



# ERICSSON RESPONSE

Alexandria, Egypt  
16 April 2007

A Player in International Relief Operations



## How does Ericsson work with CR?

- **Environmental Management System**
- **Code of Conduct (Global Compact)**
- **Code of Business Ethics**
- **Radio frequency exposure and health**

- **Bridging the digital divide with C4A**
- **Richer Communications and sustainability**
- **Energy lean product portfolio**
- **Sponsorship and employee volunteer (local)**
- **Ericsson Response (global)**
- **Annual Sustainability Report**



Control risks

Positive impacts

## We want to:

Create a faster and more efficient communications in disasters

Engage and involve employees to contribute to the well-being of the community

Promote the awareness of disaster relief and the use of communications technology to support those in need



# Ericsson Response

- Core Team at Ericsson Global Services, Stockholm
- Ericsson internal Steering Group
- VP Services at Market Units
- Ericsson Response Volunteers for disaster missions
- Local Ericsson Response Volunteers
- Local/regional support centres



# Ericsson Response Teams

Strong commitment both from managers and staff

Trained for emergency operations

As individuals or in implementation teams

Defined skills required in disaster response

National, regional or international missions

IFRC and the UN in international operations



# Equipment – Ericsson Response Unit

## GSM systems in

- Sweden
- Spain
- Turkey
- Panama
- Dubai

## WIDER support in

- Sweden
- Spain
- Canada



# Partnership for a better response

International Red Cross / Red Crescent

UN and UN Agencies

Swedish Rescue Service Agency

Telecom Sans Frontiers

Private Sector

Local initiatives



# Kabul, Afghanistan 2002

## Temporary GSM network with the United Nations' World Food Program



# Bunia, DRC 2005

## Satellite link to Italy to a GSM system donated to the United Nations



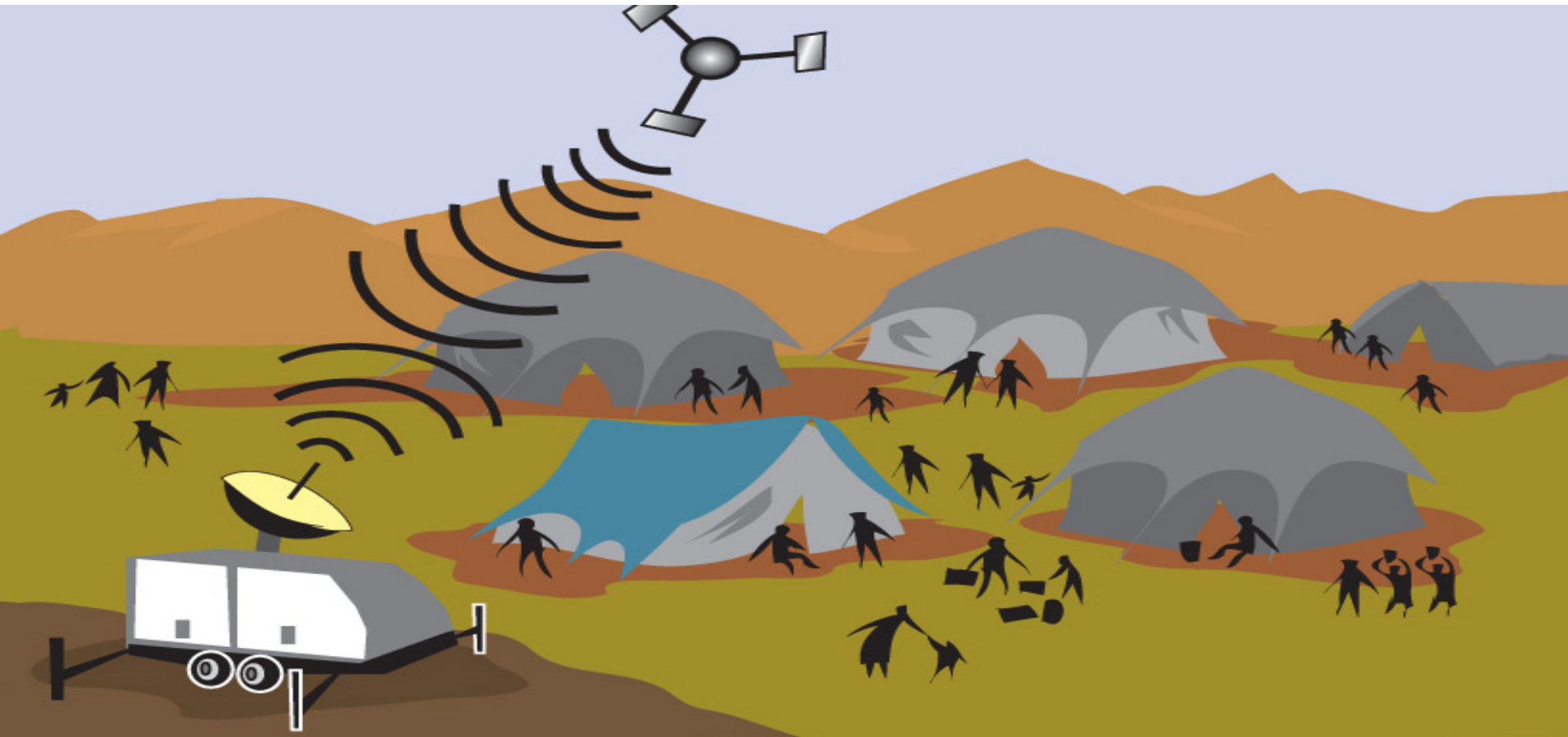
# Bam, Iran December 26, 2003

## Emergency communication system for aid workers after earthquake



# WIDER / VoIP

Improved voice communication between organizations in disaster areas



# Muzaffarabad, Pakistan 2005, Earthquake

WIDER and ER Volunteers providing support to UN organizations through UN OCHA



# Asia, December 26, 2004 Earthquake and Tsunami





Thank you