Corporate Citizenship in Egypt

“IBM Egypt is keen to drive corporate citizenship advancement out of its strong belief in the crucial role the responsible corporation plays in the life of individuals and society. IBM Egypt skills and expertise will continue to be a rich repository that our community and people will draw upon and benefit from.”

—Amr S. Talaat
Country General Manager, IBM Egypt

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.

**Special Needs National Voting Application by IBM volunteer**

As part of IBM’s continuous efforts to develop thoughtful and innovative ideas that help serve the needs of the community we live in, IBM volunteers developed a new application that enables people with special needs to vote in the elections. The new application broadcasts the names of the candidates for persons with visual disabilities, or by sign language for people with hearing disabilities. The main objective is to help the people with special needs to vote independently.

This national initiative won the attention of officials including the Minister of High Education, the Minister of Scientific Research, the Advisor to the Minister of Education for Special Education, the EU ambassador in Egypt and the head of UNESCO in the Second Annual Conference for Communications and Information Technology for People with Disabilities IBM advocates the importance of the role of information technology in facilitating disabled people and providing the necessary tools to practise their social and political rights.

IBM always advocates on the importance of the role of information technology in facilitating ways of life for disabled people and provide the necessary tools to practice their social and political rights.
Promoting a culture of corporate volunteerism: first corporate volunteers matchmaking portal in the Middle East

Sharek, www.Sharek.org, the first corporate volunteer match platform in Egypt & the Middle East, which matches the volunteering opportunities of Civil Society Organizations (CSOs) with volunteers from the corporate world, is now live. Sharek started as a collective effort between a number of partners that believe in the potential of corporate volunteerism to bring about substantial and positive socio-economic change including IBM, P&G, PWC, United Nations Volunteers UNV, Egyptian Businessmen Association EBA, Egyptian Junior businessmen Association, American Chamber of Commerce, Egyptian Social Responsibility Center and Nahdet el Mahrousa NGO.

IBM volunteers have worked for the past two years along with other companies volunteers to make this initiative come to life in a wonderful symphony of volunteerism among Egyptian corporations. Sharek enables nonprofit organizations to post volunteer opportunities, including a brief about the opportunity, the number of volunteers needed, and the skills required. Volunteers are able to browse the offerings and choose the opportunities that best fit their skills, interests, geographical area, and schedule and the platform would automatically match-make the opportunities.

Reading Companion

IBM Reading Companion is IBM’s web-based literacy grant initiative that uses voice recognition technology to help children and adults learn how to read. In 2011, IBM Egypt signed a memorandum of understanding with the Ministry of Education in Egypt to integrate Reading Companion into national primary curriculum. Additionally, the not-for-profit organization will provide hands-on training and coaching to approximately 1000 teachers at 250 schools. Teachers received coaching as they setup user names and IDs for their students and were taught to prepare lesson plans that integrate the use of the Reading Companion into the teaching process. Book Reader was used to add the Egyptian English curriculum on the Reading Companion database, enabling the teachers to use the main stream materials to support the learning process.

The IBM and the TILO programs have been rolled out across the 27 Egyptian governments, and the goal is to reach 500 schools and 2000 teachers by 2015.

Ask — an Education Initiative

This volunteering project works on discovering youths’ fields of interest and then helping them develop their skills accordingly in order to better direct them towards an appropriate career. The initiative empowers young people to become better and more effective citizens and offers unique experience in the field of childrens’ education in the Egyptian community. IBM has supported this project with a community grant and two On Demand Community grants in the years 2011 and 2012. The grants were used to establish a creative lab to teach youth the basics of electronic circuit design, astronomy, physics, drawing, poetry writing, designing robots, chemical experiments, economics, and other fields. IBM volunteers have helped more than 200 students discover appropriate careers, and have provided guidance to enable them to develop and improve their skills in their career areas.

IBM also provided EWeek seminars for girls between the age of 12-15 to focus on their scientific aspirations and abilities.

IBM volunteers help special needs Egyptian citizens to vote independently.

Egypt Highlights

• IBM Egypt was established in 1954
• The country hosts 3 Global Centers with a strong skill pool serving global IBMers and clients in SWG, GBS and GPS
• Pioneers in R&D for Arabic support in IT, Egyptian IBMers have had more than 70 patent applications filed since 2003
• More than 700 Egyptian IBMers have participated in On Demand Community, IBM's volunteer initiative, and have contributed over 5,000 volunteer hours
• IBM grants and donations totaled nearly EGP100,000 and is expected to reach EGP150,000 by the end of 2013
• Around 622 KidSmart education PCs have been donated
• IBM has collaborated with approximately 55 not-for-profit organizations in developmental activities
• IBM has given 19 Celebration of Service Grants: 3 Catalyst grants, 1 Centennial Grant, and 17 On Demand Community Grants
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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