Corporate Citizenship in Hungary

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.

Talent Management

IBM Hungary has embarked on a long-term, strategic cooperation with the talent management and education foundation, Bright Spark Endowment (Messzehangzó Tehetségek Alapítvány). In our mutual work, we will provide additional education programs for children living in disadvantaged circumstances. These educational programs include a 5-session interactive program, that deals with digital literacy and data privacy, environmental protection, sustainability and renewable energy. Participants also had a sneak-peak in the IBM Innovation Center. The volunteers from IBM and the foundation were joined by partner NGOs and even by a major IBM client.

IBM also participated in Bright Spark’s kids summer camp. With the help of IBM’s TryScience framework, IBM volunteers presented physical experiments. In addition, the IBM government programs specialist and EU expert spoke to the kids about their rights and opportunities as a Citizens of the European Union.

“From unemployment to ineffective environmental protection, there are a number of challenges in Hungary which need solutions. IBM Hungary is collaborating with some brilliant non-profit organizations to support the educational institutions, create a sustainable business hand-in-hand with local communities, and help people gain skills for the 21st century labor market. I’m proud to share some highlights of this work.”

—Zsolt Veres
Country General Manager, IBM Hungary
Develop the developers

In late 2012, a team of six IBMers coming from different professional areas started working together with a Hungarian child development institution to tackle problems in their workflow management, market visibility and general operational malfunctions. After 5 months, the first phase of the project closed and an action plan was handed to the foundation. The next phase will be executing the suggested steps and providing ongoing support that includes reviewing and evaluating the results.

More than 300 IBM Hungary employees are registered with On Demand Community, IBM’s volunteer and community service initiative.

Hungary Highlights
• Year IBM established: 1936
• Major IBM locations: Budapest, Vac, Szekesfehervar
• More than 300 IBM Hungary employees are registered with On Demand Community, IBM's volunteer and community service initiative
• In 2012, IBM Hungary provided grants of EUR4,500 for NGOs and schools
• In 2012 IBM Hungary was named PwD friendly workplace
• In 2012 IBM was named one of the 10 best employers in Hungary

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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