



# WHAT IS CORPORATE RESPONSIBILITY IN THE 21<sup>ST</sup> CENTURY?

**We live and work today on a global commons—  
of information, of commerce and of community.**

It has been created by three converging forces: the network revolution, the reality of globalization and the empowerment of diverse new stakeholders. And it offers us new possibilities for shared decision-making, built upon trust and collaboration.

For IBM, these historic and disruptive shifts both require and enable nothing less than a new social and economic relationship among individuals, organizations and civil society. Indeed, for us, that *triple benefit* defines a corporation's responsibilities in the 21<sup>st</sup> century:

- *For IBM*, we establish a stronger brand with longer-lasting shareholder value and become more attractive as a responsible company to clients, investors and to the public.
- *For IBMers*, we enable them to acquire new skills, transition to other careers, improve the communities where their children, families and neighbors live, and take personal control of their own destinies.
- *For communities and society at large*, we bring our talent and technology to bear on tackling large, difficult societal problems—from literacy to intellectual property, from the environment to healthcare, from regional and national competitiveness to the economic empowerment of the world's disadvantaged.

**The criteria that shape our fulfillment of these responsibilities are the same ones that shape IBM's business actions and relationships: the values of IBMers.**



