



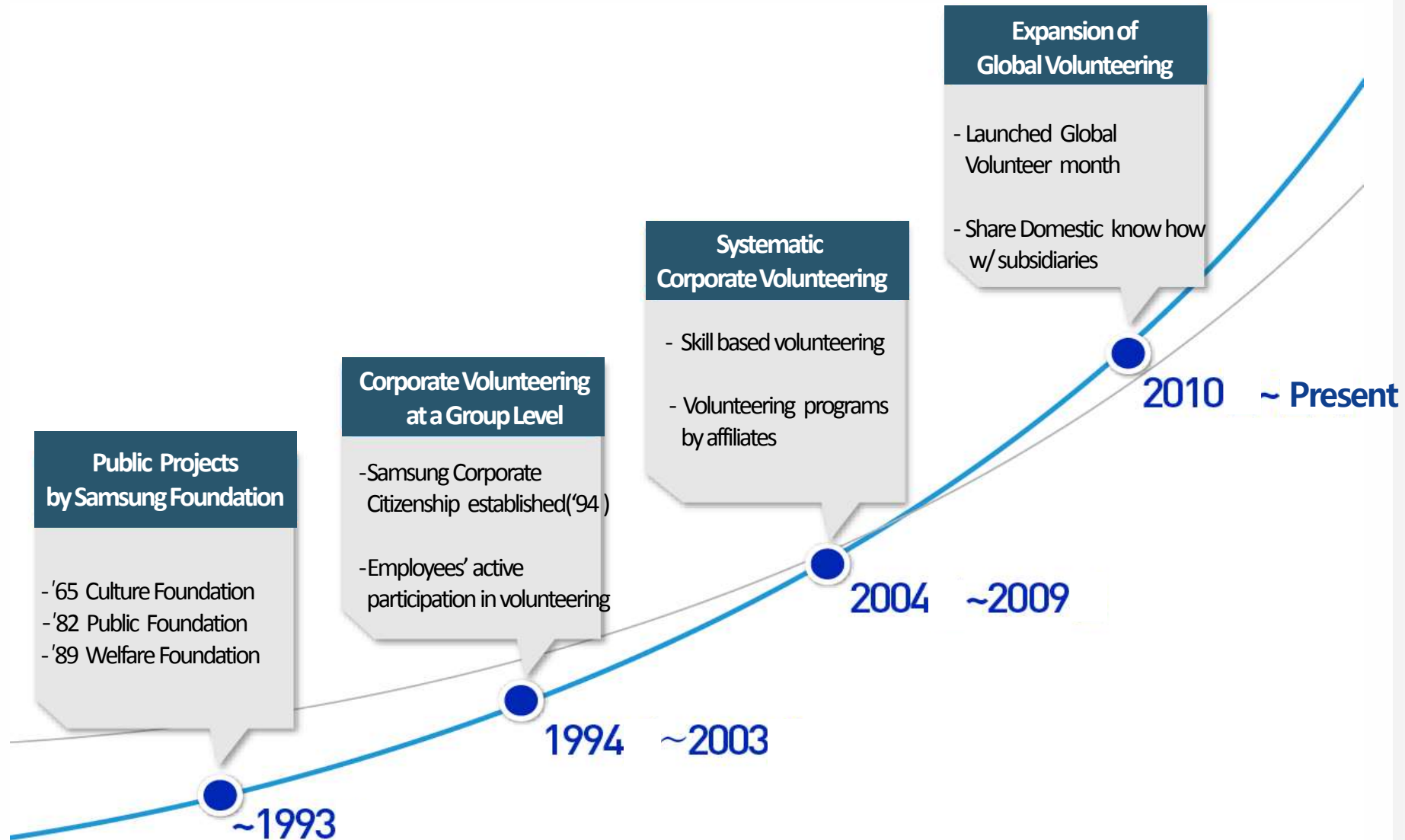
# Corporate Volunteering for Social Innovation

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Sep. 2014

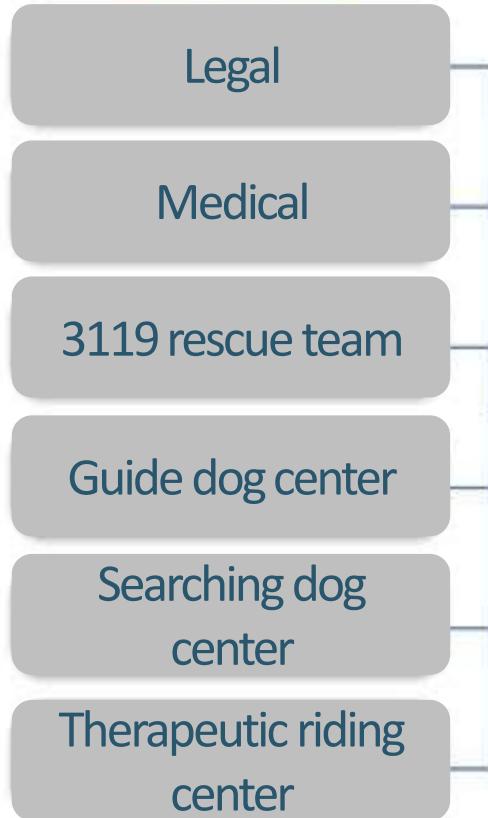
**SAMSUNG  
CORPORATE CITIZENSHIP**

# [ Samsung Corporate Volunteering History ]



# [ Organization ]

## Specialized volunteer team(6)



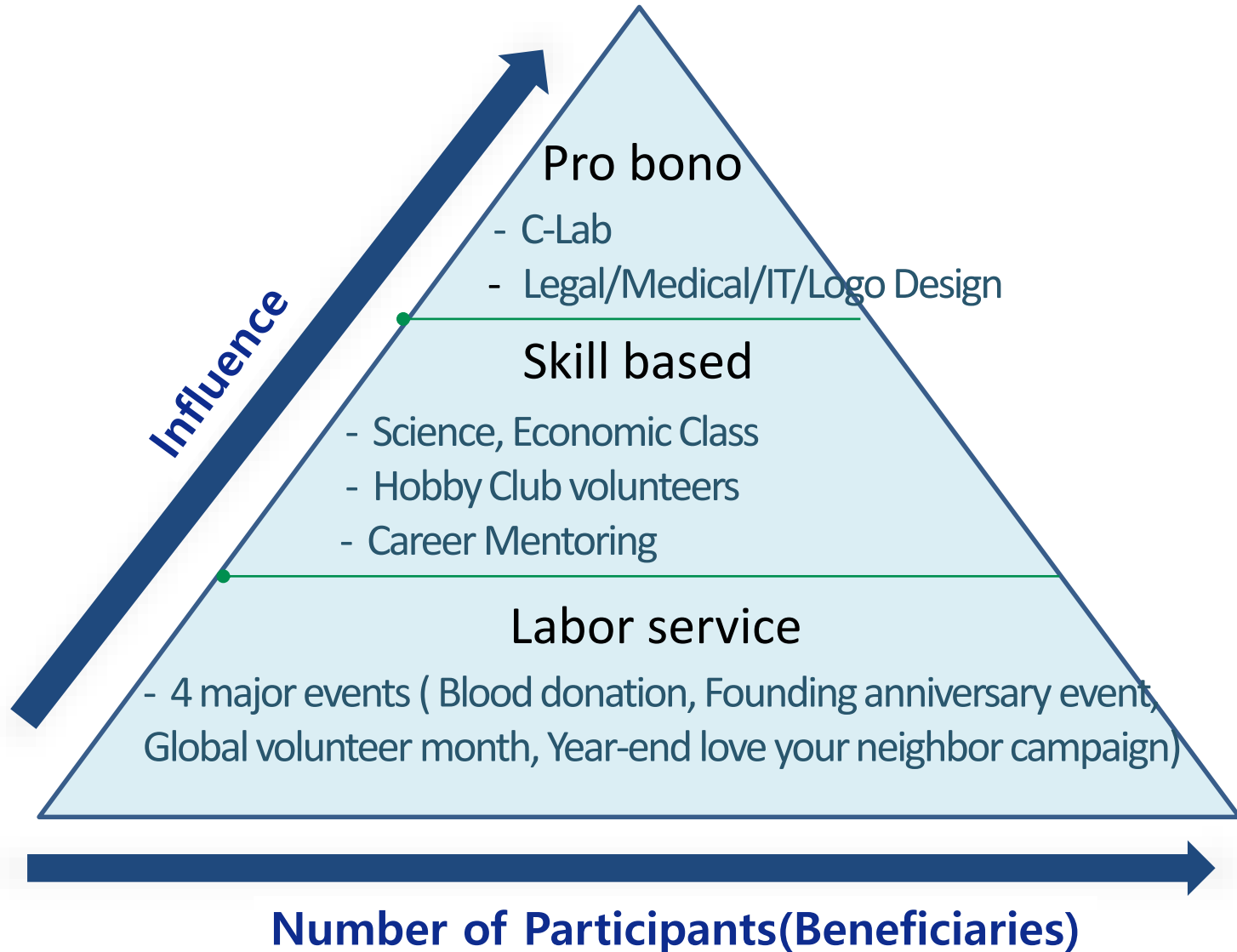
## Affiliates(30)



## Foundations(6)



# [ Samsung Volunteer Program ]



# [ Samsung Creative Lab ]



<Development of eyeCan, a digital eye mouse for the physically handicapped>



<Development of 'Sunshine theater' with photovoltaic projector for regions with electricity shortages>

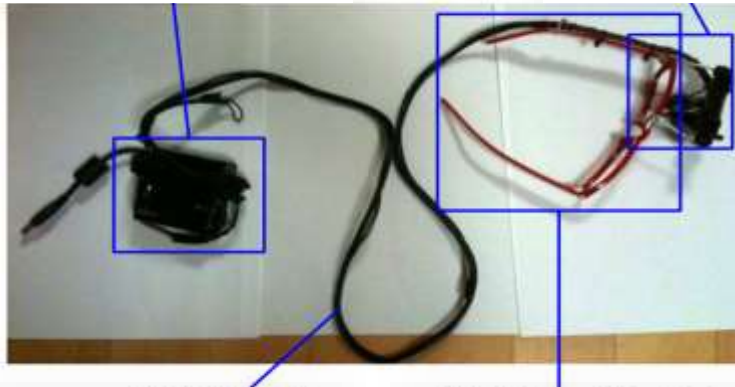
**Support for creative CSR projects for  
Samsung staffs and the public  
to solve social issues**

# [ Samsung Creative Lab ]

## eyeCan: Digital eye mouse developed for the physically handicapped

Battery pack: \$1.99

Cam: \$40



<Type 1-Hairband>

<Type 2 - Glasses>

Other materials: \$3

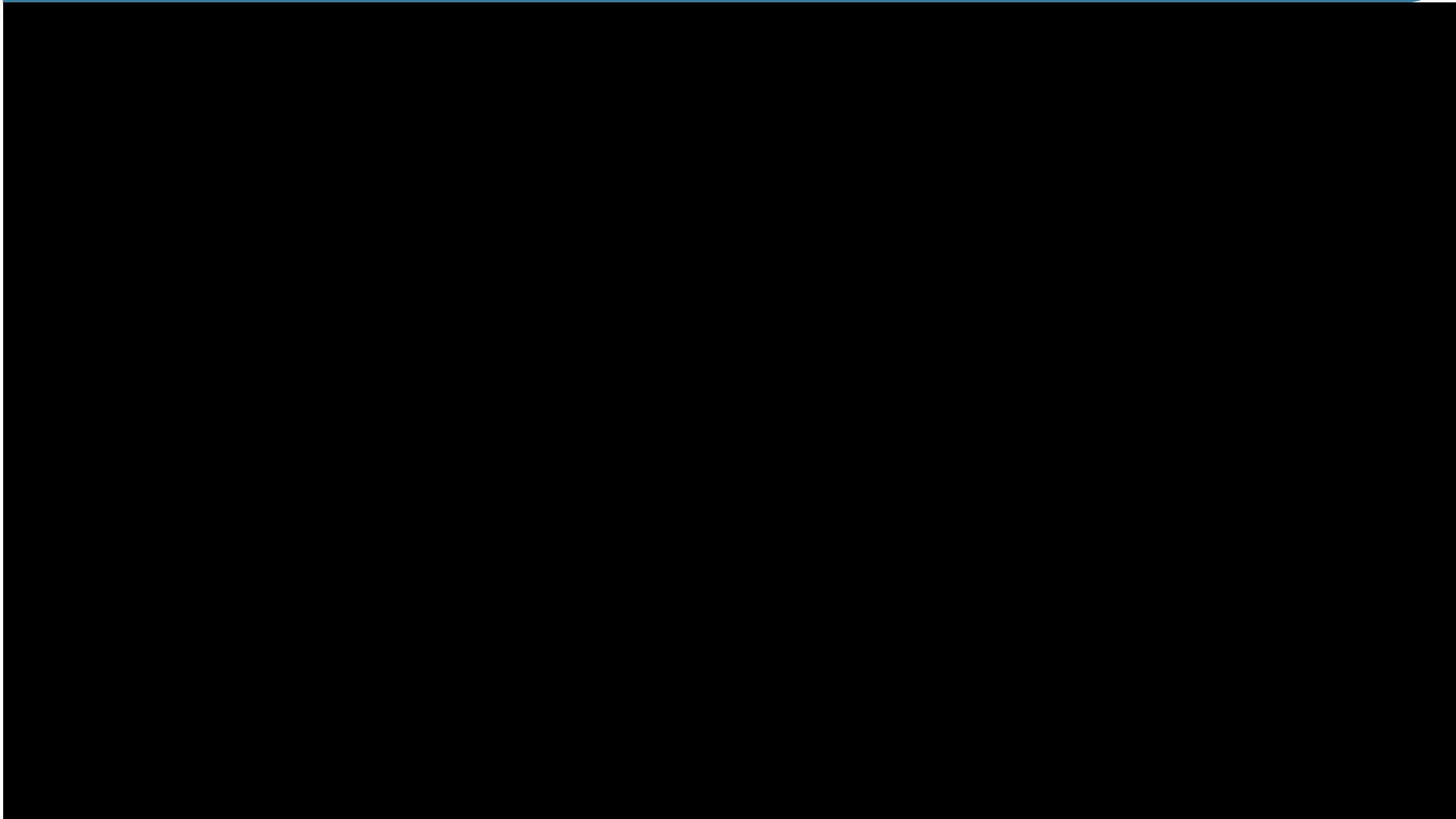
Glasses frame: \$3 + Wire: \$0.4

### Solution for the physically handicapped with limited information access

- Development of low-cost eye mouse that enables to use computer with simple moves of eyeball
- Disclosure of manufacturing methods and software (Existing products : USD 10,000 → eyeCan: USD 50)
- eyeCan was designated and supported as the first C-Lab project, starting from staff's personal volunteer work,

MOU signed with Korea Disabled People's Development Institute for supply of MOU  
(200 eyeCans supplied by 2014)

# [ Samsung Creative Lab ]





# [ Samsung Creative Lab ]

Sunshine theater: Movable photovoltaic projector for regions with electricity shortages

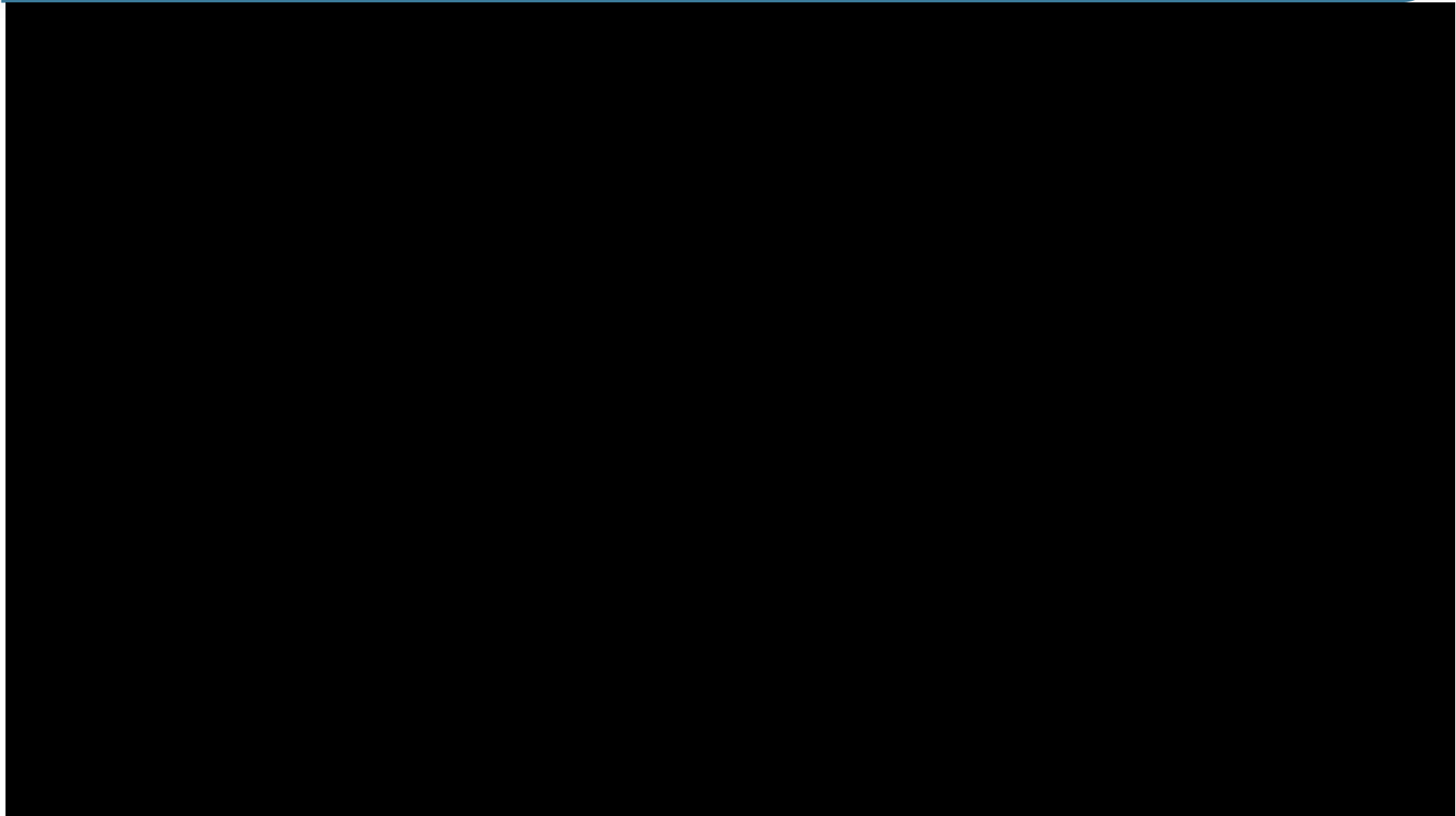


Solution for the people who has extremely limited access to the cultural life  
due to electricity shortage

- Shiny', a movable project powered by disused mobile phone and photovoltaic panel to show a film
- Joint volunteer program by staffs and outside participants
- Used as business model by teaching local residents on how to make and exploit it for the school class



# [ Samsung Creative Lab ]



# [ Changes in Employee engagement ]

## Company Driven

- Company designs programs
  - Employees passively participate in them
- 

## Job Skills not necessarily Related

- Simple Labor Service
- 

## Limited Social Impact

- Commonplace Programs



## Employee Driven

- Employees design programs,
  - Company supports them.
- 

## Job Skills Directly Related

- Impact to professional development
- 

## Big Social Impact

- New and Creative Projects

*Thank you!*

