers, of technology. The courses allow them to be resourceful and to learn by doing. In an increasingly connected world, knowledge of coding is emerging as a new literacy.

Not everyone will become a digital creator in the future, but it can open many doors. Evidence shows that learning to code helps to develop 21st century competencies such as creativity, collaboration, logic and problem solving. In a knowledge economy, these skills are increasingly in demand.

**“The world is going digital and so is the labour market... Skills like coding are the new literacy. Whether you want to be an engineer or a designer, a teacher, nurse or web entrepreneur, you’ll need digital skills.”**

*European e-Skills Manifesto, 2014*

## Case Study Coding Masters

Currently ranking 23rd for ICT skills in the EU, Poland is expected to have a shortage of up to 8,000 ICT specialists by 2020. School staff lack the skills and resources needed to teach using ICT effectively. Internet access is so limited that 15% of teachers do not incorporate it into lessons at all.

Working in partnership with the country’s education system, Samsung is helping to reverse this trend by bringing knowledge and resources into underskilled schools.

The Coding Masters programme offers schools a series of at least 16 programming lessons using Scratch and/or App Inventor, which is provided free of charge to both teachers and pupils.

So far, 50,000 pupils from 630 schools have participated, with a further 1,300 educators benefiting from vital training in coding. From September 2015, the programme includes children in kindergarten.

The coding movement is gaining momentum. From September 2016, coding could be taught as part of the Polish National Curriculum.

**50,000**  
participating  
pupils

**630**  
participating  
schools

**“What I like about the Coding Masters project is that it abandons the traditional educational model of a master and a pupil. There are only masters, who are pupils at the same time. Programming made me realise I can do just about anything. Imagination is the only limit. Mine is boundless.”**

Ania  
Teacher

**“I invented my first game at the age of 10. My coding skills landed me with an invitation to the Presidential Palace in Warsaw.”**

Nikodem  
Pupil



# TEACHER TRAINING

It goes without saying that teachers play a pivotal role in education. To address the digital skills shortage in Europe, they need both access to technology, and the knowledge and confidence to use it as a teaching tool.

With this in mind, Samsung runs teacher training programmes across Europe, aimed at both in-service teachers and pre-service teachers. We also run bespoke Professional Development Programmes with European Schoolnet, a network of European Ministries of Education.

We work together with teachers to develop scenarios and learning activities that use technology to evolve their pedagogy, and to support the transfer of digital skills in the classroom.

By the end of 2014, Samsung had facilitated training opportunities for over 9,000 teachers.

**“Providing continuing professional development opportunities for teachers is absolutely central to the success of digital education initiatives. If we can build teachers’ confidence to use technology as a teaching tool, then digital education can reach its true potential.”**

Jim Ayre  
Senior Advisor, European Schoolnet

School for the Future teacher training, Latvia

## Case Study School for the Future

In the Baltics, the focus of our Corporate Citizenship programme is squarely on teacher training. Working in partnership with educational NGOs, and with the support of prestigious educational and professional experts, we’ve developed uniquely tailored teacher training programmes to address the needs of the different Baltic states.

The intensive five-month course encompasses leadership and change management training, as well as digital skills. Teachers set themselves digital change projects, which they then implement in their schools.

In Latvia, teachers have the lowest confidence in their ICT skills of any group of teachers across the EU. Our ‘School for the Future: Teacher 3.0’ programme aims to empower them so they can, in turn, inspire their pupils.

By the end of 2015, over 400 teachers from 100 schools across Latvia, Lithuania and Estonia will have participated. 76 digital change projects have been implemented across these three countries.

Latvia

**80%**

felt confident about implementing change

**75%**

implemented major changes in their teaching

**72%**

significantly improved their ICT skills

**“Serious, in-depth corporate social responsibility initiatives that actually make a difference rather than serve as an advertising channel are rare, but Samsung’s ‘School for the Future: Teacher 3.0’ initiative is a wonderful, valuable and significant education initiative that brings positive change to the education sector of Latvia.”**

Ms Māriņa Seile  
Minister of Education of Latvia



# DIGITAL ACADEMIES

Digital Academies are our targeted contribution to tackling the digital skills gap in Europe.

They offer 16- to 24-year-olds access to smart technology, ICT training and work-readiness programmes, to help them transition from education to work.

Across Europe, the Digital Academies offer a range of courses from app design to engineering and networking support.

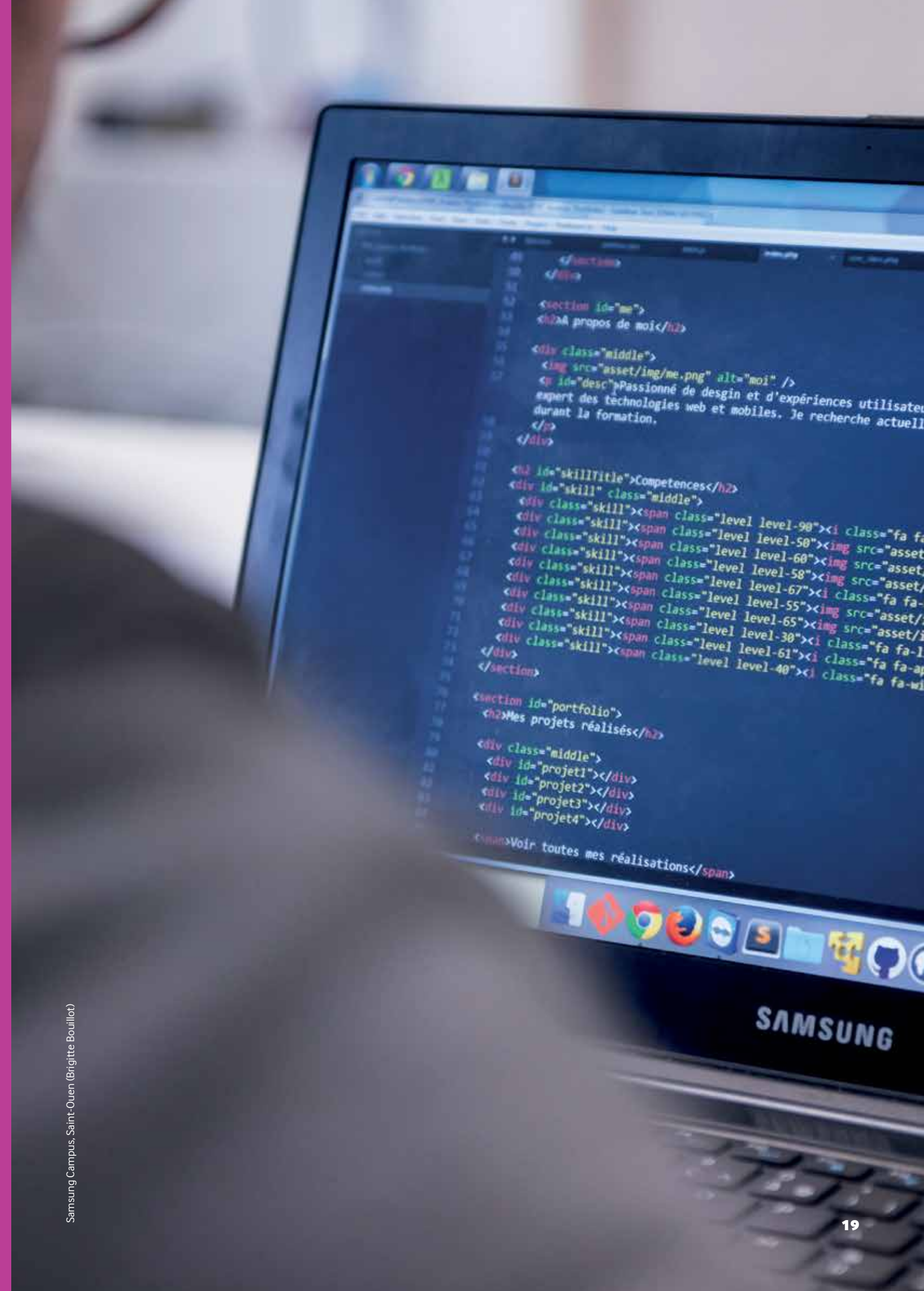
Samsung provides access to technology, advises on the course development and, where necessary, supports the refurbishment of the learning space within the university or college.

Since 2013, 48 Digital Academy initiatives have been set up and over 6,000 students have attended courses.

**6,000+**  
students have attended  
Digital Academy  
courses since 2013

**45%**  
found a job/work  
experience during  
the course

**1 IN 4**  
students went on  
to further study







Students of the first Samsung Campus class, 2014/2016 (Brigitte Bouillot)

## Case Study

### Students of the First Samsung Campus Class

In September 2014, Samsung Electronics France opened the Samsung Campus, a two-year training course for young adults who do not have school-leaving exams, but who do have a passion for technology. Without undertaking a formal exam, the students don't qualify for a place on other training courses. The Samsung Campus is designed to give them a chance.

In partnership with ZUPdeCO, an NGO that works with young people in difficulty, and Epitech, the leading IT school in France, we give 50 students the opportunity to gain sought-after knowledge and enjoy one-to-one mentorship with a Samsung employee.

The course in web and mobile app development runs over two years: the first year takes place in the Samsung Campus, and is an intensive course of 1,400 hours of study, leading to an apprenticeship in the second year.

It is too early to say whether we've been successful in our mission, but the early signs are promising, with our students showing a new sense of purpose and optimism about their future.

**“There is an estimated shortfall of 30,000 web developers in France. At the same time, young people who are passionate about IT but don't have school-leaving exams are being excluded from these training courses. The students at the Samsung Campus have got the qualities and passion for technology that is needed to get ahead.**

**By helping them to grow their skills, confidence and practical work experiences, we hope that this can be a first step towards a brighter future for them.”**

François Benthane  
Founder of ZUPdeCO





Avatar Kids, Switzerland

## HEALTH

In addition to our Smart Classrooms in schools and museums, we also provide support to long-term sick children in hospitals, so they can keep up with their schoolwork and stay in touch with their teachers and friends.

We have 15 Smart Classrooms in hospitals across four countries. It is still too early to understand the long-term benefits of these initiatives. The impact is evaluated best by those who are caring for the child and we will keep up-to-date with their assessments.

## Case Study Avatar Kids

In Switzerland, Samsung has partnered with the not-for-profit Avatar Kids, a global innovation project that uses a robot called 'Nao' to help sick children keep in contact with their school.

Nao's eyes and ears let children see and hear what is happening in class when they can't be there, controlling the robot with a Samsung tablet. In turn, the class can see their fellow pupil in real-time on a mobile attached to Nao's head.

Following unsuccessful chemotherapy treatment in her home city of Lucerne, 9-year-old leukaemia patient, Maria, was transferred to a hospital in Zurich for a bone marrow transplant. Placed in a sterile room to protect her from germs, she had no physical contact with others.

Once sterilised however, the Avatar Kids robot Nao was able to enter Maria's room, immediately putting her at ease and helping her to take her medicine without any fear. Maria's mother and nurses were stunned at how quickly she engaged with Nao, asking questions and controlling it via a Samsung tablet.

Three days later, Nao attended Maria's school, allowing her to interact with her class for the first time in six months, without leaving her hospital room. When her teacher shared the new timetable with the class, Maria was able to raise Nao's hand and request for it to be sent directly to her via her teacher's own tablet.

This remote connection to her school and social life provides Maria with constant motivation and the ability to stay connected with her friends and family.





## ENVIRONMENT

As part of our commitment to education, we run initiatives for schoolchildren to raise awareness of the environment. These include talks given by employees, as well as waste and recycling initiatives.

### Case Study Sweden Recycling Project

Teaching today's children the importance of recycling is vital for tomorrow's generation. In Sweden, Samsung has partnered with the Swedish National Museum of Science and Technology on a recycling project aimed at children aged 5-12 years old, encouraging them to engage first-hand with technology and to think about how it can be re-used in creative ways.

Invited to dismantle a range of electronic devices, children are able to see just how products like Samsung's phones and printers are made. Our technicians educate them on the opportunities to repurpose and repair equipment that might otherwise be discarded.

By creating their own artwork with the dismantled items, the children were able to approach recycling from a uniquely creative perspective.

The first workshop in 2015 saw up to 75 children participate daily for at least 30 minutes, gaining new insights in environmental awareness and earning the chance to meet popular TV presenter and electronics advocate Andreas Hammar.

Following the successful launch, Samsung Sweden will further develop the concept to enable more children to explore, remake and learn about the environment.

**75**  
children  
involved

**5-12**  
years old







Senior Training Days volunteering.  
The Netherlands

## EMPLOYEE VOLUNTEERING

Our people are Samsung's greatest asset, and we have a long and proud history of employee volunteering.

We actively encourage people to get involved in the communities in which we live and work. This can be a boost for employees.

Over the years, employees have set up a range of activities from fundraising to pro bono work. These support causes in education, health and the environment. This kind of employee volunteering comes from the heart and puts into practice Samsung's values of 'people' and 'co-prosperity'.

**“Corporate volunteers can make an important contribution to local communities. It's also an effective way to develop employees' skills while doing good. Our Employee Volunteering European Network members often see a boost in employee morale.”**

Gabriella Civico  
Director, European Volunteer Centre (CEV)

## Case Study Senior Training Days

In a world of tweets, texts and status updates, a lack of digital skills can be socially isolating.

In the Netherlands this is especially true for senior citizens, because while the country as a whole is the most socially networked in Europe, the older members of Dutch society are among the least.

Seeing an opportunity to help improve people's lives in the Netherlands and Belgium, a group of Samsung employees set up a series of training sessions for older people to become fluent in social media technology.

We run quarterly training sessions in both the Netherlands and Belgium. In the Netherlands, we partner with the largest senior citizens organisation, ANBO, which has a network of 180,000 members.

In Belgium, we have run training sessions in Brussels, Antwerp and Ghent.

### Belgium

**55%**  
of employees  
have volunteered  
as trainers

**300**  
people trained

### The Netherlands

**70%**  
of employees  
have volunteered  
as trainers

**700**  
people trained

**“I enjoyed the day. I appreciated the Samsung employees who were patient and nice.”**

Marijke van't Land  
Trainee

**“At first I didn't know what to expect, but it was a great day. It was nice to teach older people and talk about their life experiences. At the end of the day, they see the advantages of the digital era.”**

Eva Maes  
Marketing Department Employee



# LOCAL PROGRAMMES

Our flagship programmes, Smart Classrooms and Digital Academies, are implemented across Europe to affect long-term change. But we're also aware that sometimes communities need support for local concerns, or quick and nimble responses to local challenges.



## Case Study Emergency Relief in the Balkans

Spring 2014 saw catastrophic flooding in many Balkan states due to unprecedented rainfall. Millions of people in Serbia, Croatia and Bosnia-Herzegovina were affected.

Samsung donated money to the governments of the afflicted states and launched the 'Samsung is Washing for You' initiative. This offered practical help through mobile washing machines, located in containers, that enabled thousands of people to do their laundry.

In cooperation with the Red Cross and with local authorities, Samsung washing machines and laundry equipment were installed in ten public locations across Serbia, Croatia and Bosnia-Herzegovina, where over 70% of houses were flooded. Every container held four washing machines.

The initiative was active for three weeks in Serbia and Bosnia-Herzegovina. In Croatia, it lasted six months upon the request of the municipality of Gunja. Here, containers with Samsung washing machines were situated in emergency villages, which were set up to offer living places for up to 100 families.

More than 20 volunteers supervised and assisted their use. Almost 11,000 families in total benefited from the initiative.

**11,000**  
families benefited  
from the initiative

**20+**  
Samsung  
volunteers

**“Samsung accomplished something great in our area. It was vital to have all aspects of health covered to avoid the spread of infections or epidemics in the town. It was a very difficult time for our citizens and Samsung proved its commitment to social responsibility.”**

Miroslav Čučković  
President of the Municipality of Obrenovac



## FINAL WORD

Samsung would like to thank our partners across Europe, without whom we would not have achieved the scale and reach of our Corporate Citizenship programmes in two years. In every country, we are supported by local NGOs and experts in education.



It is by working together that we can best make a difference and achieve the shared ambitions in our local communities. We are living in a time of immense change, and technology is one of the main forces behind this transformation. The speed and extent of it is unprecedented. By harnessing our scale and sharing our expertise, we will work to make technology a force for good in the world.



### STATEMENT FROM CHRYSALIS RESEARCH

Management and analysis of the European data cited in this report was carried out by Chrysalis Research (employing appropriate quality checks), an independent research agency. Chrysalis Research is a Market Research Society (MRS) Company Partner; all MRS Company Partners and their employees agree to adhere to the MRS Code of Conduct and MRS Company Partner Quality Commitment whilst undertaking research.

Research was undertaken in 15 countries during the academic year 2014/2015 with each Samsung subsidiary responsible for organising the data collection. Data was returned to Chrysalis Research who conducted an analysis of the European data.

#### Additional points to note:

- Surveys included questions from European Schoolnet's ICT in Education research which benchmarks ICT access, use and attitudes in Europe's schools
- Pre to post intervention differences reported here are significant at the 95% confidence level
- Sample sizes were as follows: primary students, n=2,198; secondary students, n=835; teachers, n=402, digital academy students, n=306



## CONTACT

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**SAMSUNG**

Supports the campaign

