

# Corporate Citizenship

**Samsung Russia**

**SAMSUNG**



We devote our human resources and technology to create superior products and services, thereby **Contributing** to a better **Global Society**





- Innovative all-Russia program of education for children staying on long-term medical treatment
- Supported by the Ministries of Education / Healthcare of Russia
- Samsung educational technologies as a tool for hospital schooling incl. distant and individual educational components



>10'000 children from Russia and CIS annually  
10 regions of Russia



Federal program of additional education in the field of IT and programming

Supported by the regional Ministries of Education

## CONTENT

1-year learning course by Samsung R&D Russia & 

## COVERAGE

> 20 cities of Russia from Kaliningrad to Vladivostok

> 1300 school students annually

## TECHNOLOGY

Samsung IT School solution & laptops for programming

ANNUAL FEDERAL CONTEST of MOBILE APPs





Samsung IoT Academy – a long-term project in IT education for top tech universities of Russia

Goal: to create university-based centers of IoT & AI expertise across the country

## Format:

- 1-year program (112 ac.hours) for IT students (2nd-4th course)
- Free of charge education, guided by university lecturer

10 leading universities – project partners since 2018



Санкт-Петербургский  
государственный  
университет



Казанский  
федеральный  
УНИВЕРСИТЕТ



## Samsung provides complex support to ensure the quality

### Educational part

#### IoT content & educational materials:

- developed by SRR experts & based on real-life business examples
- multidisciplinary approach & focus on project work

#### Support to Teachers:

- instructions and help within the learning process
- training for teachers

#### E-Learning System

- blended learning: educational materials are available online
- IoT virtual laboratory with **ИСПРАН**

### Technical part

- professional equipment for IoT labs
- technical support



## Tech laboratories (IM, AV, HA, AIR CON) for college students and service specialists

- To increase the qualification of technical specialists and college students
- To improve the quality of electronics service repair level in Russia
- To introduce technical specialists to the latest SAMSUNG technologies
- Collaboration with WorldSkills Russia



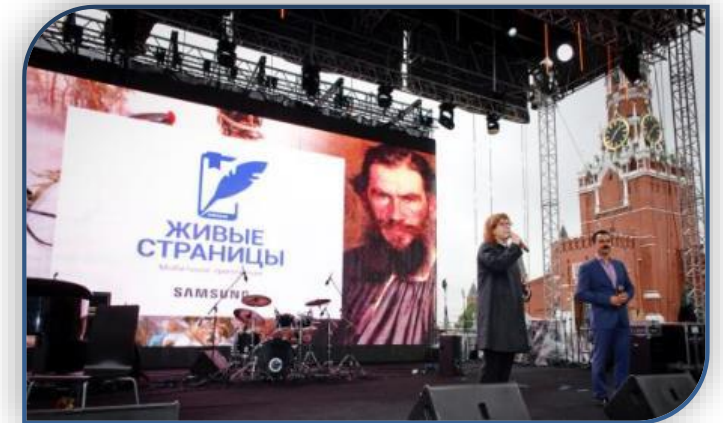
> **5700 students in 2014 - 2017**





- SAMSUNG mobile app developed in collaboration with Tolstoy Digital experts
- Aimed to promote reading
- New way to comprehend Russian literature with interactive mobile technologies

9 books in Russian, 1 – in English





## Awards from Ministry of Education of Russia



## Company of the Year 2015, nomination CSR

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## Best social projects of Russia

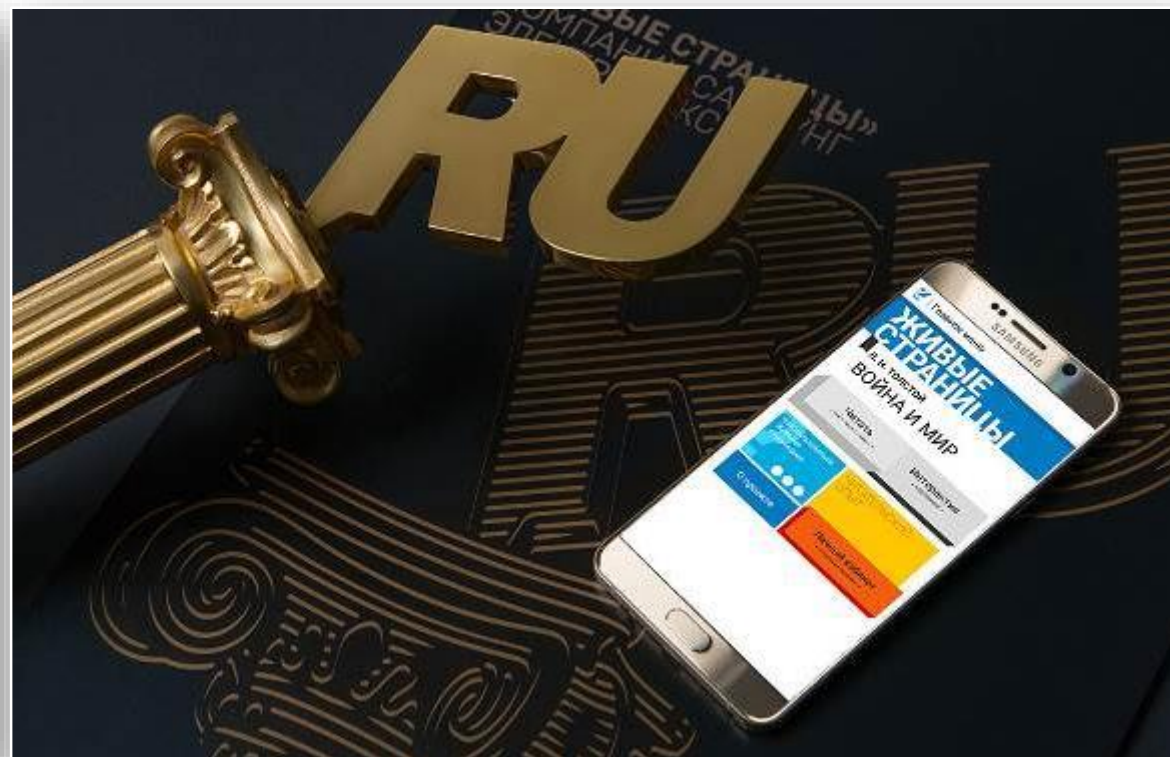


## Corporate Charity Leaders





## Runet Awards



**Thank you.**