Corporate Citizenship in Finland

Business leadership, social responsibility

"Established in 1936, IBM Finland is an integral part of the Finnish society. IBM contributes to the society as a professional supplier and partner for customers and employer of choice for employees, but IBM wants to be more than a business. IBM wants to share our competencies and assets in order to help develop Finland into an open information society, modern knowledge society, and innovative service society for the welfare of all."

— Tuomo Haukkovaara
    Country General Manager, IBM Finland

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.

IBM Smarter Cities Challenge Helsinki

Helsinki participated in the IBM Smarter Cities Challenge—a three year philanthropic initiative to contribute the skills and expertise of teams of top-talent IBMers. As part of World Design Capital Helsinki 2012, the IBM Smarter Cities Challenge contributed to the goal of helping the City of Helsinki to become an open city. IBM helped the city to exploit open data and data visualization to engage citizens and to improve city's integral operation, to innovate services, and to engage citizens by adding to government's openness and transparency. A report with recommendations and a roadmap was handed over to the mayor. Activities and events were arranged with many organizations to help implement IBM's recommendations. Events included Invisible Helsinki Open data weekend for citizens, national Open Data competition for schools, and a BuildIT hackathon for students at Aalto University. The Curious Life of Trash used means of open data, data analysis and interactive video to help understand the life cycle of things from commodity to trash.

IBM in FINLAND

- IBM has done business in Finland since 1936

- 30% of personnel volunteer via opportunities found through IBM's On Demand community

- Helsinki was part of an IBM Smarter Cities Challenge and the World Design Capital Helsinki 2012. SCC Helsinki promote city's goal for open city by using open data and data visualization.

- IBM is a founding member of COSS, the Finnish Open Source Solutions

IBM as part of the Open World for effectiveness. interoperability and economic growth

IBM's cooperation with Centre for Open Source Solution (COSS) in the field of open world ecosystem aims to encourage an open information society by promoting open data, open source, open standards and architecture, and open innovation for co-creation. The community has developed Open School which is used in more than 200 schools in more than 50 municipalities, and is based on the concept of open source software free for use. Redesigning municipalities is a campaign to draw attention to services provided by municipalities and how quality services and interoperability could be promoted by using open standards and architecture. As part of the campaign a video, "Open Life" has been produced with a student theatre group Ky Speksi.

Early learning with IBM inside

IBM's KidSmart Early Learning program places kid-friendly computers loaded with award-winning software in schools and nonprofit organizations. Worldwide, the program has donated more than 64,000 units in 60 countries, and given more than 10 million children an effective head start toward academic success. In Finland, IBM has provided learning stations to more than 300 kindergartens and children's hospitals. To promote collaboration among educators, the Finnish KidSmart community has an online forum for sharing ideas and best practices, and an annual meeting for the KidSmart community. The joint themes in early learning have been information and communication technology (ICT) to help children with learning difficulties or media education. IBM also has cooperated with universities in Helsinki and Jyväskylä in order to integrate ICT as part of early childhood teacher education. IBM was a partner in the Orientaatio program with University of Helsinki and Kuuma-kunnat, the group of municipalities in Central Uusimaa to develop and implement best practices in ICT in early learning.

Together with schools for future talents

IBM has been active with schools, education authorities, and teacher associations to promote new curricula and education in schools for future talents. IBM is a member on the board of the ICT in Education committee of the Finnish Education Authority and has been active in national research programs such as OPTEK, funded by Tekes. IBM has drawn attention to new competencies needed by the society. Big Data is a vast promise to turn data into information for insights and innovation. In order to get most out of the phenomenon, new competencies and professions such as "Datamatician" or "Data Scientist" are needed. To promote new mathematics, IBM has promoted a contest sponsored by MAOL, The Finnish Association for Teachers of Mathematics, Physics, Chemistry and Informatics. IBM has co-organized a student competition, "Visionääri 20X0," for Finnish secondary schools. Visionääri 20X0 challenged students to give their insights about the future and the future skills needed in working life, while the competition PitchIT challenged students to create new business ideas based on IT and communications technology.

Employees volunteering for the society

On Demand Community, IBM's volunteer and community service initiative, enables IBM employees and retirees to find volunteer activities and equips them with a range of resources. Launched in 2003, the program has recorded nearly 13 million hours of volunteer work by more than 220,000 participants. In Finland, the program supports more than 300 IBM volunteers, who are active in supporting not-for-profit organizations such as the Finnish Mannerheim League for Child's Welfare, Red Cross, Scouts, schools and patient associations.

IBMers get global

IBM's Corporate Service Corps (CSC) is a philanthropic program that deploys IBMers to help solve complex problems in developing countries. Since its launch in July 2008, CSC has deployed more than 1,400 IBMers on over 120 teams to 24 countries. Finnish participants in CSC projects have been deployed to Brazil, India, Kenya, Nigeria, the Philippines, Romania and South Africa.

Support for education

26 KidSmart computers donated every year.

Citizenship worldwide

IBM's strategic business priorities are tightly aligned with our social responsibility efforts. Both are focused on making the systems that facilitate life — such as water, energy, food, and transportation — more efficient, accessible and sustainable. Because we have so methodically aligned our service efforts to our areas of business expertise, we are able to engage longer and more meaningfully, including efforts to improve education, healthcare, disaster response, water and food, jobs and economic growth, and urbanization.
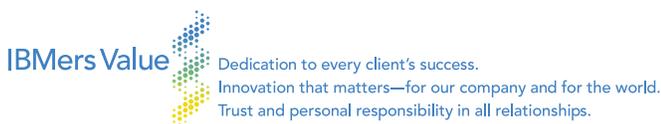
Environment

IBM's environmental policy objectives range from workplace safety, pollution prevention and energy conservation to product design for the environment, continual improvement and the application of our expertise to help address some of the world's most pressing environmental problems.

Supply Chain

IBM's supply chain includes more than 28,000 suppliers in nearly 90 countries. We have embedded social and environmental checkpoints into every aspect of our procurement process, and have for many years.

Global recognition

- First on the Civic 50, a ranking of S&P 500 companies by the National Conference on Citizenship and Points of Light, on how they engage with the communities they serve
- Chairman's Award from the Committee to Encourage Corporate Philanthropy, for Smarter Cities Challenge
- Sixth on *Fortune* magazine's list of the World's Most Admired Companies (2013)
- Eleventh among *Corporate Responsibility Magazine's* 100 Best Corporate Citizens (2013)

IBMers Value
Dedication to every client's success.
Innovation that matters—for our company and for the world.
Trust and personal responsibility in all relationships.

Values

Since its inception, IBM has been a company that defines itself by fundamental values. In 2003, IBMers worldwide came together to renew and define our core values, which now serve as the foundation of IBM's culture and brand.

For more information

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

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