

潜力无限项目

微软(中国)社区事务发展战略的设计建立在中国社会需求的基础之上。中国经济的快速发展带来了巨大的社会变化,其面临的挑战之一即是农民的流动和致富问题。基于中国农民和农民工群体的需求,为提高他们的就业能力,更好地融入市场经济,微软(中国)于2004年开展了潜力无限项目。在与国内外的非政府组织,当地政府以及社区组织的合作下,微软投资近600万美元在中国的9个省市(北京、上海、重庆、山西、陕西、广东、江苏、福建、和河南)建立了15所社区技术学习中心(CTLCS),为农民工和农民以及社区弱势群体提供免费信息技术培训,现已直接培训7,000多人,使4万多人受益。

微软(中国)通过建立社区学习中心为社区内需要帮助的群体提供信息技术培训,从而改善人们的生活状况,为缩小数字鸿沟做出贡献。

- 西城区社区学习中心—2004年6月,微软与法国沛丰协会北京办公室,西城区团委,以及西城区图书馆在西城区建立了第一个社区学习中心,为外来进京务工人员和其他处于弱势地位的社区群众提供3个月一期的信息技术培训。微软提供资金,软件和培训教材,并鼓励其员工志愿充当教员。截至2006年7月,西城社区学习中心已培训了900多名外来进京务工人员其他社区内的弱势群体。这些学员利用所学到的一技之长在各自的工作岗位上开拓进取,实现其人生目标。
- 三乡镇社区学习中心—在广东省中山市,微软与亚洲基金会,三乡劳动局和广东妇女职业技术学院合作,在外来女工培训项目的基础上构建社区学习中心,在已有的法律,生殖健康,职业安全培训等课程的基础上增加了微软的信息技术培训内容。自2005年6月开放以来,已有1,100多名外来女工接受了基本电脑技能培训,提高了自身发展能力。
- 安塞县社区技术学习中心—陕西省安塞县社区学习中心在安塞县科技局开展的小额信贷项目基础上建立。安塞社区学习中心建立起县、乡、村三级信息网络,为负责小额信贷的工作人员和农户提供基本信息技术培训。在近两年时间里,该项目直接培训小额信贷工作人员和贫困农民1,200多人,使上万农民受益。信息技术培训使农民学会了利用先进技术把握市场动态,更好地融入市场经济,创造了信息致富的农村发展新模式。

在中国关于社会责任其它方面的努力

- “携手助学”项目与教育部共同支持中国西部基础教育的信息化建设。
- 软件捐赠项目为非政府组织的信息化建设提供帮助。
- 员工志愿项目鼓励员工深入社区,参与非官方机构的公益活动。

Unlimited Potential

To enhance economic opportunities for China's migrant workers and rural farmers, Microsoft (China) in 2004 initiated its Unlimited Potential program. Working in partnership with domestic and international NGOs, local governments, and community organizations, Microsoft has spent nearly USD 6 million to establish 15 Community Technology Learning Centers (CTLCS) in 9 provinces and cities in China (Beijing, Shanghai, Chongqing, Shanxi, Shaanxi, Guangdong, Jiangsu, Fujian and Henan). By early 2006, the Community Technology Learning Centers had provided free IT training to more than 7,000 people and benefited more than 40,000 people.

These are a few examples of how Microsoft is helping to bridge the digital divide in China:

- Xicheng CTLC—In June 2004, Microsoft in partnership with PlaNet Finance, Xicheng Youth League, and Xicheng District Library, opened a CTLC in Beijing Xicheng District to provide 3-month IT skill training courses to migrant workers and other disadvantaged people. Microsoft covers operating costs, provides computers, software, and training curriculum, and encourages its employees to volunteer as instructors. By July 2006, Xicheng CTLC had trained more than 900 migrant workers and disadvantaged people in the community. Those trained are now working in various occupations, thankful to the IT training for helping them realize their potential and goals.
- Sanxiang Township CTLC—In Zhongshan City, Guangdong Province, Microsoft has worked with The Asia Foundation, Sanxiang Labor Bureau, and Guangdong Women's Professional Technical College to launch the CTLC, building on the existing training curriculum of law, reproductive health, and occupational health designed for migrant women workers and managed by local women's organizations in Sanxiang Township. Since June 2005, more than 1,100 migrant women have learned basic IT skills from the CTLC, which have empowered them to enter the competitive market with more self-confidence and capacity.
- Ansai County CTLC—In Ansai County, Shaanxi Province, the CTLC helps rural farmers with IT support for a rural microcredit program implemented by the Ansai Science and Technology Bureau. Microcredit managers and village households are provided with basic IT training through a county, township, and village information network. In just under two years, more than 10,000 farmers benefited from the project through their newly empowered access to market information, and 1,200 microcredit managers and poor farmers were trained.

Other CSR efforts in China

- Partners in Learning program works with the Chinese government to support IT training for poor elementary and middle schools in the western part of China.
- Software donation supports NGOs in IT capacity building.
- Employee volunteer program contributes employee knowledge and time to communities.



微软(中国)有限公司

核心业务: 信息技术
进入中国市场年份: 1992
全球职工人数: 60,000+
在华职工人数: 2,000
网址: www.microsoft.com

MICROSOFT (CHINA) CO., LTD.

Core business: Information technology
Year of China market entry: 1992
Employees worldwide: 60,000+
Employees in China: 2,000
Website: www.microsoft.com