



## Intel Asia Pacific Corporate Social Responsibility Newsletter

### In this issue

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Following the challenging global economic conditions of 2009, we began 2010 with cautious optimism and a stronger resolve in our commitment to transform education, partner with governments, better the environment and be an asset to our communities.

The first half of the year saw ISEF off to a flying start. This year we sent over 90 students from 13 countries in the Asia Pacific to the US— a record number for the region. The teams returned with 27 awards, including a 1st Place Grand Prize for Korea.

Through collaboration with governments, NGOs and educators, we continued to lead advancement of education to nurture innovators of tomorrow – there are several examples of the outcomes of this work within the following newsletter.

Our annual Global Earth Day saw Intel staff across Asia Pacific volunteer their time in various environmental initiatives and in March this year our office in Malaysia was recognized for our endeavours through the Prime Minister's CSR Award for Environment.

Our achievements in the first half of this year could not have been possible without your continued and unwavering support. I am confident we will continue to make a difference as we look ahead to 2010.



### School Principals participate in 21st Century Skills Seminar

Nine principals from schools and madrassas in Bangladesh participated in a workshop to promote awareness about the importance of integrating 21st century skills into today's classrooms. [Read more >](#)

### Intel ISEF winner rubs shoulders with Nobel Laureates in Stockholm

Apurv Mishra, the 19-year-old winner of Intel's International Science and Engineering Fair, 2006, meets Nobel Laureates at the 2009 Stockholm International Youth Science Seminar. [Read more >](#)



### Indian engineering students demonstrate innovation talent at Intel Embedded Challenge 2010

A wheelchair you can control using hand gestures, a smart Braille reader that lets visually impaired people read e-book content, a cost effective way to monitor public transit systems, a monitoring system to make cars safer and reduce their environmental impact, and an autonomous agricultural tractor are just a sample of the innovative product concepts based on the embedded Intel® Atom™ Processor that were developed by students in India for the Intel Embedded Challenge 2010. Intel partnered with the Karnataka India Ministry for Higher Education to create the contest to provide engineering and MBA students with an opportunity to develop and showcase innovative design talent in

India. [Read more >](#)

### **India North East Region Council partners with Intel on Education**

Intel extended its education program in India through a new agreement with the India North Eastern Council (NEC) to achieve educational excellence in the North Eastern Region (NER). The program incorporates multiple elements of Intel's Education Initiative including an expansion of the Intel® Teach Program which has already trained more than 15,000 teachers in the region. The Honorable Shri B.K. Handique, Minister for Mines and Minister for Development of North Eastern Region said, "Together with Intel we will ensure that the teachers and students are equipped with the right tools and training to connect to 21st century opportunities through ICT in education much needed in the North East." [Read more >](#)

### **Intel accelerates Intel Teach Program in Indonesia**

Intel and the Indonesian Ministry of National Education agree to accelerate the Intel® Teach program in Indonesia. [Read more >](#)

### **Environmental initiatives earn 'Excellence Award' in South Korea**

Internal and external activities to raise awareness of environmental issues have seen Intel Korea awarded the 'Excellence Award' by the Ministry of Environment in commemoration of World Environment Day 2010. [Read more >](#)



### **Intel wins at the Malaysia Prime Minister's CSR Awards**

Awarded in early 2010, Intel Malaysia won the Prime Minister's CSR Awards 2009 in the Environmental Category and received honorable mentions for the Education and Best Workplaces categories. [Read more >](#)

### **Making Global Earth Day a year long event in Malaysia**

Intel launched its year of environmental initiatives with the communities of Kulim and Penang in conjunction with this year's Global Earth Day. [Read more >](#)

### **Bridging the 'digital divide' in Pakistan**

Intel Pakistan continues its work with the government and the private sector to enhance digital literacy and bridge the 'digital divide', by helping students use technology more effectively, and up-skilling adults working within sectors including education, commerce and healthcare. [Read more >](#)

### **Intel® Education Initiative expands in Pakistan**

In February 2010, Intel signed a three-year memorandum of understanding (MoU) with the Ministry of Education to train school, college and university teachers on the Intel® Teach Program. Intel® Teach, part of the Intel® Education Initiative, helps K-12 teachers around the world understand how, when, and where to bring technology tools and resources into their classrooms. [Read more >](#)

### **Project based learning used to instill concepts of health and hygiene in students**

Environment and water pollution is one of the greatest problems facing Pakistan but project based learning is being used to instill concepts of health and hygiene in students to help tackle the problem. [Read more >](#)

### **Intel and the Punjab School Education Department to accelerate integration of technology in education**

Intel and the Punjab School Education Department have signed a memorandum of understanding (MoU) to accelerate the integration of ICT in the education system of the province. [Read more >](#)

### **Intel empowers a powerless school in the Philippines**

Intel and partners pilot a creative, green energy solution to providing PC technology and 21st century skill training in rural schools that do not have access to utility company power grids. [Read more >](#)

### **Intel Teach Program helps University achieve Center of Excellence designation**

The Philippine university received the Center of Excellence award for Teacher Education because of their focus on providing educators with knowledge about how to teach 21st Century skills in the classroom. The College of Education Dean, Dr. Esmar Sedurifa, said "The Intel Teach Program provided

us continuous opportunity to create strategies on improving our curriculum and delivery of instruction in our college." [Read more >](#)

### **Students take home a string of accolades at Intel ISEF 2010**

After winning the Sri Lanka Science and Engineering Fair a group of students represented Sri Lanka at the Intel International Science & Engineering Fair (ISEF) that was held in California in May 2010. At the Intel ISEF event, Ganindu Nanayakkara won multiple awards for a handheld computing device for people with disabilities including a First Place Grand Award in Computer Science. [Read more >](#)

### **Intel recognised as role model for its education program in Taiwan**

Intel Taiwan has been recognised as a leader in corporate responsibility by Global Views magazine, receiving the 'CSR Role Model Award' for its Intel Teach program. [Read more >](#)



### **Program to continue after seven years of success**

Following seven years of success in training Thai teachers, Intel has signed a memorandum of understanding (MoU) with The Office of Basic Education Commission (OBEC) to extend the Intel® Teach programme in Thailand. [Read more >](#)

### **Intel scholarship prepares students for successful careers**

Eighty-three undergraduate students from five local Vietnam universities were awarded the Intel 2010 scholarship to help fund their technical training and English language skills. [Read more >](#)

### **Efforts to tackle child road safety in developing countries enters fourth year**

Intel's support of the Asia Injury Prevention Foundation has entered its fourth consecutive year as child road safety continues to be a growing concern in developing countries worldwide. [Read more >](#)

### **Intel takes IT to rural and isolated areas of Vietnam**

Intel Vietnam will extend a project to bring information technology (IT) to isolated and rural areas in Vietnam, following encouraging results from its first phase. [Read more >](#)

### **Intel launches "Education Help Guide" tutorial to help students learn common applications**

Intel has launched an interactive, step-by-step tutorial 'Education Help Guide' to assist students in making the best use of technology. The guide aims to enable students to make better use of technology, an essential skill as they progress on their journey towards being the next generation of innovators. [Read more >](#)

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