



Corporate Responsibility and the Women of Afghanistan

A Succinct and Practical Action Plan

Serving Several Key Themes:

- Social Responsibility and Humanitarian Service
- Positive Public Relations Visibility Worldwide
- Collaboratory among Corporations and Governments

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The Situation



- **Long-term Abuse of Afghan Women**
 - **World learning only slowly how bad**
 - * Physical, emotional
 - * Educational
 - * Medical, psychological
- **Situation demands Action**
- **Conventional Action very difficult/problematic**
 - **War still going on**
 - **War and dangerous situations will continue for months at least (probably longer)**

The Plan



Int'l Corp/Govt Consortium managed by US & RU

providing

Special Tech Support to Key Organizations and Groups (including grassroots Afghan efforts)

in:

- **Medical Infrastructure**
- **Education Infrastructure**
- **Immediate Needs**

Not the usual (\$, equip) but a Finished Tool

The Method



LINCOS-type installations for telecomms, medical, and educational actions



Design/organize/setup by corporate volunteer teams (Intel and others, US and RU)

Site install and setup by Core Team working with on-site/in-country agencies

The Tool We Deliver



**Portable, self-sufficient, sat-link sites @ villages
for jumpstarting medical, educational programs**

**Configure, setup and hand-over to defined user
organizations**



The Prototype and Proof



**LINCOS, backed by Foundations, Corporations,
Universities in Costa Rica and USA**

**Installations in Costa Rica (San Marcos) and
Dominican Republic**

Demonstrated Success and Durability

- **Community Activity and Self-Initiated/Organized Uses**
- **Resilience of physical structures and engineering**
- **“MRE” telemedicine and remote field medicine equipment already exists**

The Means



Four elements involving a Few Good People

▣ **Project Management Team**

▣ **Corporate Technical Assistance Team**

▣ **Govt. Liason Team**

▣ **Materials and Logistics Team**

The Funds



Multiple Sources All Within Reach

- ⌘ **Avina, Kellogg, Gates Foundations**
(Principal Funds and fund-raising among other sources)
- ⌘ **Intel, HP, Microsoft, Abbott, J&J, Alcatel, Cisco**
(H/W, S/W, Meds, Telcoms)
- ⌘ **US + RU govts.**
(Channels, transport, labor, setup)
- ⌘ **Selected Organizations**
(Medical, Educational, Relief Management)

The Budget



**Prior Knowledge from LINCOS Experiences
Assessment from Kosovo and Balkan Projects**

- ⌘ **\$15,000 per Structure (Tent, Container)**
- ⌘ **\$20,000 in Telco, Computer, Medical Outfitting**
- ⌘ **\$5,000 in logistics and transport costs**
- +**
- ⌘ **Govt/NGO labor and transport**
- ⌘ **End-user organization donated resources**
- = \$40K per Village Supported**

We are Quite Ready



- **Past project experience**
 - LINCOS, Telemed, Incident Response, Emergency Relief
- **Other apps and systems fit right in**
- **Established excellent communications and channels**
 - CR groups, US govt./military, RU govt./military
- **Right & able individuals**

Some Partners Ready to Act



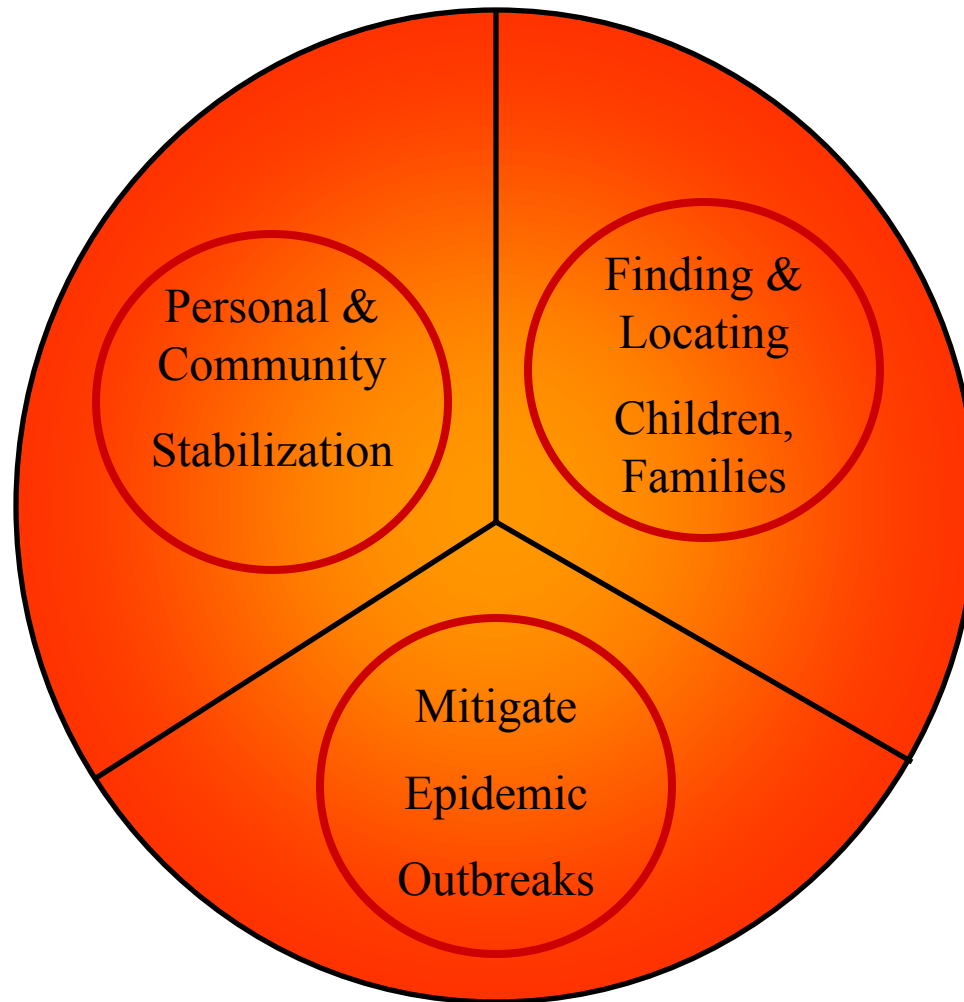
- **Doctors without Borders**
- **Medicine for Humanity**
- **Int'l Red Cross**
- **MAP Int'l**
- **ARDA**
- **Relief Int'l**

Pre-Disposed Support/Channels



- US Army (USAMRD, TATRC)
- US Navy (NAMRL)
- US Marine Corps (USMCIRF)
- Russian Army (General Logistics Staff)
- Novosibirsk State Medical Institute
- GE Medical Systems (Ultrasound Div.)
- Cedars-Sinai Hospital

Ancillary Positive Uses



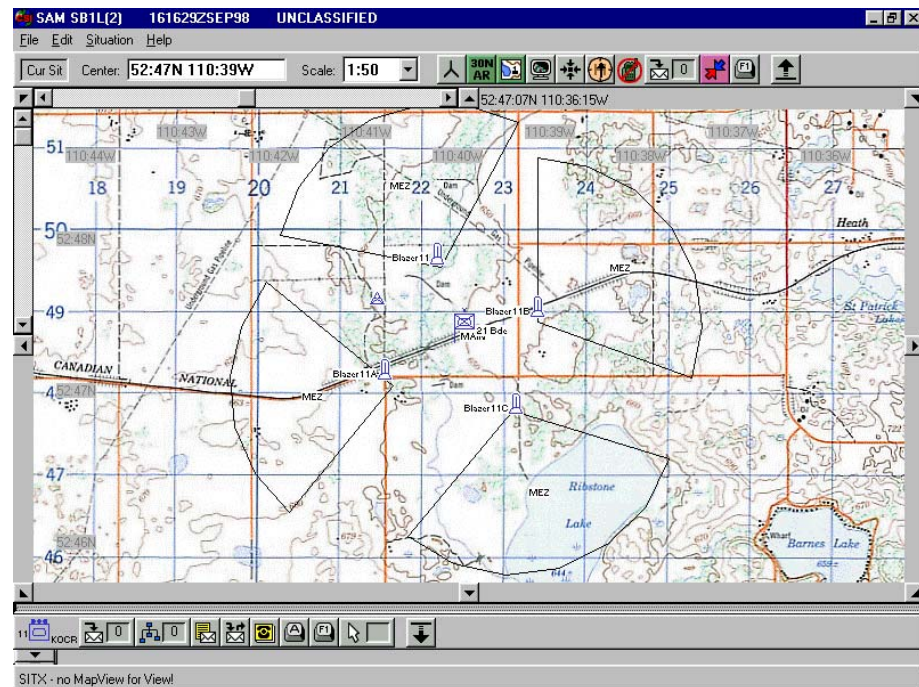
Swords into Plowshares



US/RU Technology
Building Better Communities and International Relations

BattleWeb turned into
RebuilderWeb

- 6 months to do it right
- US DoD go-ahead
- \$20K → Axion, Inc.



Putting It All Together (Orgs)



- **Project Coordination – INCAE**
 - Expertise, connections, student help
- **Funds Management – Avina**
- **Technical Program – Intel**
 - Computing, Wireless (Intel)
 - Medical Equipment (Abbott)
 - Telcomms (Cisco)
 - Software, Systems (Microsoft)
 - Medical/Education Program (RU Teams)
- **Structure Program – Entebbe/TEC**
- **Logistics Management – US-RU Joint Team**
- **Political Channels (Sen. George Allen, R-VA)**

Putting It All Together (System)



(1A) Assembly in CR at prior LINCOS assembly point or at Intel-CR Campus



(2A) Outfit Container with equipment and test (Intel + CR partners)



(3) Lock-down and final packaging for transport



(1B) Collect, configure, test equipment (Tech Partners)



(2B) QA/QC on Canopy

Getting It There And Up



(1) Transport by truck to Limon, CR port



(2) Transport by ship to Odessa, UA



(3) Transport by rail to Moscow



(5) Transport by RU mil air transport to Dushanbe

(4) Final tech/equip outfitting & test by RU partners in Moscow



Transport by truck to final village sites

What's In It for the Sponsors



- **Doing the Right Thing**
- **Visibility and Appropriate PR**
- **Improved Relations**
- **Testbed for Collaboratories**
- **Testbed for Digital Culture Evolution and other R&D**

Some Areas of Tech/Product Gain



Doing this can help a sponsor's growth in several areas

- **Digital Media in “Last 50%”**
- **Internet + Health, Education**
- **Next-Gen Broadband Internet**
- **“NETGuard” applications**
- **Being more truly a Global Leader**

Summary



A Challenge a Multinational is Able to Handle

- **Have Knowledge, People, Resources, Connections**
- **Prior Successful Prototypes and Similar Enterprises**
- **Partners would not refuse a proactive leadership overture**
- **Most doors already open**