



Intel "iWorld": Providing 21st-Century Education in Quake-Hit China

"Intel quickly got into action and made great contributions to post-quake relief work in the disaster areas.... Intel's corporate social responsibility is exemplary and should serve as a beacon for others."

Mr. Jing Gang, Party Secretary of Chengdu High Tech Zone and committee member of Chengdu City Government

A devastating earthquake rocked the mountainous Sichuan Province in Western China on May 12, 2008, leading to the deaths of some 69,000 people. Homes, hospitals, factories, and schools were destroyed, and survivors' lives were left in ruins.

A team from Intel immediately began assessing how the company could best leverage its technology expertise and the energy of its employees to assist with recovery efforts. Because of the massive scale of the damage, it was apparent that much more than short-term delivery of relief supplies was needed; long-term support would be critical.

Intel launched the "iWorld" Program, a comprehensive recovery initiative, just 10 days after the quake. The program placed a heavy emphasis on getting students back to school by establishing 200 state-of-the-art "e-classrooms," each equipped with computers, software, and high-speed Internet connections to link teachers and students to the outside world. The goal was to bring some normalcy back into children's lives and to do much more than simply replace what was lost in the quake—to instead create long-term, sustainable learning environments where students could pursue their dreams.

Critical to the success of the "iWorld" Program were more than 2,000 Intel volunteers, who since the quake have contributed more than 50,000 hours of service benefiting over 100,000 students in the region. Intel volunteers provided technical support and also helped develop curriculum for the e-classrooms. In addition to their time, employees contributed cash, bringing total contributions to the "iWorld" Program from employees, Intel, and the Intel Foundation to \$6.9 million to date.

The first e-classroom opened just over a month after the quake, 150 were completed within a year, and the remaining 50 are scheduled for completion in 2009. The project includes a Web 2.0 platform that enables Intel volunteers to provide ongoing mentoring and coaching to students via the Internet.

As part of the "iWorld" Program, Intel also extended its signature education initiative, the Intel® Teach Program, to 7,000 teachers in schools in the area. This professional development program helps teachers integrate technology and "real-life" active learning into their classrooms to help students develop critical skills. Ma Li, a teacher from Libing Middle school in Dujiangyan City, comments, "The Intel Teach Program refreshed my concept of education. After the training, I began to change my role from a routine teacher into a designer, an organizer, a director, and a participant in the classroom. I've realized that the key to education for the 21st century is to help students develop ICT skills, critical thinking and collaborative study."

Focusing on long-term community needs and sustainable solutions is core to Intel's community engagement and overall corporate responsibility strategy. The "iWorld" Program has enabled Intel to combine its expertise in technology, its global education initiative, and its employees' long-standing passion for volunteering to make a unique and significant impact in the area.

"There is still a lot of work that needs to be done in the quake zone," says Jun Ge, managing director of Intel China. "Intel will strive further to fulfill its commitment in terms of social responsibility, and we hope that the cooperation can unite us so we can maximize the positive impact on society."

Disasters strike where and when we least expect. Intel Corporation and its employees, supported by Intel Foundation, respond with cash grants as well as volunteer efforts when these disasters affect our communities. To find out more, visit www.intel.com/community