IBM believes that a company culture based on core values not only helps our business, but also defines the role that we can and should play in society. We identify and act upon opportunities to apply our technology and expertise to societal problems, and scale existing programs to achieve maximum benefit. We empower employees and others to serve their communities. And we integrate corporate citizenship and social responsibility into every aspect of our company.

**Community & Employees**

The IBM Corporate Service Corps (CSC) is a global initiative launched by IBM in 2008. The Corps was created in an effort to contribute to solving social, economic and environmental problems in emerging countries. The program brings multinational teams of 10-15 emerging IBM leaders to various developing markets to work on projects using information technology to foster economic development. Volunteers are exposed to new challenges and perspectives, enhancing their ability to operate as global citizens. In the process, IBM develops future leaders with a broader range of skills—and benefits local projects and communities with IBM's expertise and resources.

Since 2010, Russia has hosted four CSC teams and 13 projects in partnerships with local organizations were implemented in Kazan, Sochi, Rostov and Novosibirsk. One of them, with the National Museum of the Republic Tatarstan, helped the museum to introduce a promotion strategy that will triple the number of visitors by 2013, when Kazan is hosting the World Universiade 2013. Another project team implemented in Novosibirsk in 2012 has helped Department of Communications and Information of City Administration to develop a web portal concept that will become a unified communications platform and a link between government agencies, business community and citizens. CSC projects are also being developed in Kazakhstan. Two more cities—Ekaterinburg and Krasnodar—will join the program in 2013.
Community
Since the beginning of 2011, IBM Russia/CIS has supported 24 volunteer initiatives in partnership with community organizations and universities. The focus is on skills-based volunteering, although many organizations have also received cash grants. Over 50% of IBM employees in Russia/CIS have donated their time for volunteer initiatives.

One of the volunteer initiatives organized and promoted a classical music concert to help a charity fund that supports children who have sustained burn injuries. The concert was held in Tretyakov gallery, bringing together more than 300 people, including 100 IBMers. More than USD10,000 was raised and donated to the charity fund.

Through another initiative, a group of IBMers spent several days at an education summer camp for children. IBM volunteers presented Smarter Planet curriculum, and conducted a number of science & engineering activities with children aged 10–16 years old. More than 170 children attended the sessions.

More than 50% of IBM employees participated in the 2011 IBM Celebration of Service activities

Russia and CIS Highlights
• Since 2011, IBM has developed active cooperation with 14 NGOs on projects in the following areas: people with disabilities, education, healthcare, family services, environment & ecology, homelessness, and youth development
• Almost 30% of IBM employees are registered as volunteers and have contributed near 4,500 hours
• IBM RCIS received the “People Investor Award 2012” award in the special category “Best Project for Sustainable Development of NGOs” from the Russian Managers Association
• The KidSmart Early Learning program started in Russia in 2007 and has helped 1200 teachers and 50,000 students in 14 Russian cities by providing more than 500 kid-friendly PCs, loaded with award-winning educational software
• Year IBM established: 1974
• Major IBM locations: Moscow, St.Petersburg (Russia), Kiyev (Ukraine), Almaty (Kazakhstan), Tashkent (Uzbekistan); total number of offices: 22 by end of 2012

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 Russia and CIS,
contact:
Victoria Voronova
Corporate Citizenship & Corporate Affairs Manager
victoria.voronova@ru.ibm.com
+7 49-775-8800

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New Orchard Road
Armonk, NY 10504
U.S.A.

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