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CSR Consulting
Project 2017

Overview

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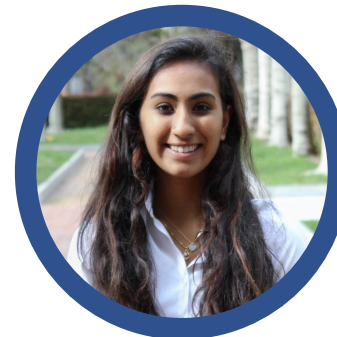jeffrey_wang1998@berkeley.edu

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Project Outline

1 Tech Industry Analysis

2 CSR Trends in Tech Industry

3 Company Analysis

4 Competitor Analysis

5 Recommendations
How can Intel improve its sustainability reputation, particularly among millennials?

Agenda

I
p.7

Industry Analysis

‣ Provide an overview of current CSR trends in the tech industry across four sectors: environmental sustainability, supply chain responsibility, diversity and inclusion, and social impact

II
p.14

Competitor Analysis

‣ Create a competitive research report comprised of CSR initiatives across the four sectors
‣ Investigate marketing strategy, differentiators, unique strengths and partnerships
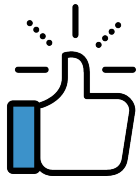
III
p.41

Recommendations

‣ Identify specific point solutions that are dominating in certain markets
‣ Recommend specific steps and processes to gain competitive advantage

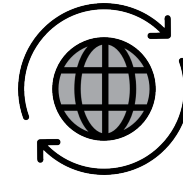intel ABA

Tech
Industry
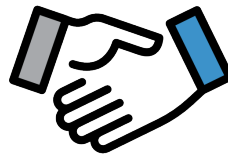# Analysis

Industry Analysis: CSR Trends

Supply Chain Responsibility

Reduce risks, improve product quality, achieve environmental goals and raise overall performance of suppliers

Environmental Sustainability

Drive efficiency, lower costs, decrease negative impacts on the communities of operation and reduce resource use

Diversity and Inclusion

Ensure that all employees are free to bring their full selves to work, offer their unguarded perspectives and find a welcoming place for ideas
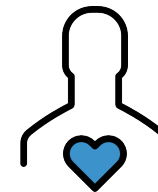
Social Impact

Address today's major social issues by applying technology and employees' talents to improve lives and inspire next generation of innovators

Industry Analysis: CSR Trends

According to the 2015 Cone Communications Global CSR study that surveyed 10,000+ consumers:

Countries most likely to seek out responsible products in the shopping aisle:

95% India

94% China

93% Brazil
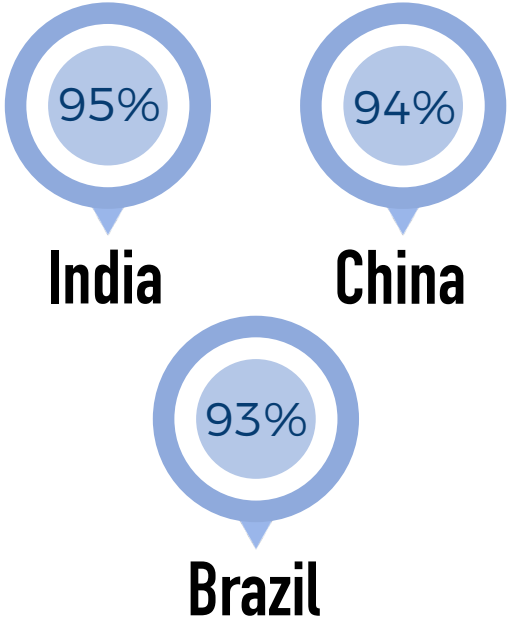
91% Expect companies to operate responsibly to address social and environmental issues

71% would pay more for socially responsible goods and services

84% seek out responsible products whenever possible

90% would boycott a company if they learned of irresponsible or deceptive business practices

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CSR Trends: Supply Chain Responsibility

Millennials increasingly investigate the social responsibility of a company from which they purchase from, demanding insight into the product source, quality, safety and ethics

Ecolabels allow consumers to make informed choices on the basis that the production processes meet environmental standards

72% of millennials are willing to pay more for trusted brands

Tech companies ensure ethical and environmentally responsible business operations through codes of conduct such as The Electronic Industry Citizenship Coalition Code of Conduct (EICC)

Key Takeaway

Millennials are increasingly aware of socially responsible practices of companies and their products, while tech companies are adopting codes of conduct to ensure safe and responsible business operations.

Overview | Industry Analysis | Competitor Analysis | Recommendations

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CSR Trends: Environmental Sustainability

Companies

GREEN CAMPUS
Tech companies, such as Microsoft and Google, have been transforming their campuses into "green campuses" by installing solar panels, using renewable energy and saving water

UNITED NATIONS
Tech companies, such as Microsoft, have been making efforts to follow the United Nations' Sustainable Development Goals (UN's SDGs)

RESPONSIBLE SOURCING
Large tech companies, such as Microsoft and Google, have been emphasizing their responsible practices in the global supply chain and they have been creating products using environmentally sustainable parts

Millennials

PROTECTING THE PLANET
7 out of 10 of millennials say they pay attention to recycling paper, plastic, and glass at home

CAUSE
Research has shown that 9 out of 10 of millennials would switch brands to the ones that support a particular cause

AWARENESS
Millennials want to be informed of how a company or brand is impacting the world; 2 out of 3 of millennials are willing to use social media platforms to share and engage with and about a company's CSR

01 **02** **03** **01** **02** **03**

Key Takeaway
Tech companies are developing renewable energy, following UN's SDGs and practicing responsible sourcing; companies with specific causes, especially those relating to protecting the planet, appeal to most millennials.

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CSR Trends: Diversity and Inclusion

Investment in millions by tech companies towards STEM education for women and minorities

Initiative to task employees on how to increase and innovate diversity in technology industry

Voice and publicly address issues of inclusion through companies' and CEOs' platform

Pros

Cons

Low representation of Latino, Black, LGBTQ, and female employees nationwide

Stagnancy in the increase of under-represented minorities in the workplace

Disconnect between the traditional vision of diversity and the millennial's vision of diversity

Key Takeaway

While tech companies are investing in education for minorities, taking initiative to increase diversity and publicly addressing issues of inclusion, they face low diversity in workplace and a disconnect with millennial's vision of diversity.

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CSR Trends: Social Impact

Use of Social Media and Short Videos

- **62% of millennials** visit a company's social media sites to get info about jobs
- **99% of young adults** (ages 18 to 29) use social media today
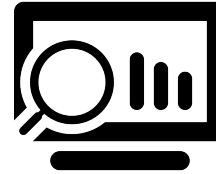
Decrease in Online Attention Span

- Millennial online attention span went from 12 seconds in 2000 to **8 seconds in 2015**
- Only **21% of millennials** want a comprehensive report like Intel's current document

Collaboration Between Companies

- **Bill Gate's Breakthrough Energy Coalition**
- **The Global Fund and GAP** raised $130 million to fight AIDS in Africa
- Millennials understand social problem solving is multifaceted and **do not recognize walls between sectors**

Key Takeaway

While tech companies are investing in education for minorities, taking initiative to increase diversity and publicly addressing issues of inclusion, they face low diversity in workplace and a disconnect with millennial's vision of diversity

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Competitor Analysis: Supply Chain Responsibility

Overview of the Tech Industry

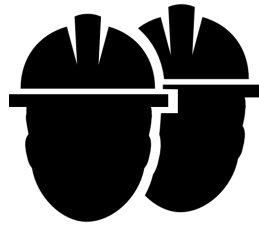|	Intel	Microsoft	Nasdaq	Apple	Qualcomm
Worker Rights	Electronic Industry Citizenship Coalition (EICC) Code of Conduct	EICC Code of Conduct	EICC Code of Conduct	EICC Code of Conduct	EICC Code of Conduct
Environment	Elevate workshops	United Nations Sustainable Development	Green Economy Global Index	UL Zero Waste Program	ISO 14001 Environmental Management System
Supplier Responsibility	Supplier Report Card	Supplier Social and Environmental Accountability (SEA) Engagement Approach	Supplier Code of Conduct	Map Supply Chain - Audits	Organization for Economic Cooperation
Employee Education	Tutor.com	Career Development	Nasdaq Educational Foundation Inc.	Supplier Employee Education and Development (SEED) Program	Qualcomm Thinkabit Lab
Conflict Minerals	Conflict Minerals Report	Conflict Minerals Report	Director's Desk Report	Conflict Minerals Report	Conflict Free Smelters Program

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Overview of AMD

Founded the Public Private Alliance for Responsible Minerals Trade—helps break the link between illicit minerals trade and abuse of human rights

Annual assurance letters and business reviews report AMD's supply chain expectations and its laws and regulations for its suppliers

AMD's employees are required to attend mandatory training programs regarding the prohibited labor practices within its supply chain

Minerals Certification Program allows for traceability and certification of conflict-free materials in the Democratic Republic of Congo and its surrounding regions

Sources: AMD's Supply Chain Responsibility Report (2016)

Overview | Industry Analysis | Competitor Analysis | Recommendations

Overview of Apple

Accountability with Suppliers

705

Comprehensive, defined on-site audit checks through interviews, payroll reviews, and assessments

Labor and Human Rights

28.4

Million dollars repaid to illegally bonded workers since 2008

Empowering and Educating Employees

2.1

Million SEED participants learning computer skills, graphic design, English, and HR management

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Competitor
Analysis:
Environmental
Sustainability

Overview of the Tech Industry

Main Strengths

- Many tech companies are already large purchasers of green power
- Tech companies' renewable energy investments have reduced emissions
- Tech companies' carbon projects have impact on millions of people
- Tech companies' workplaces have worked towards being environmentally friendly
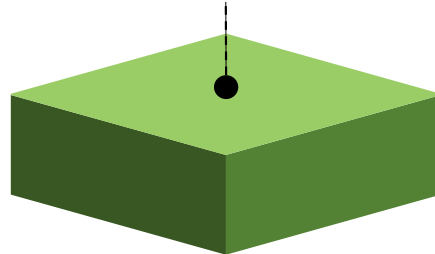
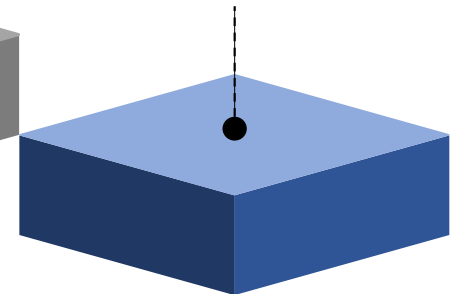## Weaknesses

- Most people, especially millennials, are unaware of companies' efforts
- The impact of initiatives have only been released on whitepaper and yearly reports
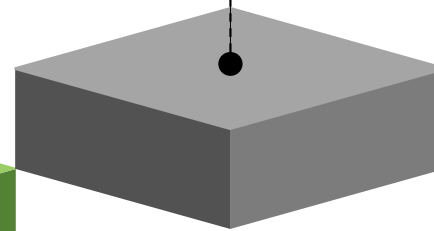
Opportunities

- Expand marketing and publicity of impacts/efforts and cater towards young millennials

Key Takeaway

Although Intel is leading in several initiatives, millennials are not aware of them.

Overview of Major Tech Companies

Current Environmental Sustainability Efforts	Common Future Focuses/Goals
✓ Carbon Neutrality/ Renewable Energy Investment	Climate Change/ Reducing Greenhouse Gas Emissions
✓ Investment for Research and Future Solutions	Empowering and Informing People with Technology
✓ Improving Sustainable Business Practices	Creating Completely Sustainable Workplaces/ Datacenters

G   (intel)   ◼ Microsoft

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Intel's Future Goals

EXPAND GREEN BUILDINGS

Design all new buildings to a minimum LEED Gold certification by 2020

CONTINUE 2015 CLIMATE CHANGE PLEDGE

Achieve cumulative energy savings of 4 billion kWh from 2012 to 2020 through increasing use of alternative energy and continuing the support of green power purchasing

REDUCE GREENHOUSE GAS EMISSIONS

Set 2020 environmental goals to drive reductions in greenhouse gas emissions by 10% on a per unit basis by 2020 from 2010 levels

Sources: Intel's Corporate Social Responsibility Report (2015)

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Future Goals of Company and Competitors

Google / Microsoft

Intel

Climate Change

Microsoft (Google/Microsoft):
- Microsoft Carbon Fee Program
- Advancing Public Policies
- Green Power Purchasing
- Signatory to Climate Declaration

Intel:
- Data Center Virtualization
- Alternative Energy Investments
- Green Power Purchasing
- Climate Change Pledge

Technology and the Environment

Google/Microsoft:
- Microsoft Cloud and Azure
- Google Cloud
- Partnership with Agder Energi
- Microsoft's CityNext

Intel:
- City Sensors, Smart Traffic
- Smart Lighting
- The Gateway in Taiwan
- Intel Atom Processor
- Soil Moisture Sensors

Expand Sustainable Workplaces/Datacenters

Google/Microsoft:
- 175-MW Pilot Hill Wind Project
- Renewable Energy Facilities

Intel:
- Use of Solar, Wind, Fuel Cell, etc.
- Optimizing Site Infrastructure
- Advanced Control Strategies

Overview | Industry Analysis | Competitor Analysis | Recommendations

Performance of Company and Competitors

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☑ **3.4** BILLION kWh
OF RENEWABLE ENERGY

☑ **14.5** MILLION SQ FT
LEED CERTIFIED

$145 MILLION
EQUITY COMMITMENTS

Microsoft

3.2+ BILLION kWh
OF RENEWABLE ENERGY

N/A SQ FT
LEED CERTIFIED

N/A
EQUITY COMMITMENTS

G

842,000 kWh
OF RENEWABLE ENERGY

9.2 MILLION SQ. FT.
LEED CERTIFIED

☑ **$2.5** BILLION
EQUITY COMMITMENTS

Sources: Google's Environmental Report (2016), Intel's Corporate Social Responsibility Report (2015), Microsoft's Corporate Social Responsibility Report (2016)
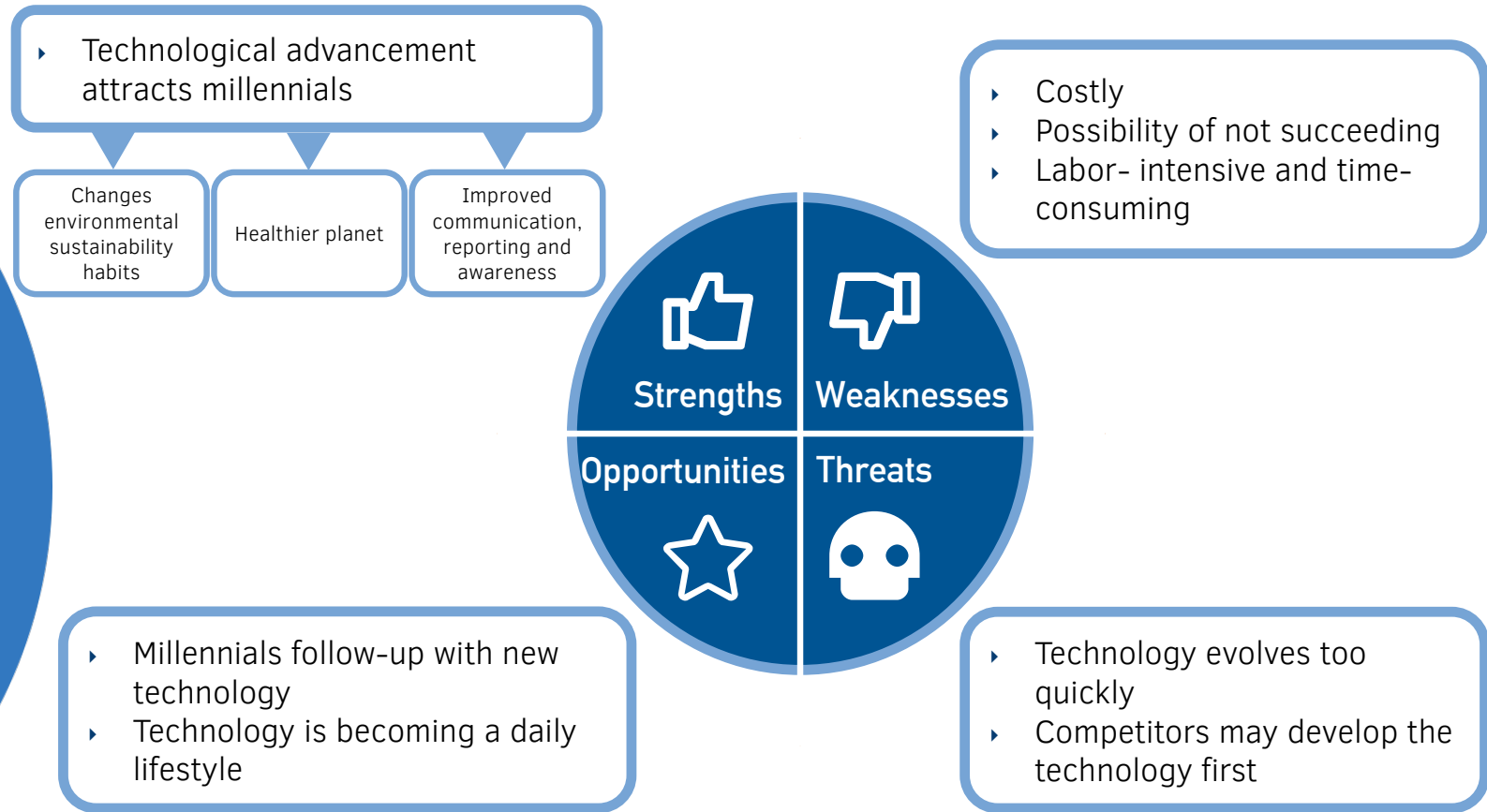
R&D Investment & Equity Commitment

- Technological advancement attracts millennials

- Changes environmental sustainability habits
- Healthier planet
- Improved communication, reporting and awareness

Strengths

Weaknesses

Opportunities

Threats

- Costly
- Possibility of not succeeding
- Labor- intensive and time-consuming

- Millennials follow-up with new technology
- Technology is becoming a daily lifestyle

- Technology evolves too quickly
- Competitors may develop the technology first

Key Takeaway

Intel should invest in more R&D, more specifically for environmental sustainability technology that millennials tend to be more interested in.

Competitor Analysis: Diversity and Inclusion

SWOT Analysis: Diversity in Tech

Strengths
- 100% gender pay parity in most tech companies
- Rate of new diverse hirers is increasing
- Almost all major tech companies and their CEOs are transparent in their diversity initiatives and reports

Weaknesses
- 54% of top 59 companies are men, and 83.3% of executives in tech are white males
- 67% of tech employees are white
- Women and minorities are underrepresented in the workplace

S W O T

Opportunities
- Focusing on underrepresented minorities and their stories can build a sense of humanity
- Family leave policies for women employees can be improved upon
- Diverse teams are smarter and more creative, offering more insight and innovation

Threats
- Sexism, racism, and prejudice can often pervade the tech industry
- Resistance from current Intel employees fearing loss or increased competition of job positions
- Controversy over holistic recruiting versus diversity

Key Takeaway
The tech industry is primarily dominated by white males with sexism and prejudice pervading the workforce. However, companies have begun to realize the importance of diversity in the workplace and have put in more resources to develop an array of diversity initiatives.

Sources: *Forbes* Article on Apple's Diversity and Inclusion Report (2016), *USA Today* on Apple's Diversity Report (2015)

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Intel's Status Quo

Strengths

100%

Gender Pay Parity

$300

Million invested in full representation of all groups by 2020
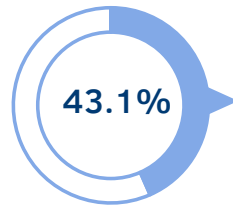
43.1% — **Diverse** hiring in the U.S. in 2015

Weaknesses

0%

Increase in Black and Hispanic hires in 2015

Gender Distribution

Women
25.4%

Men
74.6%
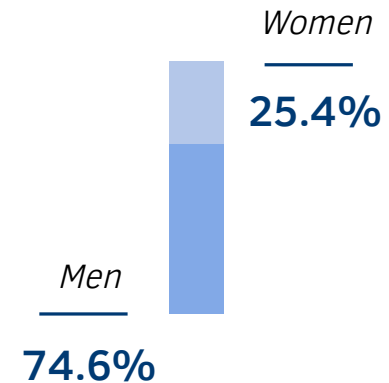
Intel's Status Quo

Opportunities

Full Representation
By 2020

$125 million
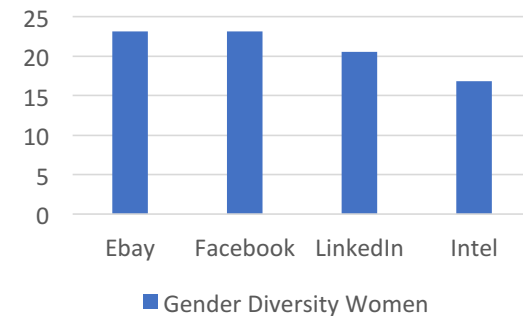Investment over five years in a broad spectrum of women and minority-led companies

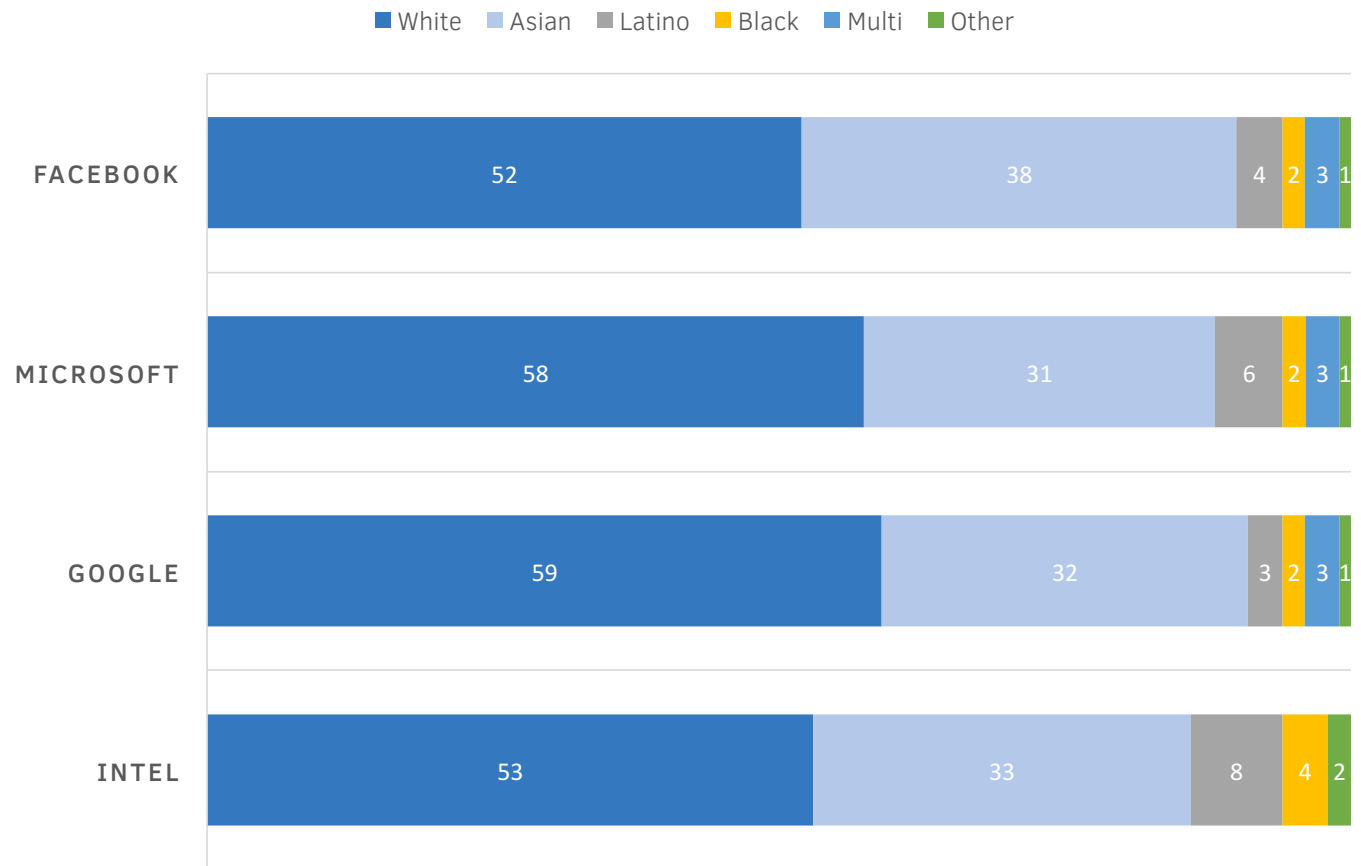More **investment and publicity** Surrounding communities of color

Threats

Resistance
From white employees regarding inclusion and diversity

Diversity in Tech

Ebay	Facebook	LinkedIn	Intel

■ Gender Diversity Women

Overview | Industry Analysis | Competitor Analysis | Recommendations

Company Comparison: Diversity in Tech

Legend: White, Asian, Latino, Black, Multi, Other

FACEBOOK: White 52, Asian 38, Latino 4, Black 2, Multi 3, Other 1
MICROSOFT: White 58, Asian 31, Latino 6, Black 2, Multi 3, Other 1
GOOGLE: White 59, Asian 32, Latino 3, Black 2, Multi 3, Other 1
INTEL: White 53, Asian 33, Latino 8, Black 4, Other 2

Company Comparison: Diversity in Tech

Female ■ Male

FACEBOOK — 33 | 67

MICROSOFT — 26 | 74

GOOGLE — 31 | 69

INTEL — 25 | 75
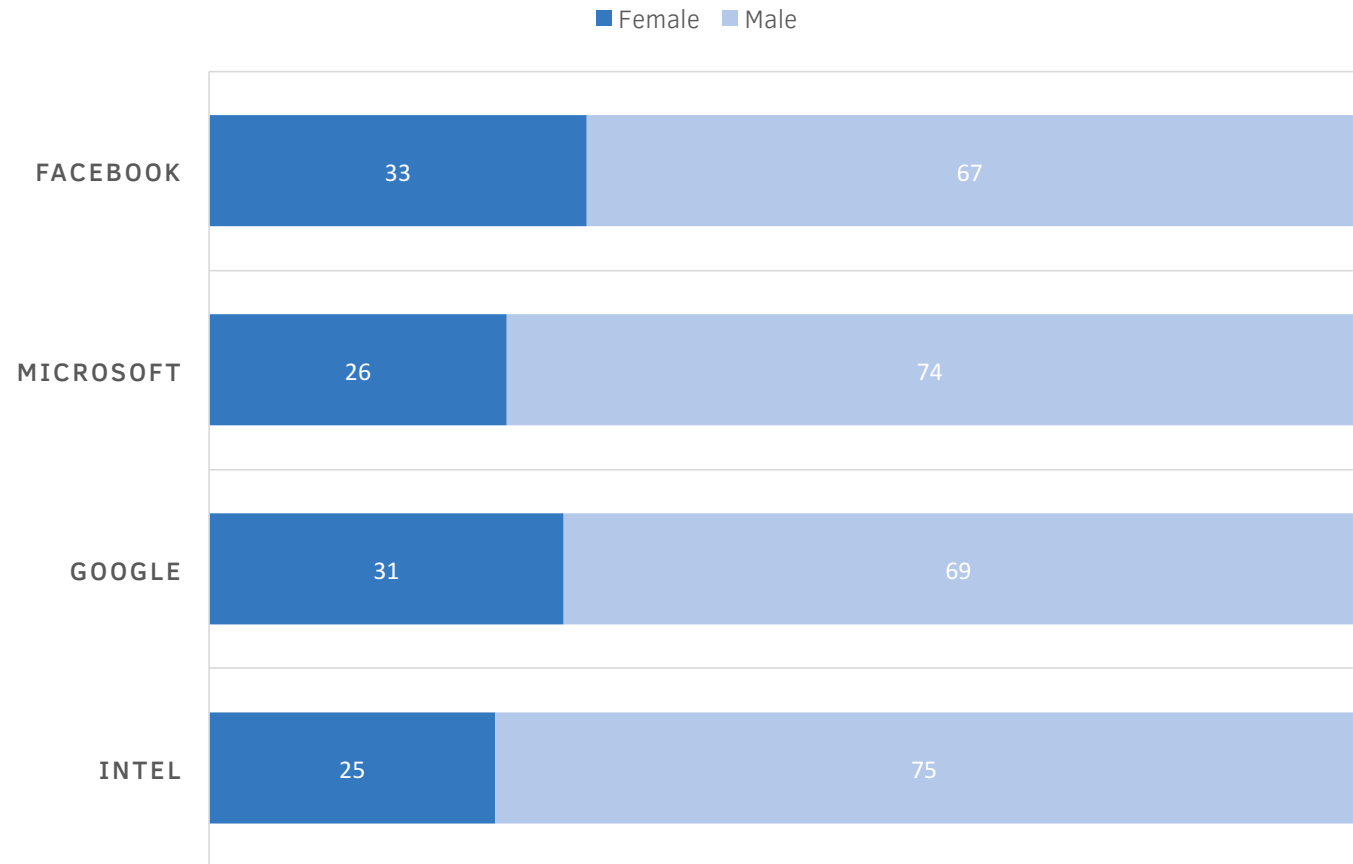
Sources: diversityisbeautiful.net

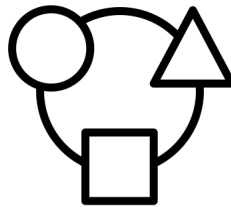Overview | Industry Analysis | Competitor Analysis | Recommendations

Employee Spotlights

Apple and Microsoft

Adds humanness to the numbers by featuring leading stories of the diverse talent

Prominently showcased on front page of company's diversity and inclusion page

LGBTQ: Showing Support in Innovative Ways

Apple

8,000
Employees marched with Tim Cook on Pride Day in SF

1.3 million
Views on their Youtube video "Pride"

100
New gender-diverse emoji's introduced in 2016

Microsoft

Twitter
Page for LGBT employee affinity group GLEAM

13.8 million
Views on their Youtube video "The Spirit of the Season" focused on equality, especially LGBT rights

Consistent
Blog posts regarding LGBT support and awareness.

Competitor Analysis: Social Impact

Competitor Overview: Social Impact

	STEM Education	Disaster Relief	Equal Access	Volunteering (in 2015)	Research Commitment
Intel	Over 10 million students since 2003	Donations, volunteering, and NGO collaboration	Over 100 countries	1.3 million hours	Higher Education Programs
Qualcomm	500,000 students in 2015	Donations	46 countries	16 million hours	Qualcomm Innovation Fellowship
IBM	600,000 students in 2015	IBM cloud computing for real-time support, volunteering	About 45 countries	1.2 million hours	Donated $13 million to universities
NVidia	64,000 students in 2015	GPUs and Nvidia Foundations	About 18 countries	16,833 hours	Over $500k to cancer research, sponsor universities and institutes
AMD	280,000 students since 2008	Donations and crisis management teams	25 countries	9,200 hours	Sponsors universities and research institutes
Apple	114 schools in 2016	Collaboration with NGOs like Red Cross	About 30 countries	Apple Global Volunteer Program	ResearchKit and CareKit

Overview | Industry Analysis | Competitor Analysis | Recommendations

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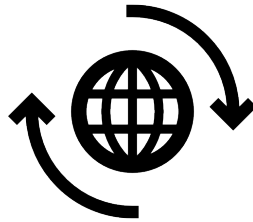
Competitor Social Impact: Qualcomm

Strengths
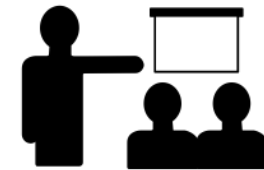
Excellent modernization and branding of projects

- Easy-to-share names like SootSwap, Project RAY, Fisher Friend, and The Wireless Reach Project
- Captures social media attention and reinforces uniqueness

Weaknesses

Wireless Reach Project just brings technology to new areas

- Doesn't teach students how to apply the technology
- Doesn't sponsor competitions

Key Takeaway

Intel should group and brand similar programs together under an overarching theme so it becomes more recognizable for the public.

Project Focus: Qualcomm Wireless Heart

600 Smartphones provided for free to rural healthcare providers in China in 2011

66% Of providers were able to examine more patients than before using ECG technology

A cost-efficient electrocardiogram (ECG) sensing smartphone designed to more accurately and quickly diagnose cardiovascular disease

China WTO Tribune added this to their 2014 list of CSR Outstanding Case Studies by Foreign Enterprises
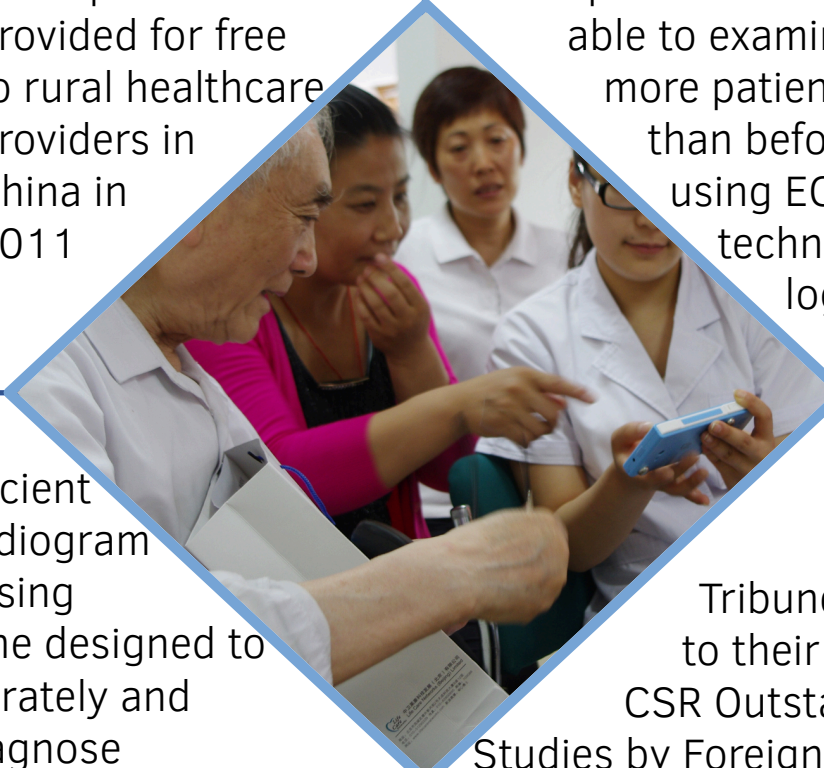
Sources: Qualcomm Wireless Reach Research (2016)

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Competitor Social Impact: NVidia

Strengths

Heavy research emphasis
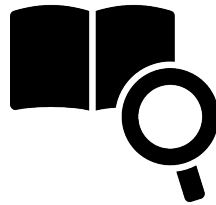
- Focused on addressing causes that millennials care about: cancer, space, and the environment
- All done through implementation of their graphical imaging technology

Weaknesses

Small focus on STEM education

- Programs reached only 64,000 students in 2015
- Small global outreach in terms of education

Key Takeaway

Intel should continue using their technologies to address issues that millennials care about, while still keeping a diverse CSR portfolio.

Project Focus: NVidia

1650 Volunteers congregated at Oak Grove High School in San Jose in 2016

Million dollars provided to communities around the world since 2006 **$6.6**

Takes money that would have been used for company purposes and gives back to communities instead

Wide reach: Bay Area communities (HQ) and international communities where NVidia operates

Overview | Industry Analysis | Competitor Analysis | Recommendations

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Competitor Social Impact: IBM

Strengths

Unique commitment to disaster preparedness, response, recovery

- Nepal earthquake disaster: IBM organized youth volunteers to build shelters
- Massive flooding in India: IBM contributed a cloud-based platform providing real-time updates

Weaknesses

Heavy reliance on cognitive computing

- Smaller dependence on human volunteers
- Volunteering hours for IBM employees was 1,195 hours in 2015, declining since 2011

Key Takeaway

Similar to IBM's disaster relief programs, Intel should fulfill a certain niche using its technologies that no other company currently focuses on.

Project Focus: IBM

2 — Branches that are focused on data recovery and natural disaster prevention

Fewer days to identify a data breach and **36** fewer days to contain a breach — **52**

Offers Disaster Recovery as a Service (DRaaS) to collect, compile, and replicate data for use in minutes

Encompasses a wide range of services including consulting, data recovery, and automated communication to help in disaster relief

Overview | Industry Analysis | Competitor Analysis | Recommendations

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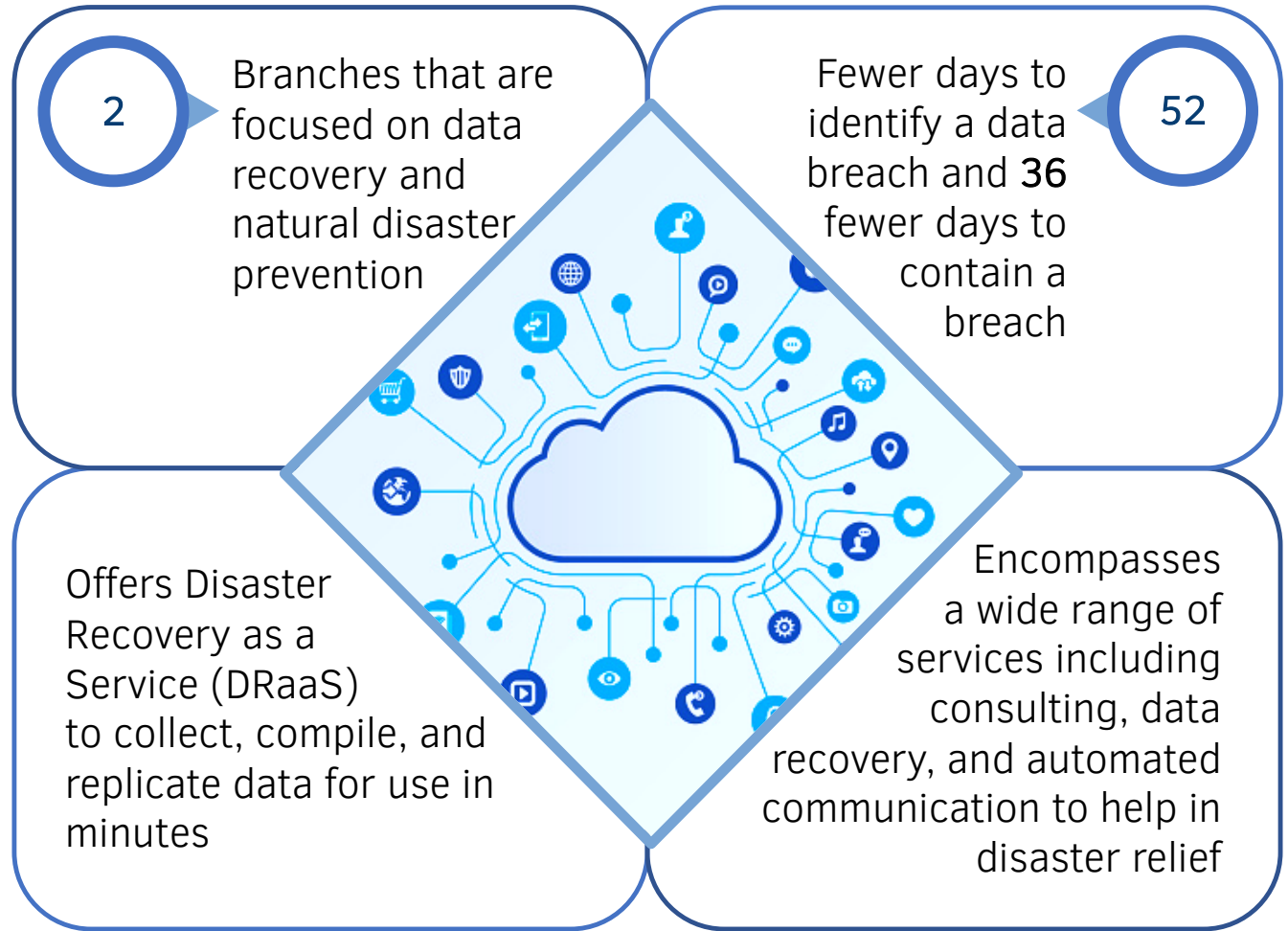
Recommendations: Supply Chain Responsibility

Create New Supply Chain Management Programs

Recommendation #1: Create New Programs

1. The Mineral Certification Programs allow for a more comprehensive approach to tracking of responsibly sourced materials.

1. Create in-house programs that focus on supporting and developing supply chain systems and allowing suppliers to source from validated conflict-free mines
2. Programs allow for a mechanism for collaborations between suppliers and companies to align due diligence programs and practices
3. Programs that promote transparency within supply chains and help bolster in-region society and government

Key Takeaway

Intel should implement a more hands-on approach to supply chain management and create programs that allow for first-hand interaction with suppliers.

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Recommendation #2: Awareness and Education

Present

Face to face workshops focused on preventing bonded labor in the supply chain

Future

Intel should expand prevention against bonded labor through **increased awareness** and **zero tolerance policy**

Intel suppliers have access to webinars about management systems, working hours, and social insurance
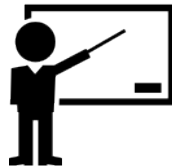
Increase **workshop topics** and **education resources** for supply chain workers for empowerment

Recommendation #2 (continued)

Bonded Labor

Goal: Spread awareness and adopt a zero tolerance policy towards bonded labor

How: Educate not only suppliers but also consumers and strictly enforce policies

Why: Reduce illegal labor abuse in supply chain and free bonded laborers

Employee Empowerment

Goal: Expand and enhance supply chain employee education

How: Invest in more educational resources and increase topics in employee workshops

Why: Increase skill level of workers and promote societal good

Recommendations: Environmental Sustainability

Capitalize on Social Media

Overview of Social Media

Use Intel's Snapchat to share videos and "snaps" of millennials and Intel employees participating in Intel's new project and get them to tell Snapchat users to get involved

Post an aesthetic photo of Intel's new hashtag with a caption that explains the new project's objective

Feature one millennial's photo every week on Intel's Instagram

Post photos of young Intel afflicted figures in nature along with their inspiring descriptions/stories about how Intel helped them better the environment

Use Facebook Live to show live videos of Intel employees contributing to the environment and live stream the campus visits and/or promotional events on Intel's Facebook

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Set Trends Worldwide

Recommendation #1: Set Trends Worldwide

Approach			
Microsoft	**Intel**	**Benefits**	**Differences**
‣ Microsoft's "Challenge for Change" encourages individuals to use Microsoft technology to make beneficial environmental impacts through Instagram ‣ Microsoft's "Do More" hashtag highlights individuals who use Microsoft technology to better the environment	‣ Intel to start the "INT2 CHANGE" project ‣ Intel to promote the #IntelImpact hashtag and to share individual's impact and how Intel helped them achieve their impacts	‣ Get millennials to be aware of Intel's environmental initiatives and to get millennials involved ‣ Hashtags to make Intel's environmental sustainability efforts memorable and to get the social media community involved ‣ Community to do better for the environment on behalf of Intel	‣ Some of Microsoft's photos are sponsored. Intel should not post photos of those who want to be sponsored as millennials see it as unappealing and fake

Key Takeaway

Intel mainly promotes technological progresses but not enough on their environmental sustainability efforts for millennials to be aware. Millennials have no incentives or means to participate in Intel-led environmental sustainability activities.
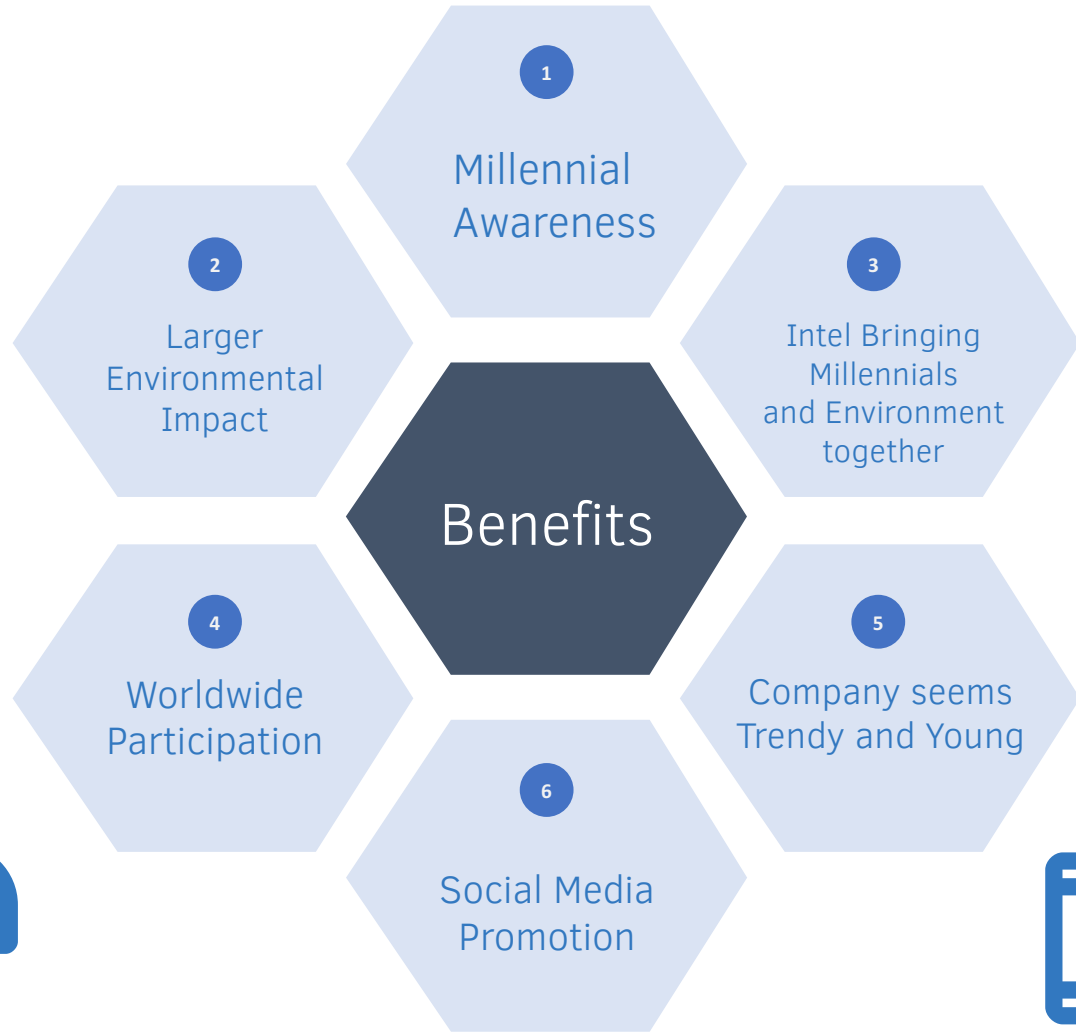
Invest in Technology

Recommendation #2: Invest in Technology

Approach			
Microsoft	**Intel**	**Benefits**	**Differences**
▪ Google's collaboration with DeepMind enables the company to use AI technology to reduce energy consumption in data centers by 40%	▪ Intel should create a new drone and incorporate environmental sustainable purpose, since drones are popular and trendy with millennials ▪ Make a drone installed with sensors that can sense and pick up trash and throw it into the correct trash bin	▪ Millennials are interested in new technologies that have never-before-seen features ▪ Technology with features that can improve the environment promotes Intel's environmental sustainability efforts ▪ Technologies can leave impactful effects which have been proven to gain greater approval of the company from millennials	▪ Target the new inventions towards millennials and young professionals (such as using drones) as they are the ones who are most impacted by technology and tech companies nowadays

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Overall Benefits

Benefits

1 Millennial Awareness

2 Larger Environmental Impact

3 Intel Bringing Millennials and Environment together

4 Worldwide Participation

5 Company seems Trendy and Young

6 Social Media Promotion

Overview | Industry Analysis | Competitor Analysis | Recommendations

Implementation Timeline

Implementation Actions	Year 1				Year 2				Year 3				Year 4				Year 5			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

Set Trends Worldwide
- Hire young professionals
- Brainstorm "catchy" names and objectives for new projects and hashtags
- Introduce new project and hashtags on social media
- Hold events to promote project to millennials

Release New Technology
- R&D and Testing
- Plan and Promote Showcase
- Launch the product and hold showcase/exhibition
- Brainstorm Ideas for Advertisements/Promo Events for New Tech
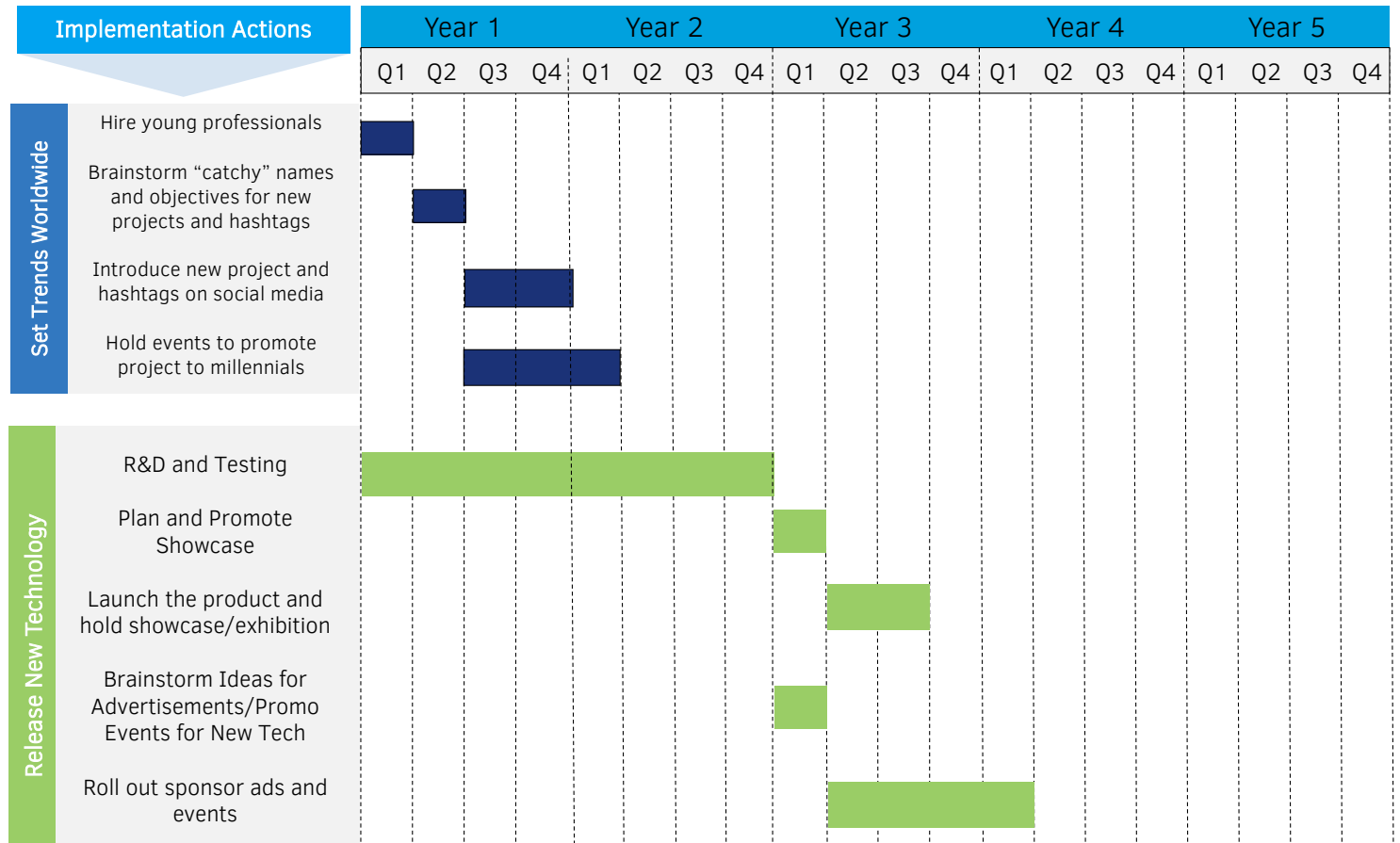- Roll out sponsor ads and events

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Sample Mockups #1

microsoft
London, United Kin..
Following

microsoft Richard Ballard and Steven Dring are not your typical farmers. Beneath the streets of London, they built the world's largest subterranean farm. @growing_underground took an abandoned WWII bomb shelter and turned it into a fully-sustainable, pesticide-free farm. The duo's mission is to to deliver fresh produce with zero effect on the environment, and they're using Microsoft tech to help them accomplish that goal. With their bomb shelter bounty, they see the potential to continue to find better, more intelligent ways to feed people everywhere.
To learn more visit: news.microsoft.com
load more comments
c_.r92 Someone just hacked my account on xbox and spent £79.99 on something!!!
4,697 likes

microsoft
Microsoft Building ..
Following

microsoft Mark Freeman, senior program manager of #Microsoft Dining and Beverage Services, has a goal: 100% sustainability. He and Jessica Schilke, an #urbanfarming specialist, grow lettuce and microgreens in hydroponic towers in the middle of Building 34 on our Redmond campus. By next summer, they hope to grow all of our microgreens in house. #DoMore
Read more about the innovations being cooked up in our cafeterias at Microsoft.com/news.
microsoft #organic #Redmond #empowering #DoMore
furytech Mr.Microsoft
enisopi Mr fubu @diarfagashi
billeitel Awesome idea and way to be innovative!. What a great company to work
1,513 likes

Microsoft sharing aesthetic photos of Microsoft afflicted figures using Microsoft's technology to benefit the environment

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Sample Mockups #2

microsoft
Garden Pool Mesa
Following

microsoft Dennis McClung launched the non-profit @gardenpool to share his passion for creating sustainable food sources. In addition to helping build dozens of garden pools across the US, he and a group of volunteers recently traveled to Haiti to build one there. #DoMore

david._.clarke lol @bcfc_dc

aliapishbin Nice......

_alitai How does Microsoft help do this?

ethan_bowers4 Who plays xbox 360

microsoft @alitai93 Hi there - great question. Dennis uses Windows PCs and Office 365 to design the pools, run the business and stay connected to his network of partners. All of the people you see here on our Instagram channel are empowered in some way by our technology. We're glad to play a part in

1,095 likes

Microsoft featuring figures doing good for the environment and including their stories along with using their #DoMore hashtag in captions

microsoft
Mesa, Arizona
Following

microsoft In 2009, @gardenpool founder Dennis McClung bought a house in #Mesa, Arizona with an empty swimming pool. He had an amazing idea: instead of repairing it, he transformed it into a solar-powered self-sustaining ecosystem that produces fruits, vegetables, grains, fish, and chicken to feed his family of five. #DoMore

load more comments

impactstrategies @volt_energy

volt_energy @impactstrategies awesome idea. Thanks for sharing!

liamrapidz007 can you update Minecraft xbox 360 so you can get mods on the Minecraft store

thephantomlink @microsoft When Update 1 for WP it's released officially? By my Nokia Lumia 520 with Cyan

1,113 likes

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Sample Mockups #3

Microsoft's "Challenge for Change" project Instagram promotion

Microsoft's Do More #DoMore wall on Instagram

Recommendations: Diversity and Inclusion

Recommendation #1: Bridging Our Narratives

1 ▶ # Bridging Our Narratives

Objective

To consolidate a theme about the shared struggle between disadvantaged communities, including women, LGBTQ, and people of color, and Intel's role in combatting it.

Implementation

Streamline posts on diversity to the main Facebook page, a new diversity Facebook page, and Instagram.

Feature a #campaign consisting of employee spotlights and be an active voice on issues of diversity on social media.

Update media on the progress and measurable impact of Intel's diversity and inclusion projects.

Recommendation #1: Bridging Our Narratives

1 **Bridging Our Narratives**

Reaching Millennials

Why Streamline?

- Have a separate diversity and inclusion page that is verified
- Creates legitimacy of the initiative
- Increases awareness by shining a spotlight:
  - Tech employees
  - Diverse talent

Why #campaign ?

- Appeals to millennials
- Ties together many themes under one medium

#
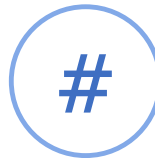
Why Updating Media is Important

- Important to keep customers engaged and up to date on information
- I.e. Publicity on Intel's investment in Oakland Unified School district was last heard of in 2015

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Recommendation #2: Diversity and Inclusion

2 Investing in Communities of Color (cont.)

Reaching Millennials

Why Chicago?

- CPS (Chicago Public Schools) is in the publicized process of introducing computer science requirements
- CPS is 37.7% African American and 46.5% Hispanic
- CPS is in the spotlight:
  - Chance the Rapper
  - Microsoft/Google

Why $40m?

$40m

- Investment based off of our $5m investment in Oakland, scaled by an 8x larger student population in the CPS to ensure similar reach in the community
- Model the budgeting after the successful Oakland Unified High School project

Why Campaign on Social Media?

55%
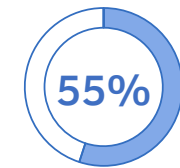
of black millennials spend at least 1 hour a day on social media, which is 6% higher than all millennials

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Recommendations: Social Impact

Recommendation #1: Revamp Intel Volunteering

Key: Showcase Intel's Commitment to Volunteering

Goal: Increase Acceptance and Outreach

Goal: Increase Publicity

Open Volunteering to Non-Employees

- Allow high school students, college students, and young adults to participate in Intel's volunteering projects
- Apply through a website that lists all opportunities
- Project leaders (Intel employees) can select which volunteers to include
- Millennials can get involved and gain valuable experience under the mentorship of employees
- The appeal? 72% of millennials would volunteer for a cause supported by a company they trust

Intel Volunteer Day

- Dedicate an official, entire day to volunteering (i.e. second Sunday of the month)
- Have participants come up with their own projects to help their communities
- Post pictures on Facebook, Instagram, and Twitter with #IntelVolunteerDay
- These projects are more personal, have local impact, and can be done by anyone
- Easy to get involved, easy to spread the word
- Fix the gap! Only 55% of the youth currently volunteer

Implementation Timeline

Create and compile volunteering listing website

Introduce Intel Volunteer Day

Commence Intel Volunteer Day

| 1st–4th week | 5th week | 9th week | 10th week | 13th week | 14th week |

Officially announce project openings on Intel website

Market through social media platforms consistently

Showcase selected projects on social media and website

Recommendation #2: Introduce Contests

Find important days throughout the year such as International Women's Day and Earth Day, and hold contests for the public to submit videos about these topics

Why contests?

Low Cost
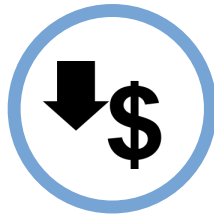- Not a big investment in terms of physical and financial resources
- Only an investment of employees' time

Social Media
- 90% of millennials use social media
- Good method for outreach and community building
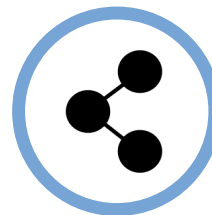
Involvement
- Current initiatives don't engage the community
- Encourage creating videos and voting through rewards

Goal: Increase awareness of Intel's dedication to social issues such as gender equality and environmental sustainability. In particular, contests can be used to increase Intel's social media presence

Contest Usage

1

Establish
- ‣ Identify important days
- ‣ Design contest weeks in advance
- ‣ Set guidelines and rules (length of video, number of team members)
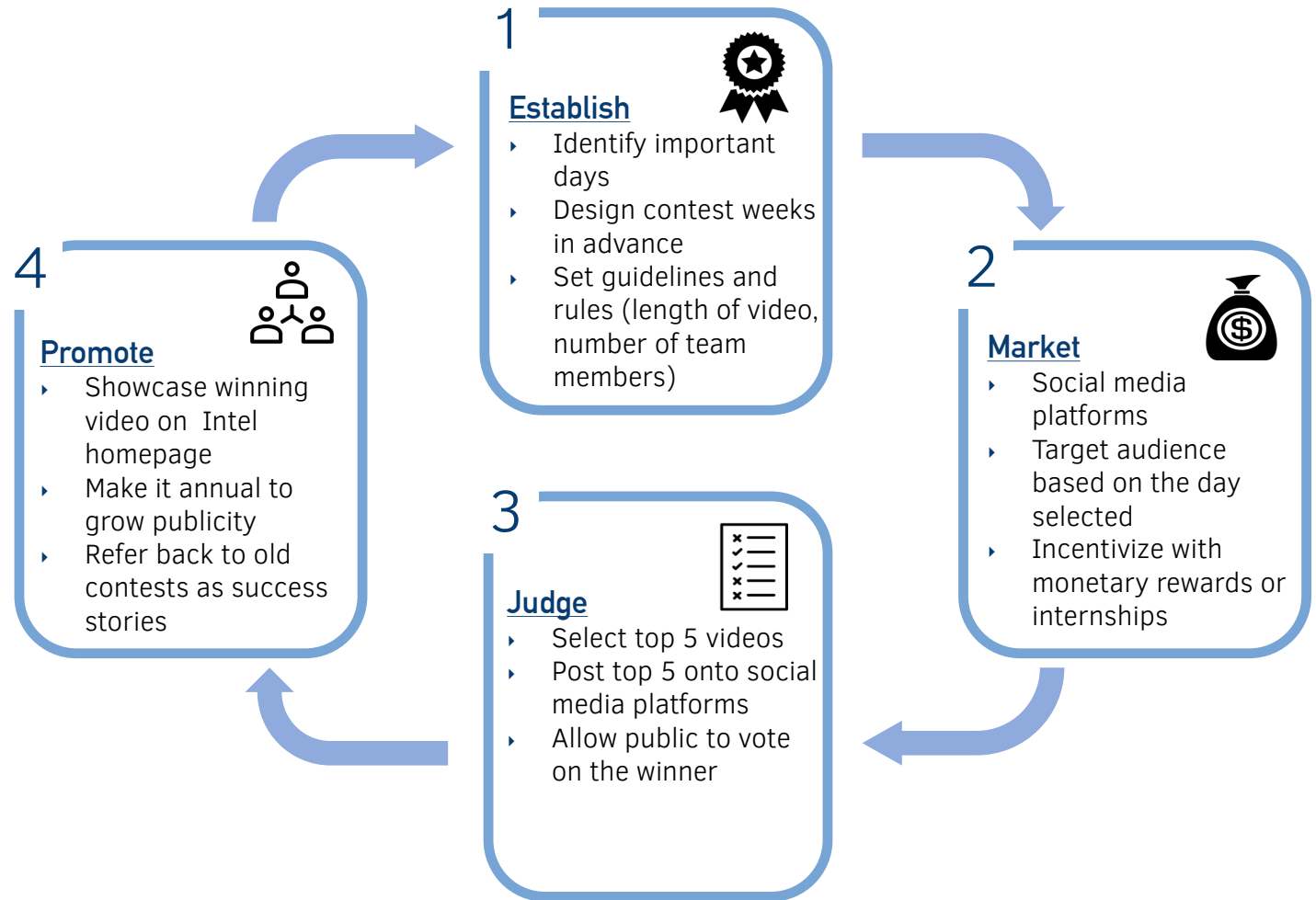
2

Market
- ‣ Social media platforms
- ‣ Target audience based on the day selected
- ‣ Incentivize with monetary rewards or internships

3

Judge
- ‣ Select top 5 videos
- ‣ Post top 5 onto social media platforms
- ‣ Allow public to vote on the winner

4

Promote
- ‣ Showcase winning video on Intel homepage
- ‣ Make it annual to grow publicity
- ‣ Refer back to old contests as success stories

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Example: International Women's Day

Implementation Timeline

February 7

Create guidelines for contest

Prepare design for the page

February 14

Announce contest on Intel website

Market through social media

March 1

Announce the end of the contest online

Post top 5 videos for website voting

March 8

International Women's Day occurs

Showcase of winning video(s)