IBM

Corporate Citizenship in Chile

Business leadership, social responsibility

"IBM's experience in building a Smarter Planet with clients has transformed our approach to corporate citizenship. Our business and citizenship strategies have converged, applying the same technologies and expertise to helping clients, IBMers, and the communities where we live and work. I am pleased to share with you some local highlights of this work."

—Mauricio Torres Echenagucia
    General Manager, IBM Chile

Building a Smarter Planet requires the same foundation upon which societies have always grown: accessible healthcare, effective education, reliable transportation, environmental stewardship and more. IBM believes that our efforts in these areas are inseparable from our business, and IBMers around the world are realizing this vision every day not only as IBMers, but as engaged citizens of smarter towns, cities and communities.

Education

- **KidSmart Early Learning program** applies the latest technology in pre-kindergarten curricula. The program has benefited over 20,000 underprivileged children across the nation.
- **MentorPlace** brings grade school students together with IBM employees who serve as mentors to help children with their homework using the Web as the only point of contact. The program ends with a dinner, where the employees and students get to meet each other personally.
- **Reading Companion** helps public school students to learn and to read English. In 2012, IBM, with the collaboration of the San Bernardo Mayor, donated the software to 9 schools.
- **Try Science—Robotics**. Since 2005, IBM Chile has been working with educational programs in robotics to teach science and technology to public school students. In 2012, we started the Eco-robotics program, using scrap material to create robotic kits to be used in a final competition with 12 schools.

Boosting communities through the transfer of skills and expertise

- **Executive Service Corps (ESC)** sent five IBM executives to the city of Antofagasta, located in the middle of the desert, to offer consultancy on water management. In 2013, six executives visited Valparaíso and worked with the Secretary of Transportation in the Region for 3 weeks, and they delivered 30 recommendations to improve transportation in 5 cities in the region.

- **Corporate Service Corps (CSC)** first visited Chile in 2011 to help solve complex problems. Two teams of CSC collaborated with organizations in the city of Concepción to help them improve efficiency, as well as create processes and quality standards for their projects. In 2012, Antofagasta received the third CSC team and, this year, Valparaiso received fourth CSC team.
- **On Demand Community** is a global, online community that supports more than 150,000 IBM employee and retiree volunteers in Chile with technology, training and resources for their service at schools and community organizations worldwide.
- **World Community Grid** is an effort to create the world's largest public computing grid to tackle scientific research projects that benefit humanity. Launched November 16, 2004, it is funded and operated by IBM. Using the idle time of computers around the world, World Community Grid's research projects have analyzed aspects of the human genome, HIV, dengue, muscular dystrophy, cancer, influenza, rice crop yields, and clean energy.
- **Disaster Response** was swift after an earthquake on February 27th 2010. IBM Global Technology Services donated to the Chilean Red Cross an IBM® System x® servers. IBM also customized and implemented Sahana Open Source Disaster Management software, an information management solution that enables organizations and communities to better prepare for and respond to disasters. IBM also plans to roll out cloud-based IBM Lotus® Symphony™ and IBM LotusLive™ software (Smart Cloud) to improve internal management efficiency.
- **Service Grants.** Since 2011 IBM starter with project management workshops for NGOs to help them be more efficient. This year we will have workshops of Project Management and Social Media for NGOs in Antofagasta, Santiago, Concepción, Valparaíso and Puerto Montt.
- **Local Projects** often focus on environmental concerns. In 2011, IBM donated a solar-powered intelligent irrigation system to a pre-school with 150 children and, in 2012, IBM donated a similar system to Nocedal School for its agricultural workshop.

Since 2011, two Executive Service Corps teams and four Corporate Service Corps teams have served in Chile, helping16 NGO organizations.

Chile Highlights
- IBM Chile was established in 1929 and has had a presence in Antofagasta since 2009.
- Since 2011, two Executive Service Corps teams and four Corporate Service Corps teams have served in Chile, helping 16 NGO organizations.
- Twenty-three project management and social media workshops have been delivered since 2011, helping more than 145 organizations in Antofagasta, Santiago and Concepción.
- Thirty-four schools received Reading Companion in 2012.
- In 2012, three IIF grants were given in conjunction with the TryScience program.
- IBM Chile has sponsored the Mentor Place program every year with the participation of more than 100 volunteers.

For more information
For more information on IBM corporate citizenship programs, policies, strategies and achievements worldwide, and to read or download our current IBM Corporate Responsibility report, visit **ibm.com/ibm/responsibility**.

For more on IBM corporate citizenship in Chile, contact:
Piera Curotto
Corporate Citizenship & Corporate Affairs Manager
pcurotto@cl.ibm.com
+56-02-22006170

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