



“IBM strives to be an essential company, not only to our clients, shareholders and employees, but also to the world at large—by engaging the communities where we do business and by providing the leadership and tools to build a Smarter Planet. Corporate citizenship is central to this vision both worldwide and in the local examples I am proud to share in this report.”

—Lars Mikkjelgaard-Jensen
General Manager, IBM Denmark

Corporate Citizenship in Denmark

Business leadership, social responsibility

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.

Smarter Cities: Helping Copenhagen achieve carbon-neutrality

IBM's Smarter Cities Challenge is a three-year, 100-city, philanthropic grant program—IBM's single biggest. The aim of the Smarter Cities Challenge is to make recommendations for intelligent urban development and enhancement of life in the city. The program provides grant recipients with access to teams of top technical experts and consultants from IBM who offer their expertise on a specific challenge. The IBM team devotes three weeks of their time living in the winning city and analyzing issues of local importance to the challenge identified. After conferring with officials, citizens, businesses, academics and community leaders, the IBM team offers recommendations on actions the city can take to address their key issue. Copenhagen was selected based on a desire to reduce the city's energy consumption in support of the stated goal of becoming the first carbon-neutral capital in the world by 2025. As part of the donation, a detailed report with key findings, recommendations and proposed actions is created for the city. The final reports are available on www.smartercitieschallenge.org.

Engagement in civil society through partnership and volunteerism

On the occasion of the European Year of Volunteering, IBM Denmark partnered up with the National Council for Volunteering to highlight and support citizenship and civil society. IBM Denmark initiated the partnership by sponsoring a study of voluntary organizations' strategic use of social media. We actively engaged in the national day of volunteerism in Denmark and supported the project “Business Leaders



in Internship.” IBM Denmark had ten business leaders in internships at various volunteer organizations, providing consulting services for a day, often leading to additional volunteer work by the business leaders.

IBM Denmark employees strongly engage in the On Demand Community, IBM’s volunteer and community service initiative. This program enables IBM employees and retirees to perform volunteer activities and equip them by giving access to IBM developed activity kits, presentations, software and mentoring programs, as well as the opportunity to apply to IBM for cash grants or technology for the organizations with which they volunteer. In 2012, this resulted in six donations to different NGOs.

Meeting the challenges of globalization

Danish employees are represented in IBM’s Corporate Service Corps (CSC). The CSC is a specialized consulting program which sends a group of carefully selected IBM volunteers to an emerging market where they perform community-driven economic development projects working at the intersection of business, technology and society. A total of 18 Danish employees have participated in the program. For IBM, the program is a unique opportunity to develop future-oriented global leaders, while at the same time helping to solve social problems and developing new markets using IBM’s core competencies.

IBM strengthens early IT learning

Since the inception of the KidSmart Early Learning Program in 1998, IBM has donated more than 64,000 Young Explorer units, a PC equipped with award-winning educational software to help children learn and explore concepts in math, science and language to schools and not-for-profit organizations in 60 countries, reaching more than 110,000 teachers and serving more than 10 million students. IBM Denmark has donated more than 600 units to more than 100 schools and institutions in the country. IBM’s partners are essential for the success of the program and, in 2012, IBM Denmark continued the advantageous collaboration with the Ministry of Culture.

Throughout the IBM Smarter City Challenge, the city of Copenhagen investigated how strategic gathering and use of data can empower residents, drive innovation, and support the city’s goal of carbon neutrality by 2025.

Denmark Highlights

- The IBM Smarter Cities Challenge came to Copenhagen
- 120 KidSmart donations
- Strategic university relations with five targeted universities
- 664 On Demand Community volunteers and more than 83,000 volunteer hours registered (cumulative)
- 3,200 employees in six locations
- More than 700 business partners in Denmark
- IBM’s revenue is generated from 80% service and 20% software/hardware
- IBM Denmark was established in 1950

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.

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