



## HP Global Citizenship Report Announces Expansion of Social Investment Initiatives in Europe, the Middle East and Africa

Geneva, April 7, 2009 – HP today issued its annual Global Citizenship Report that describes the highlights of its corporate social responsibility policies, programmes, performance and goals, for fiscal year 2008. As part of the Global Citizenship Report, HP also announced the expansion of four of its existing successful social investment initiatives to a number of countries in Europe, Africa, the Middle East and Russia.

Last year HP continued to foster its education programmes for the next generation of high tech innovators and entrepreneurs. These focused on science, technology, engineering and maths in secondary school and higher learning institutions in collaboration with key partners. In total, HP contributed over €34 million in cash and products in 2008 to advance education, promote entrepreneurship and assist communities. In Europe, the Middle East and Africa (EMEA) more than one million students have benefited from HP's education and entrepreneurship programmes.

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"HP believes that IT has a critical role in accelerating economic development. We recognise that it gives people the skills needed to succeed in business and helps individuals' access information and customers," said Jeannette Weisschuh, Director of Global Citizenship HP EMEA. "For this reason, HP welcomes the expansion of the four education programmes and looks forward to further growth in the future."

### **GET – IT: Building Business and IT Skills among young people**

HP's Graduate Entrepreneurship Training through IT (GET-IT) programme aims to combat high unemployment rates and low income in Europe, the Middle East and Africa by helping students and recent graduates to develop business and IT skills. This, in turn, equips them with the relevant skills to help them enter the workforce and launch small businesses.

HP launched Get-IT in 2007 and in 2008 it doubled the number of its training centres to 69 in 27 countries in EMEA. In 2009, it is estimated that 30 additional GET-IT training centers will be opened primarily in Africa, the Middle East and Russia. The locations of the training centers are expected to be announced by the end of April 2009

In November 2008, HP together with its partner MEA-I launched the online platform GET-IT city including an educational game and online learning components, with the aim

of reaching even more students going forward. Almost 40,000 students have participated in this programme to date. By 2010, GET-IT is expected to reach over 500,000 students via online and offline channels.

### **Working to reduce “Brain Drain” in Africa**

HP partnered with UNESCO to counter brain drain, first in South-East Europe and now in Africa and the Middle East. The programme provides grid and cloud computing technology, as well as financial support and training to selected universities and research centres in these regions. This allows previously isolated institutions to become fully involved in the international research community, encouraging the brightest local minds to remain at their home universities and fulfill their potential.

HP has announced that in 2009 the programme will expand from the original pilot universities in five African countries to more than 20 higher education institutions in 13 countries in Africa and the Middle East. In the mid-term, up to 100 universities will be connected to the biggest university grid on brain drain. The 2009 participating institutions are expected to be announced in May 2009.

### **Junior Achievement - Young Enterprise Europe (JA-YE)**

HP and JA-YE have extended the HP Responsible Business competition which they have run successfully in Europe for the past three years to include countries in Africa and the Middle East for the first time. In total, this programme is running in 14 countries this academic year including Egypt, Kenya, Nigeria and South Africa.

HP and JA-YE award students participating in JA-YE's student company programme for combining financial performance, innovation and social and environmental responsibility. Students can participate in an online ideas contest, get a certificate on Responsible Business by taking a test online and can participate in sessions with HP volunteers. In 2008, over 120 HP employees volunteered their time to offer advice to JA-YE student companies on how to run a responsible business most successfully.

HP and JA-YE reached more than 42,000 JA-YE students through the Responsible Business Competition website, promotions in schools and HP volunteers, more than twice as many as in the previous year.

### **Calling all innovators...**

In addition to these three programmes, HP has launched the 2009 HP Innovation in Education Grant Initiative for secondary schools and universities. This initiative invites teachers and professors to submit their proposals for the most innovative teaching and learning projects. HP has also invited proposals from secondary schools and universities that are committed to exploring the innovations available within teaching, learning, and technology in Europe, the Middle East and Africa.

As part of this initiative, there will be 40 grant recipients in total, who will each receive a technology and cash donation valued at \$100,000 USD and will be invited to join a network of educators around the world who are designing the future of undergraduate high tech education. It is expected that the chosen secondary schools and universities will



be announced in May 2009 this year.

### **About the Global Citizenship Report**

This annual report describes HP's global citizenship policies, programs and performance in the fiscal year 2008 (ended October 31, 2008). Among the focus areas detailed in the report are environmental sustainability, ethics and compliance, human rights and labor practices, privacy, and social investment.

We update our report based on changes to our business, emerging issues, stakeholder feedback, evolution in external standards such as the Global Reporting Initiative, plus benchmarking of industry reports and assessment of reporting trends.

Reporting is a fundamental aspect of our global citizenship activities and an important form of communication with many stakeholders. The process of producing the report, the report itself and feedback from readers all help to increase awareness of global citizenship issues and promote continual improvement within HP.

The full fiscal year 2008 Global Citizenship Report is available at:

[www.hp.com/go/report](http://www.hp.com/go/report)

The EMEA customer version of the report is available at:

[www.hp.com/hpinfo/globalcitizenship/gcreport/pdf/EMEA\\_version.pdf](http://www.hp.com/hpinfo/globalcitizenship/gcreport/pdf/EMEA_version.pdf)

### **About HP**

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