

## **Ericsson corporate citizenship program honored at 3GSM World Congress in Cannes**

**Ericsson Response™, a global initiative aimed at rapidly and effectively responding to human suffering caused by disasters, was last night honored by the GSM Association as the industry's "best use of wireless for emergency situations" under the GSM Awards program.**

The awards category honors programs that deliver services to areas in crisis due to natural events, humanitarian disasters and other emergency situations. The Ericsson Response program formalizes Ericsson's commitment to the issue based on its experience in various disaster response efforts throughout the world. The program has won praise from, among others, the United Nations for its efforts in several recent crisis situations.

The core parts of the Ericsson Response program are:

- Ericsson Response volunteers and equipment – An Ericsson Response Unit consisting of telecommunications equipment and the people to implement and operate it responds to the communications challenges unique to each disaster.
- Research and Technical Reference Group – Gathering international expertise, the group shares lessons learned concerning communications during disasters and relief operations, identifies needs and develops technical proposals for more efficient disaster response and provides technical assistance to international humanitarian organizations.
- Partnership with relief organizations and the private sector – Ericsson Response works in close co-operation with the International Federation of Red Cross and Red Crescent Societies (IFRC) and the United Nations' different relief organizations.
- Advocacy – Ericsson Response is a global advocate for the issue of disaster response, aiming to increase awareness and support for the issue and drive of corporate involvement.

*Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communication companies in the world.*

Read more at <http://www.ericsson.com/press>

Read about Ericsson Response at: [www.ericsson.com/ericssonresponse](http://www.ericsson.com/ericssonresponse)

### **FOR FURTHER INFORMATION, PLEASE CONTACT**

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