Corporate Citizenship in Sweden

Business leadership, social responsibility

“IBM’s experience in building a Smarter Planet with clients has transformed our approach to corporate citizenship. Our business and citizenship strategies have converged, applying the same technologies and expertise to helping clients, IBMers, and the communities where we live and work. I am pleased to share with you some local highlights of this work.”

— Johan Sandell
General Manager, IBM Sweden

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.

Education
IBM’s involvement in education at all levels—from pre-school to middle and high school, as well as at university levels—is central to our societal engagement. During 2013, IBM Sweden will take a new step and become a partner to a new public high school called Stockholm Science and Innovation School (SSIS). The school focuses on science, entrepreneurship and innovation, and IBM is a partner along with Ericsson, Microsoft and TATA Consultancy Services, as well as Stockholm University and the Royal Institute of Technology. Sponsoring excludes monetary contributions but includes skills, expertise and experience as well as access to labs etc. IBM will contribute with mentors for students and by giving lectures. Learn more at www.stockholmscience.se.

Making NGOs better
IBM Services Grants enables recipient educational and not-for-profit organizations to enhance their IT infrastructure, and leadership and technology skills. They are designed to help recipients enhance their ability to serve their communities. During 2012, consultants at IBM Sweden helped Médecins Sans Frontières to get closer to their vision of being an innovation hub. The organization seeks, “To play a catalyst role in identifying, developing and implementing field oriented improvements and innovations that contribute to saving lives and alleviate suffering wherever MSF operates.” IBM delivered an Innovation Review Report with clear improvement suggestions and identified steps forward.
Leadership
The Corporate Service Corps was launched in 2008 to help provide IBMers with high quality leadership development while delivering high quality problem solving for communities and organizations in emerging markets. Each year a number of Swedish IBMers join the global Corporate Service Corps program and travel to an emerging market for four week community-based assignments. During the assignment, participants perform community-driven economic development projects working at the intersection of business, technology, and society.

We apply IBM’s technology and talent to solve societal issues, including the environment, community economic development, education, health and culture.

Sweden Highlights
- IBM has done business in Sweden since 1928
- Major IBM locations is Stockholm (Kista), Gothenburg, Malmö and Sundsvall
- IBM Sweden has a Nordic lab for software development in Malmö and research in Linköping
- In 2012, approximately 22% of all IBM employees in Sweden participated in On Demand Community, IBM’s volunteer and community service initiative
- IBM Sweden employees have for many years mentored students in eighth and ninth grades
- IBM Sweden donates KidSmart computers to pre-schools each year with a focus on disadvantaged communities, including training teachers to use IT effectively to support children’s learning
- IBM Sweden works closely with universities in Sweden and recruits approximately 40-50 new college graduates each year
- IBM treasures all aspects of diversity highly and promotes inclusion actively

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 Sweden, contact: Susanna Salwén
Corporate Citizenship & Corporate Affairs Manager
susanna.salwen@se.ibm.com
+46 707932749
ibm.com/se/ibm/responsibility

© Copyright IBM Corporation 2013
IBM Corporate Citizenship & Corporate Affairs
New Orchard Road
Armonk, NY 10504
U.S.A.

Produced in the United States of America
June 2013
All Rights Reserved
IBM, the IBM logo, On Demand Community, Reading Companion, World Community Grid and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. Other product and service names might be trademarks of IBM or other companies.

References in this publication to IBM products and services do not imply that IBM intends to make them available in all countries in which IBM operates.

Please Recycle