



2006 Vision & Strategy

We were incorporated on 19th August 2004 and were registered as a charity by the Charity Commissioners on 18th January 2005.

Our vision for 2006 is to continue to work for *Microsoft* as project managers and acting as the secretariat for its “Digital Pipeline” (DP) initiative. Our staff have played a central role since its inception as a *Microsoft* project in 2004.

Some of our team have experience of working with *Microsoft* since 1997 and a long-term relationship of trust and confidence has developed over the years. This is based on proven delivery in-time and on-budget, the highest quality standards and transparent accountability.

Digital Pipeline started in 2004 as part of a *Microsoft* ICT in schools African Pathfinder project in Namibia to test the feasibility of using refurbished computers to help technologically disadvantaged communities and build capacity for economic and educational development.

DHL kindly offered to ship PCs free-of-charge to Namibia and the first container was sent to the Ministry of Education on 1st August 2004. In June 2005 two of our team went to Windhoek, the capital of Namibia, to support the launch of a computer workshop by the President of Namibia and a range of government Ministers as well as oversee the first deployment of PCs into a school.

In July 2005 British Airways reached agreement with *Microsoft* and Digital Pipeline to provide free-of-charge air transport of donated PCs to Africa.

Digital Pipeline is the most advanced environmentally friendly and socially responsible option if you have more than 50 PCs to donate. A proportion of donated PCs are sold to pay for tracking and to create a fund for the end-of-life recycling of PCs in the recipient country.

Our aim for 2006 is to develop and progress the Digital Pipeline project and our strategy is to support *Microsoft* as best we can in this excellent initiative.

George Cook
Chief Executive
23th November 2005