



Cisco Networking Academy

*Committed to empowering women to shape their futures through
Digital Skills*

The Impact of the COVID-19 Recession on Working Women is Greater than Men



Women losing jobs twice
the rate of men



47 million

More women and girls
below the poverty line



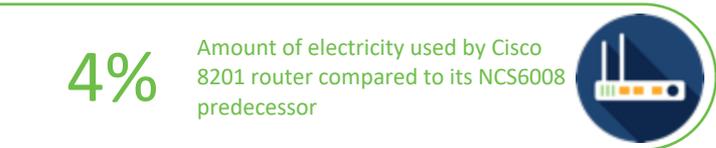
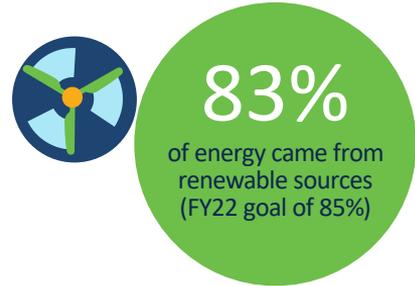
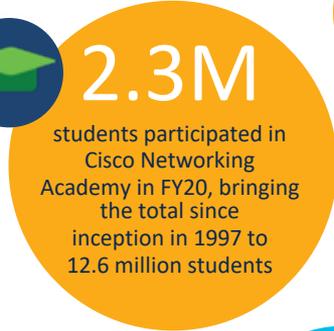
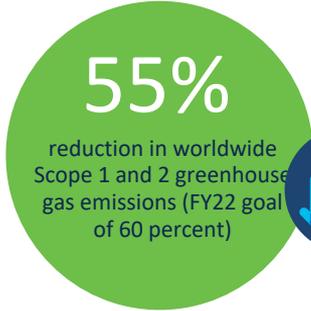
Our focus areas and priorities

With input from internal and external stakeholders, we developed this list of priorities that impact our employees, society and the planet, on which Cisco can make an impact

The infographic consists of five vertical panels, each with a distinct color and icon. Each panel contains a title and a list of priorities. The panels are: 1. Trust & Responsibility (dark blue), 2. Leading a Conscious Culture (light green), 3. Environmental Impact (medium green), 4. Circular Economy and Supply Chain Excellence (bright green), and 5. Technology for Good (cyan).

- Trust & Responsibility**
 - Ethics and integrity
 - Data security and privacy
 - Digital rights and inclusion
- Leading a Conscious Culture**
 - Employee training and development
 - Inclusion and diversity
 - Employee community benefits
 - Local community impact
- Environmental Impact**
 - Energy and GHGs
 - Solid waste from operations (trash)
 - Water
- Circular Economy and Supply Chain Excellence**
 - Material use and waste
 - Human rights
 - Worker health and well-being
 - Responsible minerals
- Technology for Good**
 - Learning and digital skills development
 - Critical human needs and crisis response
 - Economic empowerment
 - IT solutions

What we made possible in FY20

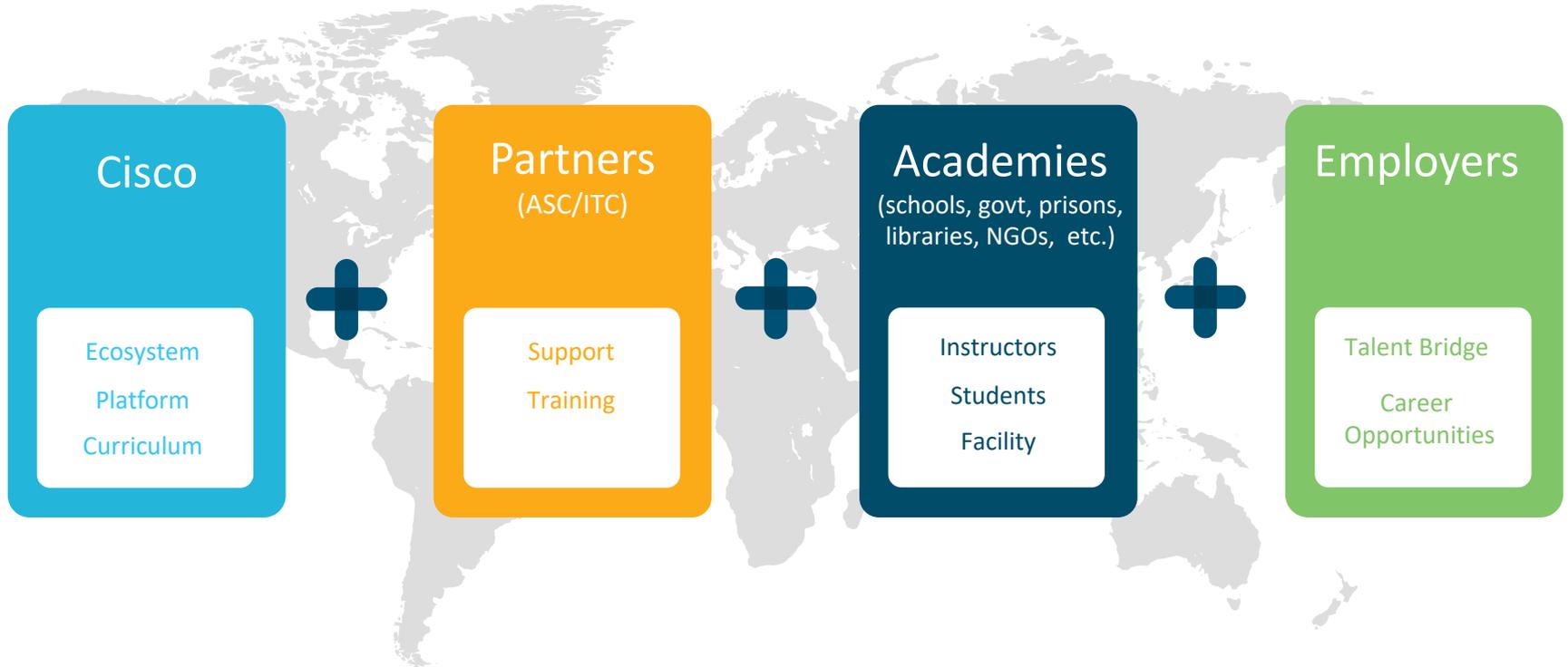


Cisco Networking Academy in a few key points

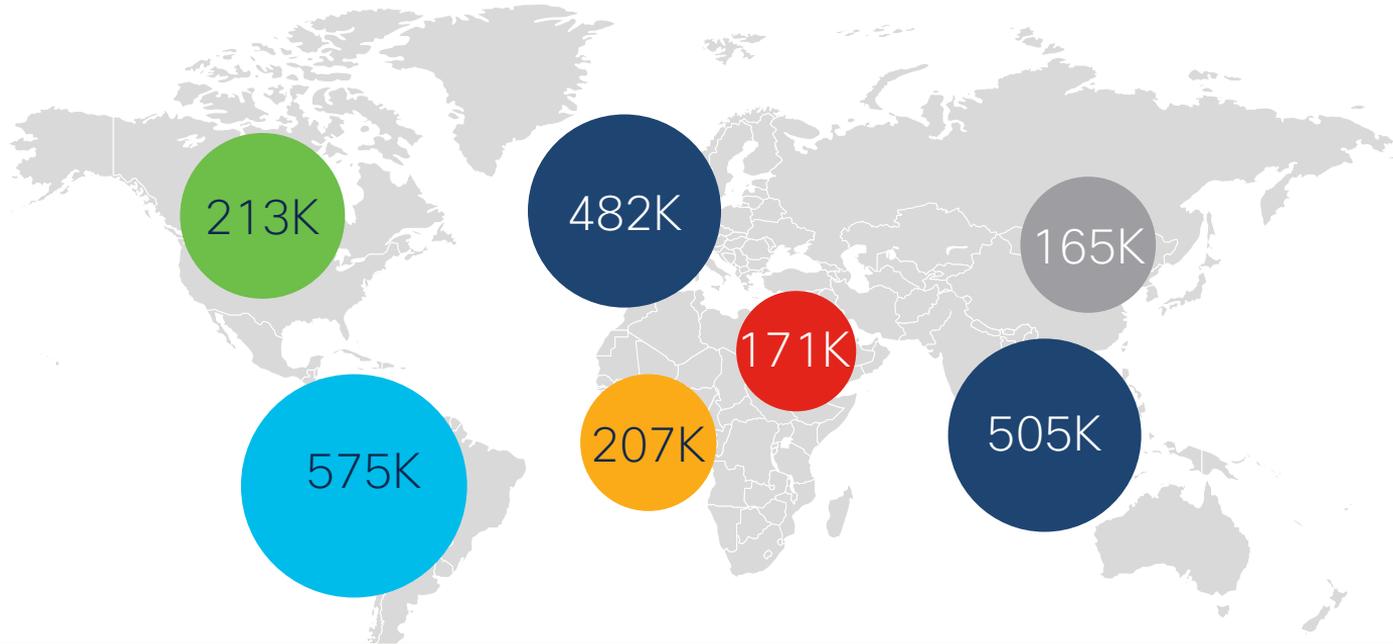


- 1** 100% agnostic course content
- 2** Teaching path going from exploration to industry professional certification
- 3** Learning platform and content that are completely free of charge
- 4** 30 courses aligned with industry needs and expectations
- 5** Mix of theoretical and practical knowledge
- 6** Platform designed to support and encourage blended learning with best in class simulators

Cisco Networking Academy Partnership



Cisco Networking Academy around the world

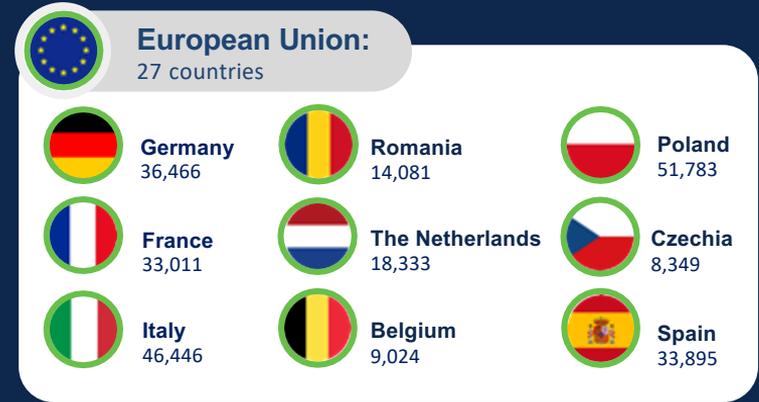
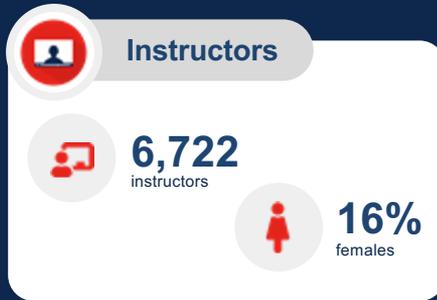


- ✓ 11,800 Academies
- ✓ 180 Countries
- ✓ 12.7M Students served
- ✓ 28,400 Instructors

2.3M currently enrolled globally

Preparing people for IT careers since 1997

The Cisco Networking Academy's Impact Across the European Union

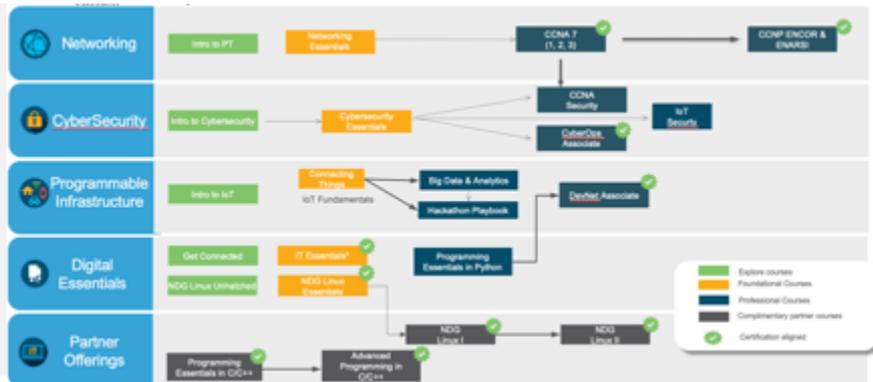


"The future of work looks dramatically different with the confluence of digitization and disruption. We're rising to the challenge at Cisco Networking Academy with investments in tools, resources, and courses that matches what millions of students need now to drive our technical future."

Laura Quintana, Vice President & General Manager, Cisco Networking Academy

Our core philosophy: Enabling Anytime, Anywhere Learning

Our platform and courses are designed to be a solution to **empower any learner anywhere** to take their destiny into their own hands



Our approach is to **provide our learners with choices and learning paths** to shape their own futures



Partnering with Public sector to deliver stronger impact



Bogotá, Colombia

Through our unique and broad ecosystem of partners, we are able to give our program **a local voice and a local vision to better serve our communities**

The Cisco Networking Academy makes it a priority to partner with public sector stakeholders to address painpoints and priorities – **supporting local strategies to solve global issues**

Madrid, Spain



Skills-to-jobs: at the heart of our model



Courses

Availability of self-paced
remote and hands on options
for learners



Digital badges

Completion of courses earns
student a digital badge to
display in their social media



Certifications

Aligned with the requirements
and expectations of the
biggest names in the tech
industry



Future-proof Career

Armed with the right
knowledge and skillset to
be hired!

- Our courses are the fruit of **constant consultation** with Cisco channel partners on their expectations and needs from the talent they hire.
- Our process is geared to **helping learners demonstrate quantifiable value** linked to their learning journeys.

Female Faces of Cisco Networking Academy



Rebecca Baca
Albuquerque, New Mexico

- Single mother with 5-year-old daughter
- Enrolled in Networking Academy courses through technical school
- Earned CCNA & CCNP
- Currently Senior Network Engineer



Edna Felix
Rio de Janeiro, Brazil

- Father died at 17, had to help support her family
- Enrolled in Networking Academy
- Selected to work on technical team at the NBA House during 2016 Olympics



Roxana Diaz
Latin America

- Like solving puzzles so choose Networking for a creative challenge
- Studied computer science
- First female to get CCIE certified in Latin America
- Working at Cisco was a dream come true



Stephanie Harvey
Alaska

- Online teacher on the faculty at Uni of Alaska Fairbanks
- Teaches CCNA 100 students each year online
- Favorite part of the job is helping students gain skills in IT field.



Camilla Ngala Timfe
Cameroon, Africa

- New immigrant to the US, didn't speak English and mom of two.
- Joined Networking Academy, while working as clinical laboratory technician at night.
- Completed NetAcad and secured cybersecurity role.



Soso Luning
Eastern Cape, South Africa

- Raised in a corrugated tin house with dirt floors
- Only one from her village to qualify for computer lessons, completed CCNA
- Multiple roles in IT, NetAcad Instructor and now works for the Networking Academy



Diana Rodueva
Belgium

- Loved studying IT as it had a variety of coding & networking
- Women can live in the IT world just like men



Megan Chapman
North Carolina

- North Carolina Networking Academy Graduate
- Studied at Stanly Community College
- Now IT professional who credits Networking Academy for empowering women in IT



Chiara Pietra
Latin America

- At university studied electronic engineering & in her 5th year, Networking Academy was offered as an option.
- Offered traineeship with Cisco straight out of studying NetAcad & since has completed CCNA & CCIE.
- Volunteers with Cisco to bring IT Essentials to marginalized communities

VIDEO



Mexico

Sara Yessica Martinez Florez is a Networking Academy student of indigenous background who learned Spanish in order to study Telematics Engineering.

Sara recently finished all 4 levels of CCNA and is ready for certification

Nurturing Passion to unleash talent: Vasiliki Ntogka



- From Trikala, Greece
- Completed CCNA & CCNA R&S certification offered by the Training & Lifelong Learning Center, University of Thessaly Vasliki
- Same month offered job at IBM Greece
- Now Global Program Manager

“I have found the certification itself to be a great asset, and despite the fact that I do not occupy the role of a Network engineer, managing multiple teams of networked skilled resources and being able to connect with them in a technical way while designing multiple solutions was again one the characteristics that I believe had made me “stand out” as a Project Manager.”



Opening doors to new careers: Sara Andersson



- From Gothenburg, Sweden
- Had worked in school and childcare for ten years, and was a babysitter and student assistant for children in need of special support.
- Joined the Cisco Networking Academy and became a Cisco Certified Network Professional,
- Is now a systems specialist at the City of Gothenburg's IT administration



I really had no background in IT, and the first day the feeling was mostly 'what IS this, what have I gotten myself into?'. But it turned quickly and I was fascinated by the technology in a completely different way than I thought from the beginning - that you get to understand how all the small, small pieces that change the whole world are connected.



In collaboration with IUT of Saint Malo, Networking Academy trained 29 women from diverse backgrounds with no prior knowledge of IT in IT Essentials and CCNA 1 and 2 courses, as part of a specialized degree offered by the IuT.

Today, 26 of them are engineers with Orange Telecom.

ReDI Women Program



- Women only classes
- Female volunteer teachers and role models
- Course offers for participants without education and/or prior work experience in IT
- Computer basics + how to use the internet to find a job
- At the same time of the women IT courses ReDI School offers kids robotic workshops and child care
- 500+ female participants in the ReDI Women Program so far



Digital Women Program celebrating achievements: Cisco manager Marissa with ReDI student Amal.

Experience and quotes from a Cisco volunteer:

“We trained women, who never had worked with a computer before”, Marissa Brown says. “Supporting the ladies and going back to the basics as an IT-professional, was an amazing experience”, she says. “It got me hooked!” She stayed connected to ReDI School, even after moving from Berlin to Düsseldorf and supported the start of ReDI NRW with funding, volunteering and curriculum building“



DIGITAL TALENT PROGRAM FOR UNEMPLOYED WOMEN

In Spain, women long term unemployment rate is 6,5%, versus 2,6% in Europe (source:INE)
Of all the people who study technology in Spain, only 14.6% are women (source:DigitalES)

Aligning with key priorities and programs

With the European funded programs

This program is aligned with the purpose of the European Social Fund for Employment, Training and Education

With National objectives

Aligned with the three-year Plan “Reincorpora-T” of the Spanish Government:

“Reduce by half the current gender gap between men and women in LT unemployment”



Three-phased comprehensive learning path



70 hour introduction course to Networking
Networking Essentials



20 hours of
One to One Mentoring



70 hours
Cisco Certification Training

Building coalitions to scale impact: Equals

Goal:

Provide a gateway to build digital skills and leadership that promote awareness covering topics on gender, youth, generation equality, technology and innovation.



EQUALS – Cisco Academy

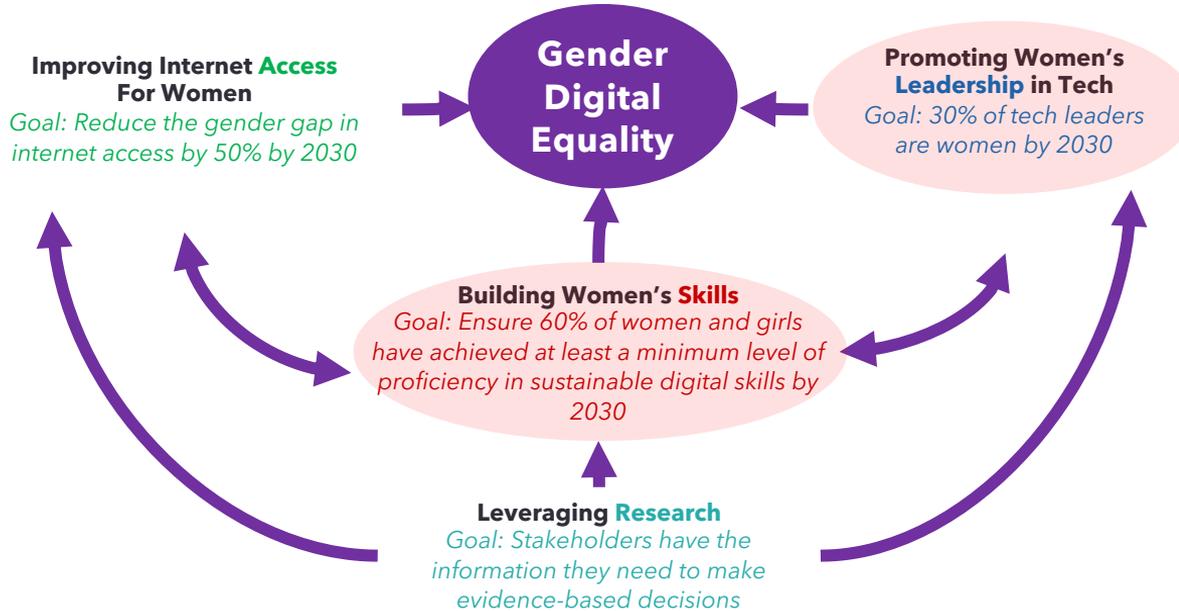


Cisco Courses to be included on EQUALS Website (specified courses and content)



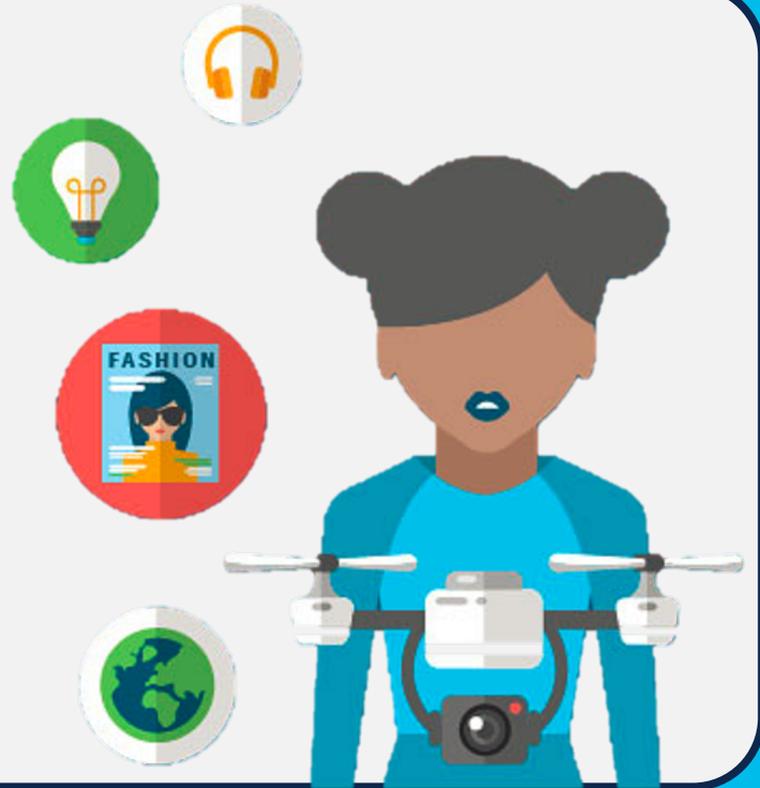
Recommended three courses for Pilot launch

- Intro to Cybersecurity
- Intro to Internet of Things (IoT)
- Entrepreneurship



The
Women Rock-IT

Program



Women Rock-IT Program



Overview

Motivate young women to consider STEM subjects by hearing directly from inspirational female role models.

The program's goal is to inspire more young women to study tech to ensure they are prepared for tomorrow's best job opportunities.

1.8M young people have participated since 2014.

692,000 have enrolled in a tech course.

Format

QTR Live 1 hour Cisco TV broadcast with interactive Q&A via social media

- Speakers: Young Female tech role models
- Attend at Cisco offices
- on Campus
- via Laptop

Participant Offers

- Self-enroll course access:
 - Networking Essentials
 - Introduction to the Internet of Things (IoT)
 - Introduction to Cyber Security
 - Programming Essentials in Python
 - Linux Essentials
 - Entrepreneurship
- Certificate of Participation



Benefits

- Exposure to successful career role models
- Live interaction with speakers, leveraging social media
- Real world examples of technology career pathways and opportunities
- Sessions recorded for re-broadcast in the classroom or repeat viewing
- Opportunity for Cisco site visits in conjunction with broadcasts in many countries
- Access to resources library of past sessions, reports, research, blogs and other relevant resources

After Attending

- 95% think tech skills are important to their career
- 79% will enroll in a tech course in the next 6 months.



Roxana Diaz

Technical Solutions Architect at Cisco

Mentor Me Cisco Series

This series lets students hear directly from Networking Academy alumni who now work for Cisco. Hear Roxana's story.

Initial goal

From a young age, I knew that I liked puzzles and creating things and chose networking for that creative challenge.

Her journey

After some computer programming at high school, I went on to study Computer Science at university. In the early days, I wanted to be a white-hat hacker—to look after security online. Studied for CCNA while helping with Networking Academy labs and started CCNP courses. Then got an internship at Cisco, and with that decided to get certifications—CCSP and eventually CCIE. Was first woman from Latin America to achieve CCIE in Security.

How stars aligned for success

1. Networking Academy instructors inspired me to take first course
2. There was a sense of community in the academy that was very motivating
3. I turned down another job offer when I got a call to say I'd passed a second-round interview for Cisco
4. Decided I wanted to explore new opportunities in other countries—made possible because of Networking Academy

www.netacad.com



Networking Academy

The wheels for success!



Roxana's favorite course was Security and Data Center

Advice for other students

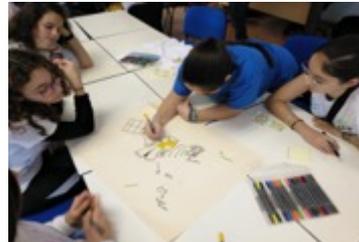


- Learn English if it is not your native language
- Have an objective and go for it
- Get certified—it's something that belongs to you

How it felt landing a job at Cisco

It was a dream for me. I was very, very happy.

Partnering with NGOs to push advocacy: G4g Andalucía Pilot



Impact
1000 Girls

13

Public Universities
(including NetAcad),
partners & companies
involved

30

Interactive and
hands-on STEM
workshops

200

Volunteers

1,833,187

People reached, 2 press
releases, 18 publications
(coverage), 19,150 euros of
estimated advertising value

Turning the tide: The time is now!

Part of the wider Next Generation EU programme of 750 Billion €
672.5 billion € will be allocated: 360 billion € in loans, 312.5 billion € in grants*



20% of the total recovery funds must be earmarked for initiatives that make their economies more digital



70% of the grants provided by the RRF will be committed in the years 2021 and 2022.

It's time to empower women to write the next chapter in Europe's digital transformation journey. Let's do it together.



You make **possible**