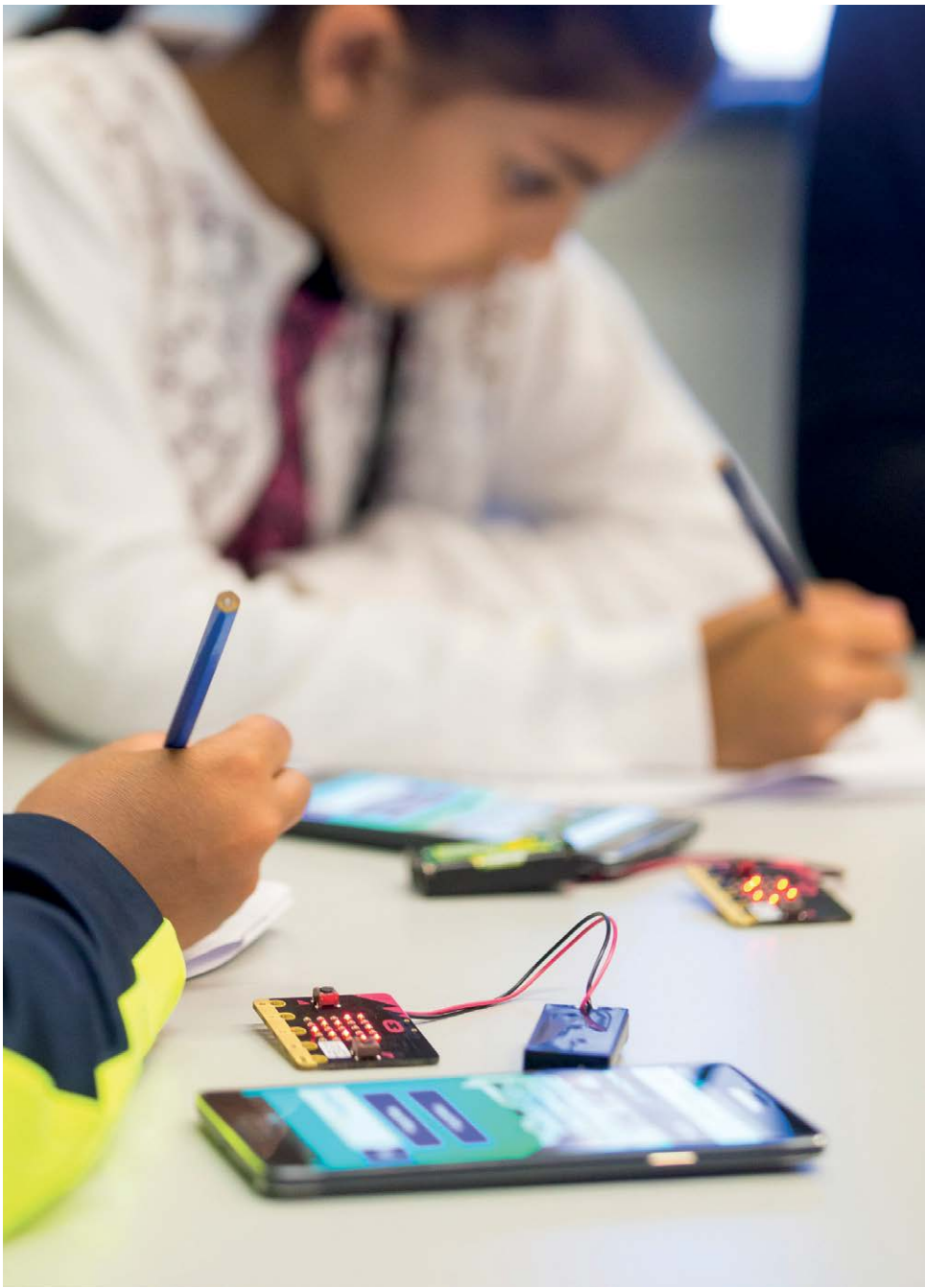
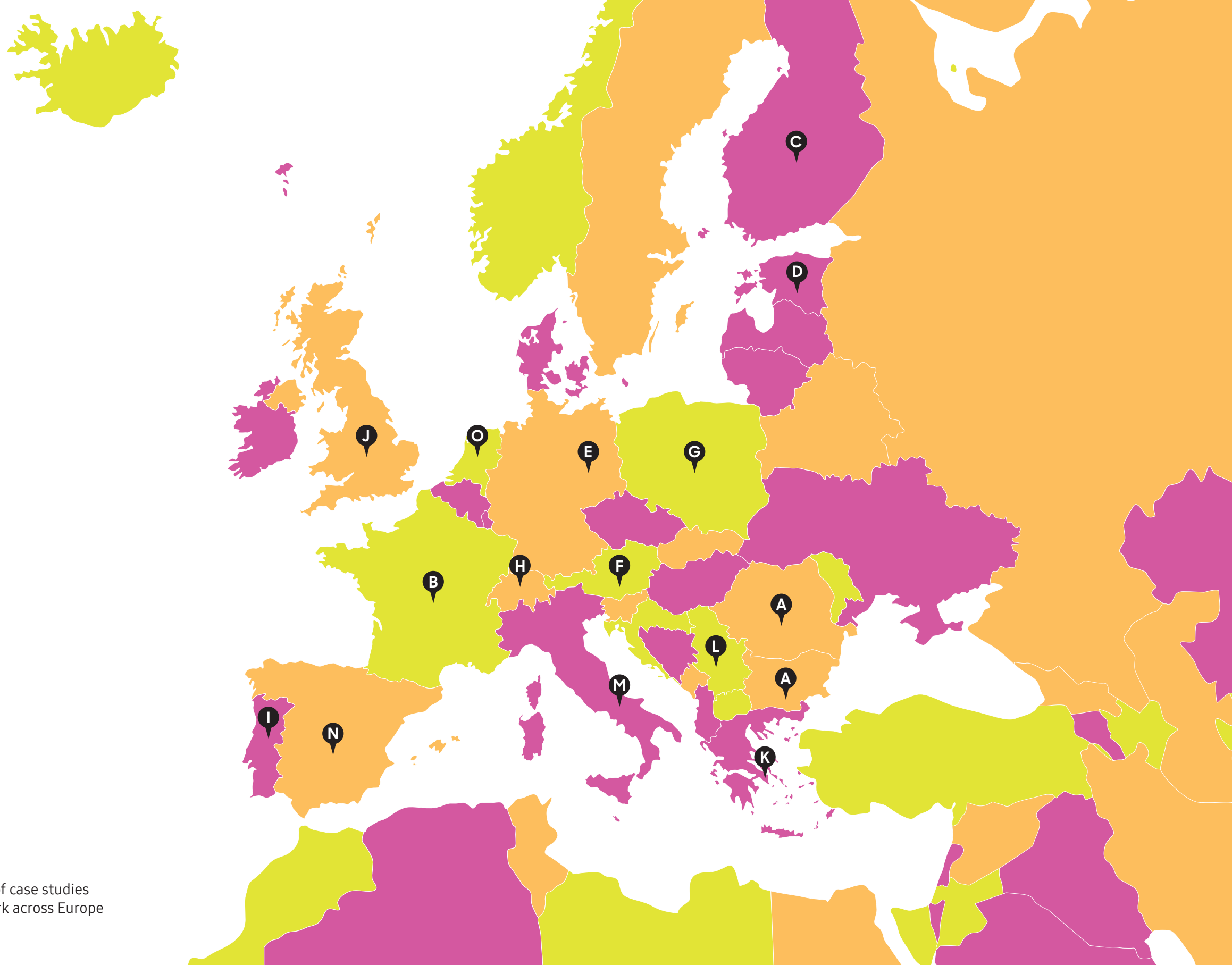
SAMSUNG



Our Digital Creators

An overview of Samsung's Corporate Citizenship Programme in Europe 2016



A selection of case studies
from our work across Europe

Contents

Front Cover: The British Museum & micro:bit, photograph courtesy of Benedict Johnson©
Back Cover Top Left: Samsung Campus / Back Cover Centre: Samsung School for the Future

The British Museum & micro:bit

“It was fabulous. All the children were actively involved and it was super to have the digital equipment at their disposal.”

Teacher participant of the
SDDC Schools Programme

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 there are high youth unemployment and a significant digital skills gap. In 2013, we made a pledge to the European Commission's Grand Coalition for Digital Jobs that our Citizenship programmes would directly engage 400,000 young people by the end of 2019. This year we are excited to announce that we are on track to meet this target three years early. We never imagined we could positively affect so many young lives in such a short time and this phenomenal achievement has only been made possible thanks to the dedication, passion and drive of our incredible employees, teachers and partners.

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

We have nearly met our goal on reach, so our attention will now shift to the depth of our impact. We want to focus our resources through our network of lighthouse schools, with our vision of them serving as shining examples of the future of education.

We promise to continue to address socially and locally relevant issues with technology to inspire the next generation of innovators.

Sangwoo Kim
President of Corporate Affairs, Europe

Our Vision

In 2015, the United Nations launched the Sustainable Development Goals (SDGs) as a plan of action for people, the planet and prosperity for all, acting in collaborative partnership.

At Samsung, our vision has always been to **create shared value,** especially through our Corporate Citizenship programmes. Our main aim is: "To devote our human resources and technology to create superior products and services, thereby contributing to a **greater global society**."

Already aligned with the greater global vision of the SDGs, Samsung was inspired by the launch of the goals and we have been working to align our initiatives to the framework of the 17 goals and 167 targets, with progress focused on two goals in particular:

SDG 4 — Ensure inclusive and quality education for all and promote lifelong learning

SDG 8 — Promote inclusive and sustainable economic growth, employment and decent work for all

We will work especially hard to inspire progress on these goals in Europe through partnerships with NGOs, governments and other businesses.

Samsung Campus

“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. Samsung Campus’ students have got the qualities and passion for technology that is needed to get ahead.”

François-Afif Benthanane
Founder of ZUPdeCO

Samsung's Journey in Numbers

*figures correct as of Oct 2016

At Samsung we believe technology should be a force for good. We want to use our people, products and services to create a better society.

Phase 1, 2013–2016

total students reached
over 300k

total students trained
32k

digital Academy programmes
80

Smart Classroom programmes
1,678

total teachers trained
over 30k

total beneficiaries
over 370k

Phase 2, 2017 onwards

By Dec 2016, as per the Grand Coalition pledge, we hope to have reached
400k
young people*

Future Innovation

3D Printing

VR

Images © 2009–2016 MakerBot® Industries, LLC

VR-Education

“Virtual reality offers the possibility to visualise, monitor and experimentally interact. In combination with classical teaching material, exciting ‘aha’ moments can be created and memorized as a real experience.”

Peter Bickhofe
Art Director & Game Production
(Member of the First German
Association for Virtual Reality EDFVR)

Our Impact in Numbers

Summary of Samsung's Corporate Citizenship outcomes

Introduction

We measured the results of our Smart Classroom and Digital Academy programmes, over the last three years, using standardised questionnaires. These were processed and analysed by the independent research agency, Chrysalis Research.

Key findings

The change

77%

77% of teachers agreed that Smart Classrooms had changed the way they managed learning in and out of the classroom and 76% felt they were using ICT more effectively as a result of the training they received.

46%

At the end of the year 46% of teachers were using an app in their teaching at least once a week (an increase of 12% compared to the start).

77%

77% of students in Digital Academies felt the training offered them an opportunity they would not have had otherwise.

Resulting in...

...a better learning process

90%

90% of teachers felt that the Smart Classrooms had a positive impact on collaboration. This was evident in the increase from a quarter to a third of secondary students participating in online learning at least once a week.

58%

58% of students felt they worked more creatively in the Smart Classroom.

... better outcomes

87%

87% of teachers felt that Smart Classrooms had a positive impact on student comprehension.

71%

71% of teachers believed the Smart Classroom had improved the learning performance of students across the ability range.

81%

81% of teachers said that Smart Classrooms had improved students' performance in ICT.

76%

76% of teachers felt that Smart Classrooms had an impact on their students' higher-order thinking skills.

...and, for older students, progression onto the next level

44%

44% of Digital Academy students had secured work, an apprenticeship, or work experience before the end of their course. 24% had gained a place on a higher-level training course before they had completed their current course.

Smart Classroom Exchange

“Samsung’s role in this project has been crucial since new technologies are key to bringing change to an area which remains unchanged for decades. The results that students manage to achieve are much more than promising.”

Manuel Carmelo Rosa
Education Service Director
of Calouste Gulbenkian Foundation

Studies Case

Me&MyCity

01 – Employment

- A TomorrowMe
- B Samsung Campus
- C Me&MyCity
- D Samsung School for the Future

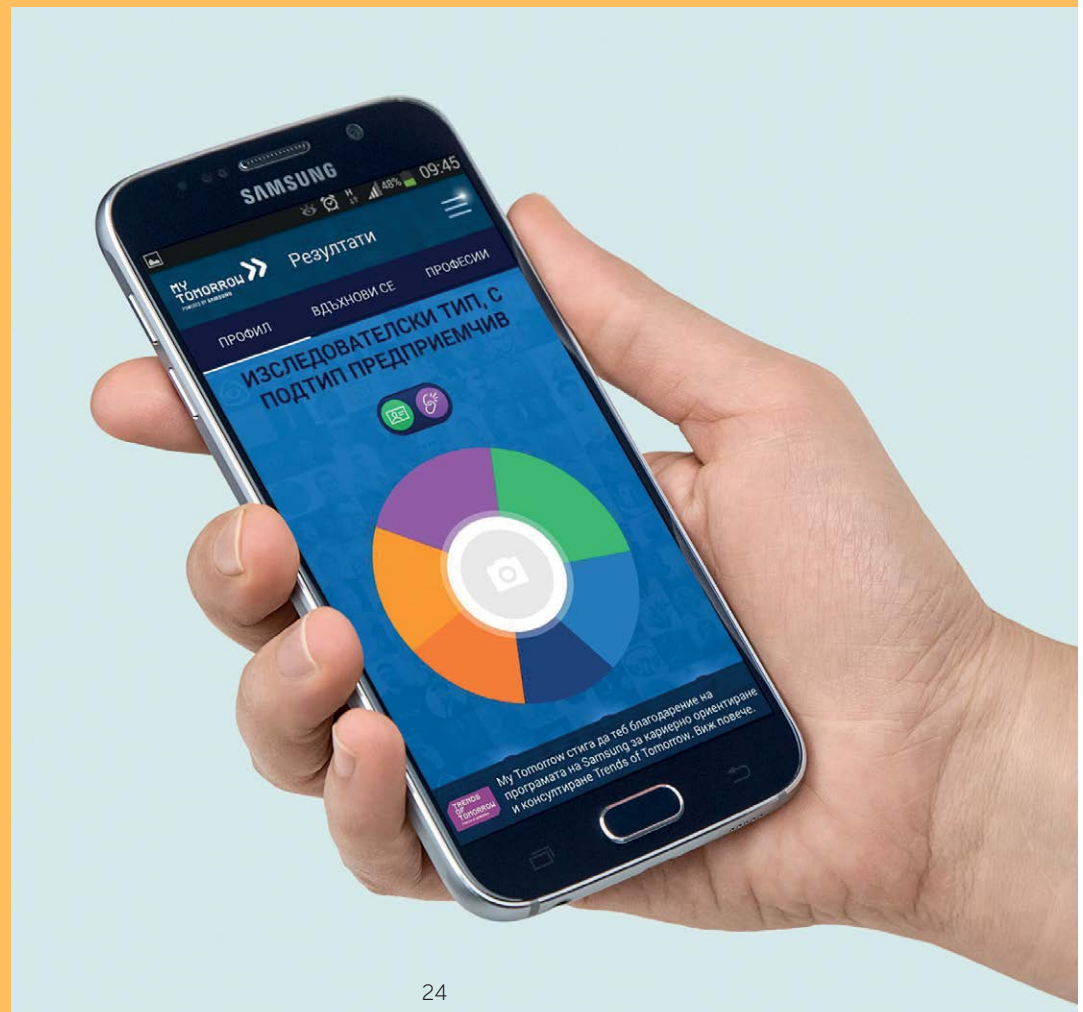
In an increasingly connected digital world we may not know what the jobs of the future will be, but we do know that digital skills will be critical. As such, collaborating with institutions who prepare bright young minds for the future is something we're incredibly proud to champion.

From mentorship programmes and apps designed to help identify students' vocations, to a fully equipped 2-year training course including one-on-one mentoring and specialised training in programming, we're proud to be a part of such a vast scale of initiatives which prepare thousands of young people for the next stage of their lives.

A TomorrowMe

Left
TomorrowMe Careers Event

Below
TomorrowMe App



Romania and Bulgaria

3 years

Highest rate of youth unemployment to date in last 3 years

80%

80% of Romanian graduates work in a completely different field to their studies

influence

Youth influenced by teachers, parents or peers rather than own vocation

10k

Programme engaged with over 10,000 youths in the last 2 years

Since 2011, the mentorship programme ‘Trends of Tomorrow’ has worked across Romania and Bulgaria, supported by the RO Ministry of Education, reaching over 30,000 teenagers, to help them discover their vocation and choose their future career.

Since 2015, the programme has had the TomorrowMe mobile app at its heart, created as a friendly, digital tool with localised information from the job market, to guide and empower young people when facing their biggest decision yet: what will their tomorrow look like?

We invited inspirational role models like the National Handball Captain, Cristina Laslo and hip-hop artist, Deliric, to share their career journeys at pop-up career events and get young people excited about the choices ahead of them.

There is still no other app like it on the local market that offers both useful, constructive information, as well as motivational content.

Our mission is to continue to expand the programme’s reach and engagement at a national level, helping even more young people to carve out a brighter future.

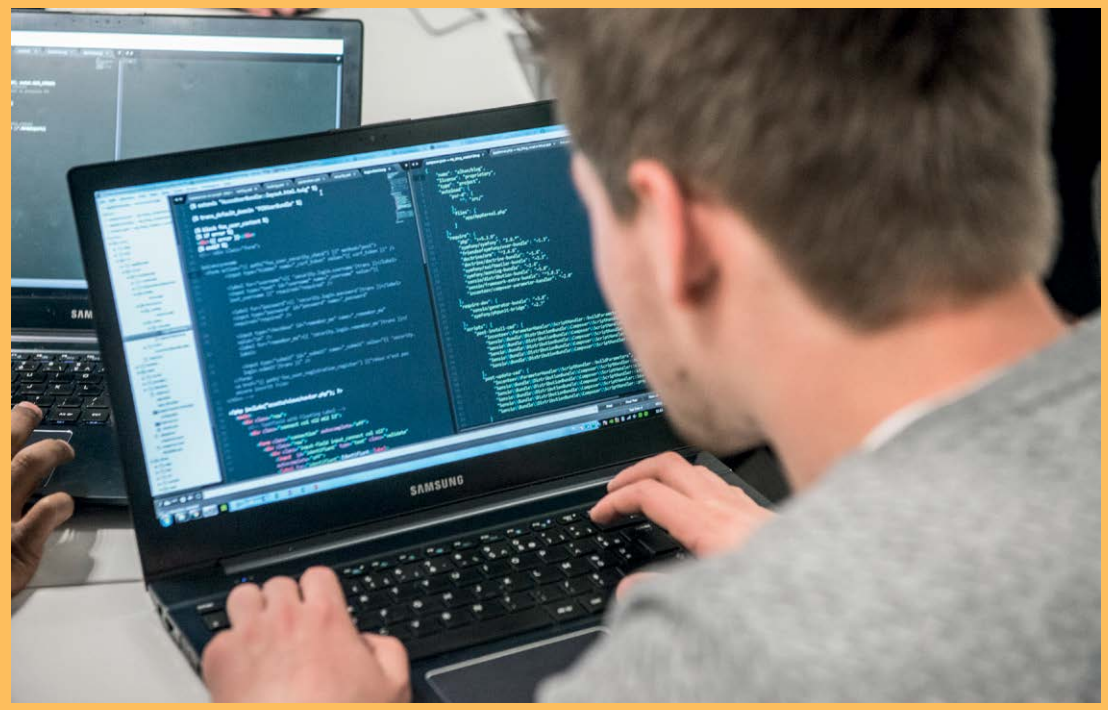
“If you know a teenager that wants to choose a University degree just because others told him to, give the kid a link to the TomorrowMe test. I tested it myself and I’m 88% compatible with a blogger profession.”

Victor Kapra, Tech Blogger & Influencer

B

Samsung Campus

Above
Samsung Campus
students 2016



France

Samsung Campus is a two-year, free training course for 18 to 25 year-olds who did not complete school, yet have a real passion for technology. Opened in September 2014, Samsung Campus has already given a second chance to almost a hundred students, teaching the next generation of programming experts.

Samsung Campus's intensive training is implemented by our partners, ZUPdeCO, an NGO promoting equal opportunities for disadvantaged young people, and EPITECH, the leading IT school in France, with students also benefitting from one-on-one mentoring with our employees.

In September 2016, the first group of Samsung Campus students graduated. We continue to receive hundreds of applications from those who want to join us and realise their true potential.

68%

September 2016:
Samsung Campus students graduated for first time:
68% have found employment and 32% have decided to pursue further training to improve their skills

fight

Samsung Campus received the 'Grande École du Numérique' label, as part of a new government initiative to fight youth unemployment

"I wish I could have learnt coding in high school, but it didn't exist. I finally dropped out and decided to learn by myself… Last year, I tried my luck at Samsung Campus. I have quickly consolidated my skills. I realise that my dream is about to become true!"

Rodolphe, Samsung Campus Student

C

Me&MyCity

Finland

The amount of vulnerable and socially excluded youth has increased in the Nordics, with the official unemployment rate of people under 25 years old at around 25%.

The international award-winning Me&My City, an education innovation, is based on students in Finland spending a full day in an interactive learning environment that simulates how society and the economy works. To power the city's infrastructure, Samsung and Me&MyCity have developed a tablet-based digital gaming system, which has become an integral part of the learning.

Our collaboration with Me&MyCity is not only a responsibility, but a privilege, since we are able to meet and work with bright young minds and future employees.

In 2017, Me&MyCity will open in Sweden, operated by the City of Stockholm, with Samsung's continued support. The pilot will run for three years and is guaranteed to help 7,000 students in the first year alone.

160k

160,000 pupils have attended the Me&MyCity study module

17%

The financial knowledge of sixth grade pupils (12-13 year-olds) improved by 17%

70%

70% of all sixth-graders in the country, as well as 2000 upper elementary schools students, have been reached by this initiative

45k

45,000 students and 2,600 teachers from 188 municipalities participate in the programme every year and are hosted by 1,300 instructors

"Perhaps more than anything else, Me&MyCity has achieved impressive learning results in Finland because it offers young children a rare taste of working life, which makes this thing called 'school' seem much more purposeful."

Tim Walker, Contributing Writer for The Atlantic

D

Samsung School for the Future

Estonia

Unemployment throughout the Baltic States always hits youth the hardest. To tackle this, we created a digital skills programme for teachers so they can teach their students in a more digitally and technologically advanced way.

After a successful three years, we decided to challenge ourselves and bring a new digital education programme to Estonia, with a focus on vocational school students.

Introducing the first digital skills passport – DigiPass. Designed to give young people a competitive edge in the market, the programme is divided into four models and covers a range of skills from paper proto-typing to digital tools in the workplace.

Thanks to the DigiPass programme, students are able to learn valuable new digital and social skills to build their confidence, realise their full potential, and give them the best chance in a tough, competitive job market.

30

30 students, trained in 2016, will receive a Samsung Digital Passport

curriculum

Tallinn University personally developed the curriculum

“In my opinion, gaining experience is one of the most important skills to develop. As we see high added value, we are thankful and glad to be a part of this project. We are confident that this programme will bring a change now and in the future.”

Kristjan Tedremaa, Vice-chairman, Estonian National Youth Council

02 / Digital Creators

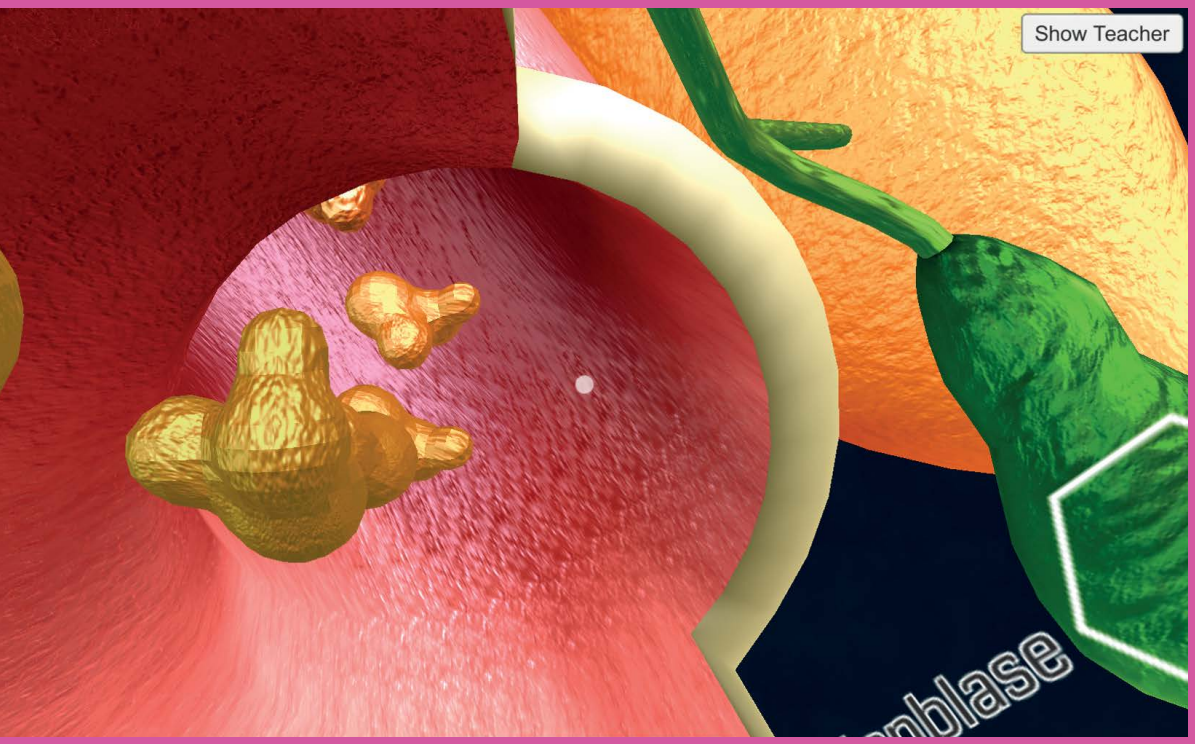
- E VR-Education
- F Coding for Kids Tour
- G Coding Masters Junior

We have initiatives in place across Europe that teach, encourage and celebrate young people creating their own digital content. Not only does this turn them from being consumers into creators, but advocates problem-solving skills, sharpens their cognitive functions and introduces crucial new skills such as coding and programming.

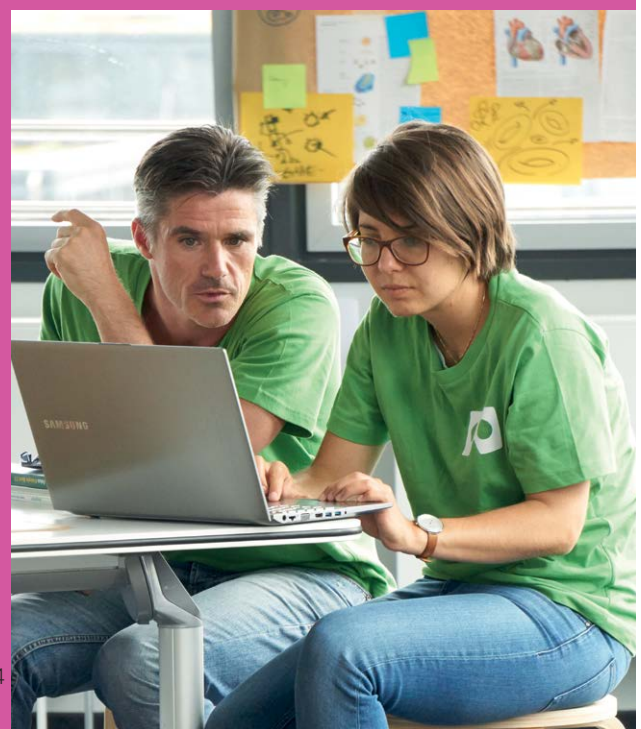
In this way, we are proudly supporting creativity and collaboration among young people, as well as expanding the knowledge and skills that could be applied to their future.

Coding Masters Junior

E VR-Education



Above
VR concept for Biology



Germany

Our junior pilot project, in collaboration with the Cornelsen Publishing House, has proved groundbreaking in the introduction of innovative digital tools in the classroom to motivate and inspire pupils.

In July 2016, assorted experts gathered in Schwalbach am Taunus for an inaugural, interdisciplinary VR-Education on how to improve school learning by integrating VR technologies. Three excellent concepts emerged and were presented. The winners designed a virtual journey into the human body to demonstrate to students, in the most vivid way, how enzymes are used to break down carbohydrates into basic building blocks in order to release energy.

Practical testing of the VR app for suitability and sustainability will start in the autumn of 2016 in biology classes for grades 7 to 9. Afterwards, the Cornelsen Publishing House will evaluate the project results to identify areas for improvement, as well as recommendations for the implementation.

Looking forward, the project's main objective is to create a prototype that can be used for a variety of school subjects, reaching as many students as possible.

6

The test period at 6 selected schools is planned to start at the end of Oct

VR

The VR App for use in biology class will serve as a prototype

1st

First VR app created for the classroom

future

Concept can be adapted to other school subjects in the future

"The VR-Education brought together developers and teachers for the first time… These kinds of meetings are important to ensure that the technical developments meet the requirements of the schools."

René Reinhold, Teacher at the Samsung Lighthouse School in Rüsselsheim

F

Coding for Kids Tour

Austria

June to October

Roadshows ran across Austria from June to October

62

62 workshops with one workshop lasting 3.5 hours

1,150

We reached 1,150 children from 43 schools

2k

More than 2,000 apps were created by children using PocketCode in 217 hours

Software is at the heart of our economy and integral to our private lives. We want to help young people to understand the digital technologies of the present, such as coding, so that they might positively influence the future.

We created a unique mobile classroom that travelled across Austria conducting a series of free workshops. In partnership with experts from PocketCode, Catrobat, and the Institute for Software Technology at the Technical University of Graz, we created a unique mobile classroom that travelled across Austria conducting a series of free workshops. Young people could learn how to create their very own games and apps, control robots and connect abstract commands with concrete results – learning a new, vital skill while also expressing themselves creatively.

PocketCode can be downloaded for free and is available in 40 languages. The app has been installed almost 500,000 times on smartphones around the world.

The mobile classroom is intensively supported by the EU project, 'No One Left Behind', which tackles key challenges in the education sector, and is proud to reach thousands of young people, in an engaging and exciting way.

"Coding is a cultural technique of our time. This gives children and young people additional opportunities to become producers of their own digital content and media. Coding strengthens digital competencies as well as problem solving and encourages logical thinking."

Martin Bauer, Head of IT Didactics & Digital Media, Ministry of Education

G

Coding Masters Junior

Poland

Coding Masters Junior is the first innovative, educational programme in Europe that develops preschoolers' soft skills such as critical thinking, creativity, problem solving and collaboration through learning how to code.

Coding Masters Junior was launched in September 2015 in 18 kindergarten classes across 16 Polish regions, with specialist electronic devices such as tablets, touch screens, printers and so on. Coding Masters Junior offers children a chance to develop basic cognitive functions such as memory, spatial imagination analysis, and hand-eye co-ordination, which are all crucial in preparing children for the next steps of their education.

Children can snap together graphical programming blocks to make characters move, jump, dance and sing. They can also modify their characters, add their own voices and sounds and even insert photos of themselves to make their characters come to life.

We firmly believe that the programme's immense value lies in the way it changes the thinking about the educational process for young children and shifts the approach to playful learning, ie. fun activities that expand knowledge and skills.

3k

1,500 children, 70 teachers and 3,000 parents

400

400 new lesson scenarios for teachers

80%

80% of Coding Masters Junior kindergartens run lessons for children with disabilities

400

Positive media buzz: 400 media clippings during first kick-off

2.8k

European Code Week: 2,800 events under brand of Coding Masters (200 of which were run by kindergartens)

"The results of Coding Masters Junior are surprising and have affected the Polish education system… Programming will be included in the core curriculum of computer science from the first grade of primary school from September 2017."

Blanka Fijolek, CSR & Sponsorship Senior Manager

03 / Connected Classrooms

Teacher for a Day

With huge strides being made in digital education, we have teamed up with a variety of schools across Europe who are embracing new learning opportunities centred around technology.

Not only have we provided hundreds of devices; we have created bespoke educational content, inspirational apps, as well as entirely new methods of teaching and learning.

H

Teacher for a Day

Switzerland

With the myriad of new technologies available to use in class today, teachers are no longer the sole gatekeepers of knowledge. A new understanding and method of teaching is therefore required for better student integration.

Erwin Oertli, the principal of one of the first Corporate Citizenship partner schools in Switzerland, and an early adopter of digital education, introduced a unique project to rollout 2,000 Samsung tablets to every student and teacher in the district.

With students growing up with an inherent understanding of technology, and many already employing it to assist them in their school days, they were the ideal teachers of a 2-day digital education training course for the 200 teachers.

The changeover between teachers and students was more than just a fun project; it was an engaging and interactive way to encourage students to play a role in the future of their education.

1,800

Students and teachers were equipped with 1,800 devices

1:1

The project has become the biggest 1:1 tablet case in Switzerland

“It was so helpful to have a digital native on my side to ask about the different functionalities of the tablet. Without the students it would have taken a lot longer to understand the device. They really are life savers.”

Michael, Teacher

I

Smart Classroom Exchange

Portugal

Alentejo is one of Portugal's most under-privileged regions. The failure rate among elementary students is 15% higher and motivation as a result is far lower.

Our solution was to provide an inspirational, integrated approach, introducing technology into classrooms while also creating a new method of teaching and learning altogether.

On the 16th of June, we used Samsung technology to bring two elementary schools, separated by over 10,000 kms and eight time zones, together. One school is located in Vidigueira, Portugal, and the other in Gunsan, Korea. Our Corporate Citizenship team provided details for the Korean side, in Gunsan, just before sunset while we did the same in Vidigueira, Portugal, just after sunrise – bringing the two cultures together.

Given the excellent results we are committed to include even more new learning opportunities, based on 3D printing, further promoting opportunities within students' education. We managed to prove what technology can do to help school communities in a relevant way, encouraging students, teachers and parents to become active elements of the change education needs.

€190k

Smart Classroom Exchange gained huge media attention, generating nearly €190,000 in PR

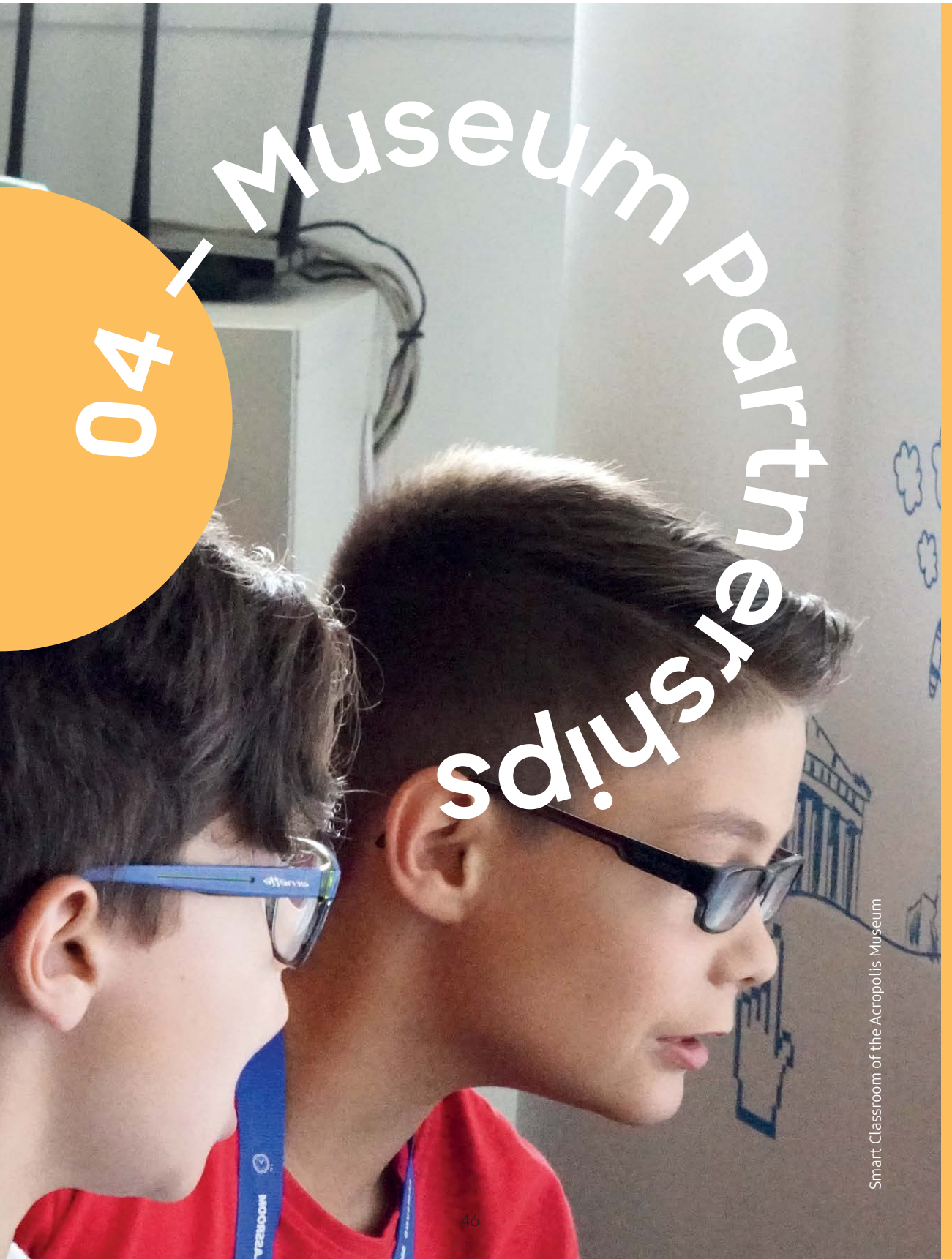
unique

This unique approach to teaching is now under appreciation by the Portuguese Ministry for Education, under its policy to promote success

"It would be great if all children could have access to these kinds of resources, if not on a 1:1 basis, at least one tablet per two students, because motivation levels when using technology are beyond comparison with traditional methods."

Fátima Ralha, Local Project Coordinator and Teacher at Vidigueira School, Portugal

04 – Museum partnerships



Smart Classroom of the Acropolis Museum

J The British Museum & micro:bit

K Smart Classroom of the Acropolis Museum

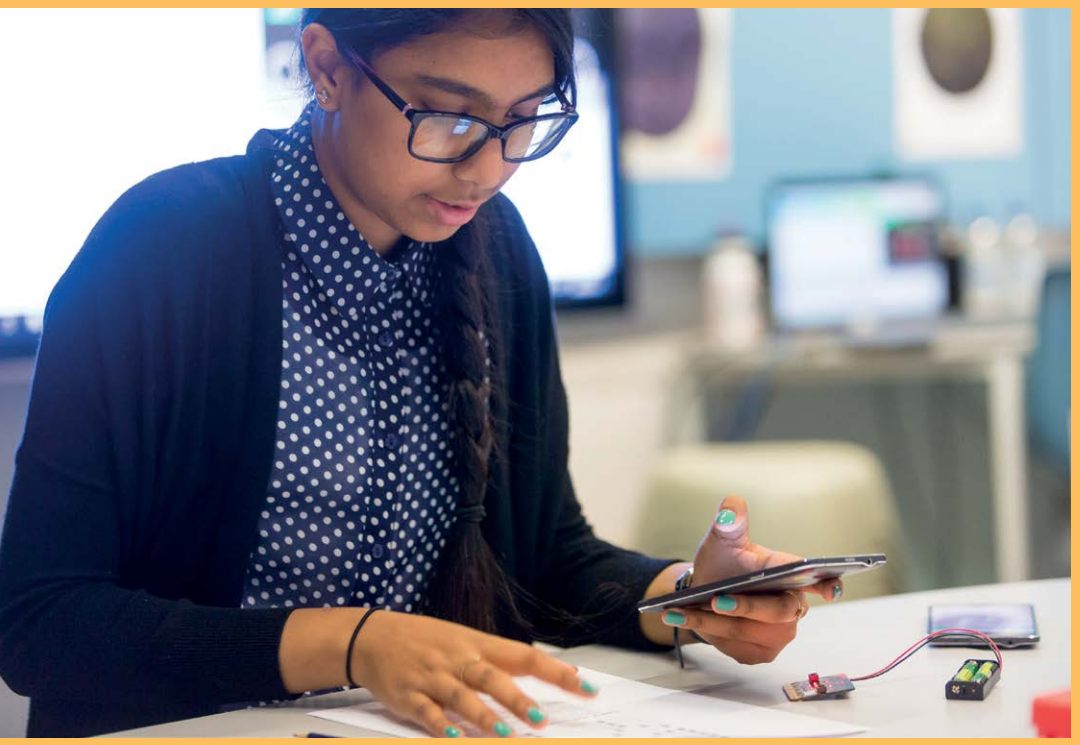
L Be Like Tesla

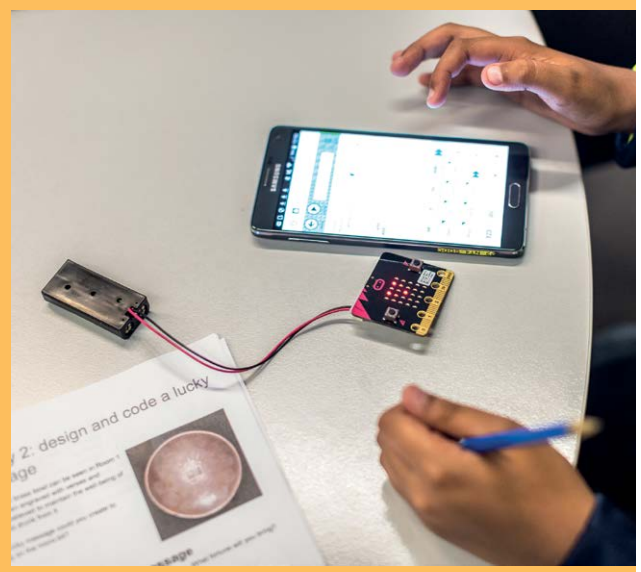
By partnering with various museums across Europe we have been able to collaboratively build on the public's love of cultural experiences through the latest technology.

From free on-site activities, to immersive VR content, to innovative digital classrooms, we are consciously tackling issues surrounding traditional tools and teaching styles by firmly placing accessible and inspirational Samsung technology at the heart of it all.

J

The British Museum & micro:bit





All images: Benedict Johnson©

United Kingdom

21%

2015-2016
SDDC Programme was most successful to date, with visitor numbers up 21% on the previous year

9,409

2015-2016
9,409 families participated in the SDDC Families Programme, a 25% increase on the previous year's visitor figures

92%

92% of family participants said they would return

91%

91% of family participants would recommend the SDDC to a friend

The Samsung Digital Discovery Centre (SDDC) at the British Museum uses the latest digital equipment to bring the world to life through advanced technology.

Over the last seven years, the SDDC has developed into the most ambitious and extensive on-site digital learning programme of any UK museum. All activities offered are free, and since 2009, more than 75,000 children and families have been welcomed to the centre.

This year the SDDC has run a number of successful micro:bit sessions inviting visitors to combine learning about world culture with coding, creating their own versions of hieroglyphs and coding digital compasses, amongst many other things.

Over the coming year, Samsung will continue to work with the British Museum and micro:bit, building on our learnings from previous programmes. Similarly, we will strive to create amazing, accessible, educational content and experiences — putting Samsung technology at the heart of it all.

"One of the most striking public events of the year was a free Virtual Reality weekend sponsored by Samsung. Families wore Samsung Gear VR headsets to explore a Bronze Age roundhouse, with flickering fires, changing light and artefacts from the BM collection."

The British Museum Annual Report, 2015-2016

K

Smart Classroom of the Acropolis Museum

Greece

The Acropolis Museum, in the heart of Athens, is a cultural milestone, connecting the beginning of civilization with a contemporary city that embraces modern values and technology.

Approximately 10,000 school children participate annually in the museum's educational programmes. To demonstrate our enthusiastic support of this, Samsung Electronics Hellas has officially opened a unique, digital classroom at the Acropolis Museum; designed to enrich the museum's educational programess through the latest technologies from Samsung. School students will have the opportunity to visit this Smart Classroom and experience the museum like never before.

Samsung, in cooperation with the Acropolis Museum, has begun the development of digital content, which will enable the use of the Smart Classroom to the fullest extent.

10k

10,000 students annually attend the educational programmes of the Museum

20hrs

On-site archaeologists all completed a 20-hour training programme

"The Acropolis Museum is a living organism which communicates with people. Having the cutting edge technology of Samsung as an ally, the scientific work of the museum can be spread to the public in an innovative and creative way."

Dimitrios Pandermalis, President of the Acropolis Museum

L

Be Like Tesla

Serbia

At elementary-school level, many students struggle with tired teaching styles and under-equipped classrooms. Our goal was to find an innovative way to teach the younger generation about science, technology and their heritage. So we partnered with the Nikola Tesla Museum, in Belgrade, and the 'Be Like Tesla' project was born.

A mobile digital classroom brought knowledge, information and fresh ideas to schools and provided insight into Tesla's heritage through Samsung technology.

We then launched a national competition, inviting students to show what they'd learned, by creating and submitting inventions, literary works and drawings of their own.

On 10th of July 2016, the 160th anniversary of Tesla's birth, the project culminated in an event that hosted over 5,000 people at the Kalemegdan Fortress, in Belgrade. The winners of the competition were announced and an exhibition area linked to VR commemorated Tesla himself as well as the children's offerings, celebrating a national hero and encouraging a whole new generation of inventors.

3k

More than 3,000 children reached

400

More than 400 works were received for the national competition

354

354 media reports in national dailies, TV stations and portals

"I'm glad we had the opportunity to cooperate with Samsung because this is a unique way to encourage students to maximize their potential and increase their interest in science. 160 years since Nikola Tesla's birth was a real reason to launch a 'Be Like Tesla' project."

Dr. Branimir Jovanović, Director of Nikola Tesla Museum, Belgrade

05 / Social Awareness

OFF4ADAY

We firmly believe that technology can be a powerful force for good in helping to create a better society for us all.

We have proudly collaborated with groups across Europe to create initiatives tackling social issues such as cyberbullying, reduced mobility for the disabled and traffic safety education for young people, that has generated millions in PR coverage and positively affected thousands of lives.

M OFF4ADAY

Above
Winning students from Fasano, Brindisi, of the 'Today is our school's turn' contest

Below
Samsung employees taking part in the campaign

Italy

2000

OFF4ADAY has helped more than 2,000 teenagers who have contacted the helpline so far

€3m

Project has received huge media visibility — €3 million generated in PR

60%

Internet searches of term 'cyberbullying' increased by 60%

A third of Italian teenagers are bullied online and the number of cyberbullying victims has grown alarmingly in recent years. As a brand leader in technology, with millions of followers on our social fan pages, we have put ourselves firmly at the forefront in the fight against cyberbullying.

OFF4ADAY, in partnership with Moige (the Italian Parents Movement) and the Italian state police, is a helpline and the first Italian support number for victims of cyberbullying. The project was launched with a social campaign, #OFF4ADAY, telling the community about the risks associated with the internet and advice on how to use social media more consciously.

We also took the campaign to 2,000 Italian secondary and high schools where students produced projects to increase the awareness of cyberbullying.

Thanks to a concrete initiative and a qualified team of psychologists, we have already managed to reach out to thousands of young people to stem the tide of cyberbullying.

"After contacting the OFF4ADAY helpline, the psychologists supported and reassured my daughter. They taught her how to block the undesirable contacts on social networks and gave tips to protect her online privacy. But above all, they convinced her to ask for our help."

Mother of a cyberbullying victim

N

Accessible and Sustainable Smart Home

Spain

Technology is a key ally for disabled people to help them carry out daily tasks. Samsung is firmly committed to guaranteeing accessibility to technology for all users, which is why we are proud to collaborate with the ONCE Foundation to create a smart, accessible and sustainable home project – The Smart Home.

Travelling around Spain, the roadshow recreates a family home equipped with the most advanced accessibility solutions for the disabled, or people with reduced mobility. The design and features of the home offer maximum comfort and are adapted to meet the needs of each person living there; prioritising ease of use, accident and intruder prevention, effective waste management and energy savings, all without compromising on style.

The Smart Home has removed a whole host of barriers and is helping people with mobility problems up and down the country to regain their independence and quality of life.

3

Roadshow will travel round Spain for 3 months

14

The Smart Home will visit 14 Spanish cities

13.8m

Vehicle is 13.8m long and unfolds to a space of 140m²

26th

Opening took place in Madrid on 26th of September

over 41 million

Total reach over 41 million and media value almost €600,000

> **"We also want this project to expand to other countries. Therefore we are working on the vision of the company, which is 'Making our lives better than yesterday'."**
>
> Francisco Hortigüela, Director of Public Affairs, Corporate Citizenship and Communication at Samsung Spain

Beat the Street

The Netherlands

20%

Children aged 12-17 are involved in 20% of traffic accidents

18%

18% of traffic accidents involving youngsters are caused by distractions from smartphones

4.5m

4.5 million Dutch citizens reached

The world seems to be in a constant hurry and traffic is no exception. In the Netherlands, a proud cycling nation, this has led to a growing fear from parents for the safety of their children when navigating the busy streets.

In an effort to take charge of the issue and protect children when they're at play, Samsung has teamed up with Veilig Verkeer Nederland (VVN), a traffic safety organisation based in the Netherlands, to educate local children on the dangers of distracted smartphone use.

Together with VVN, we developed a unique VR Game: 'Beat the Street', teaching crucial lessons in traffic safety and awareness in an immersive and engaging manner.

The game requires users to carefully consider whether they should, for instance, cross the street or wait, answer their phone or let it ring, and encourages them to be ever-aware of oncoming traffic.

In the coming months Samsung, aided by our enthusiastic employees, will be organising a roadshow at high schools across the country to allow even more students to experience, and learn from, Beat the Street.

> "Technology and innovation have a big impact on society. It is important for us to invest in, contribute to and be involved with the society you are a part of."
>
> Hoon Chung, President of Samsung Electronics Benelux

Be Like Tesla

“We support any investment in young people. The project of Digital Classrooms will certainly help in the modernisation and digitisation of education and the literacy of students and teachers.”

Branislav Randjelovic
Director of the Institute for Quality in Education

A final word

Samsung would like to thank all of our partners across Europe. Reaching our Grand Coalition Pledge target three years early demonstrates everyone's full commitment, without whom we simply would not have achieved the scale and reach of our Corporate Citizenship Programme in the last three years.

In every country, we are supported by countless people; local NGOs, governments and experts in education, who are as passionate and committed to making a difference as we are. When we work together, with shared ambitions and focus, we truly can achieve the incredible.

We are living in a time of unprecedented change, and technology is one of the driving forces behind this transformation. We firmly believe that, when used in the right way, generously, and with good intentions, technology can be a powerful force for good.

Above
Samsung's European Citizenship Managers

Statement from Chrysalis Research

Management and analysis of the 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 14 countries between 2013 and 2016 with each Samsung subsidiary responsible for organising the data collection. Data was returned to Chrysalis Research who conducted an analysis of the data each year over three waves. The data for the three years has been combined for this report.

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;
  - Smart Classrooms: 3,661 students completed a questionnaire at the start of year in which they used the Smart Classroom and 1,681 at the end of year. 698[1] teachers completed questionnaires at the start of year and 708 at the end of year.
  - Digital Academies: 583 students participated in start of year surveys and 336 at the end of year. 25 tutors completed questionnaires at the start of year and 23 at the end of year.

Chrysalis research

1 — Most (74%) teachers had not used a Smart Classroom before. 22% said they had used a Smart Classroom before and, therefore, may have answered the questionnaire in more than one wave. As there are no significant differences in end of year results between the two groups, data has been merged for reporting.

Coding for Kids Tour

“And in the end you can say, I did it all on my own!”

Maria,
Student

Contact

For further information, please contact:
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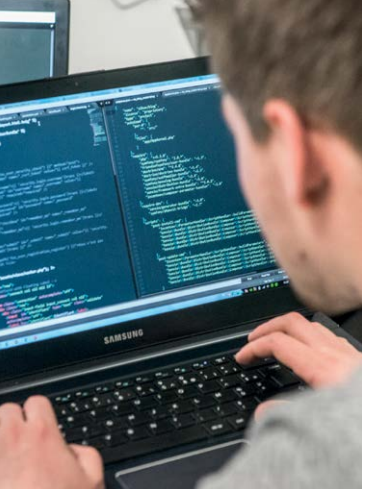

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