



THE EGO PROGRAMME: ENTREPRENEURSHIP AND CORPORATE RESPONSIBILITY

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OUR VISION



The prime driver in an
all-communicating world

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ERICSSON HISTORY

130 YEARS OF CONTINUOUS DEVELOPMENT



- 1878 From telegraph to telephone
- 1923 From manual to automatic switching
- 1968 From electro mechanics to computer control
- 1981 From fixed to mobile communication
- 1991 From 1G analog to 2G digital mobile technology
- 1998 Integration of voice and data in mobile networks
- 2000 Moving toward 3G and mobile Internet
- 2001 Sony Ericsson joint venture launched
- 2004 Breakthrough of WCDMA
- 2005 Expanded in IP and fiber transmission
- 2006 Launches of HSPA mobile broadband globally
- 2008 Breakthrough of mobile broadband and LTE technology



TECHNOLOGICAL INNOVATION LEADERSHIP

Multimedia

Broadband

Telecom
Services



GLOBAL PRESENCE AND CUSTOMER RELATIONSHIPS

- › A unique position: 130 years – 175 countries
- › Never left a market – never left a customer
- › Innovation for customer growth and profitability



COMMUNICATION'S VALUE FOR SOCIETY



ERICSSON APPROACH TO CORPORATE RESPONSIBILITY (CR)

...maintaining the necessary **controls to minimize risk**, while at the same time **creating positive business impacts** by linking our products and services to an overall business goal of sustainable growth.

Economic prosperity

Social equity

Environmental performance

The Triple Bottom Line

WORKING CLOSELY WITH COMMUNITIES

Commitment in action

We use our **expertise** to contribute to the social, economic and environmental development of the communities where we operate.

With its **global operations**, Ericsson is active in a diverse set of cultural environments.

Our **community involvement** is driven at the country and market unit levels so that we can focus on the initiatives that bring the greatest value to each community.

THE EGO PROGRAMME

Ericsson Best Practice



› The Programme provides **growth and development** opportunities to innovative ideas and entrepreneurial initiatives within the ICT and its applications field




› Started in 2004 as an Italian Corporate Responsibility **Community Project**

› It is addressed to micro start-ups and talented **University students**.







ACTORS

Universities in Rome

-  University LUISS “*Guido Carli*”
-  University “*Sapienza*”
-  University “*Tor Vergata*”

Italian Government Institutions

-  Ministry for the Economic Development
-  Ministry for the Public Administration and Innovation
-  Ministry for Youth Policy
-  Lazio Region

Ericsson in Italy

Through a logistic and organizational support to the entrepreneurial initiatives

ERICSSON COMMITMENT

- › **Facilities**

Offices, meeting rooms, IS/IT facilities

- › **Support**

Commercial, technological and organizational

- › **Relationships**

Within the telecommunications companies network

- › **Use of the Ego brand**

For a more effective communication

EGO AND THE UNIVERSITIES

The University students can apply to the Programme by participating at the **Ego University Innovation Prize contest**.

With this Prize Ericsson aims at:

- Stimulating the creation of business projects
encouraging competition among students
- Enabling the implementation of managerial and entrepreneurial ideas
in the ICT sector
- Widespread a company culture
within the Universities

FONDAZIONE LARS MAGNUS ERICSSON

MISSION



To pursue and consolidate Ericsson **social, cultural and technological commitment**, in full compliance with the company **CR ethical values**

The Fondazione LME is the non-profit organization established in October 2006 by Ericsson in Italy





ERICSSON