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 programmes to achieve maximum benefit. We empower employees and others to serve their communities. We integrate corporate citizenship and social responsibility into every aspect of our company.

**Smarter Cities Challenge: Birmingham — delivering essential services for citizens**

In March 2012 Birmingham City Council learnt that its application for one of IBM’s coveted ‘Smarter Cities Challenge’ grants of consulting services had been successful. Birmingham City Council is faced with making challenging choices about prioritising services for their local citizens in the context of large scale budget reductions driven by the need to reduce public expenditure across the UK to meet tight fiscal objectives. City leaders needed to identify, of the many services they provide, which deliver the greatest value, to whom and why. Having already mapped their City’s ‘system of systems’ in great detail, they turned to IBM to help them understand whether it would be possible to apply the City’s available data to those maps to answer those questions — and what the impacts of the range of choices they might subsequently make, would be. They also wanted to know how they might implement the solution and what it would take to achieve this goal.

In September, a team of IBM consultants spent three weeks understanding this approach to economic decision making, consulting with over a hundred key stakeholders and experts, as well as drawing on IBM’s own expertise around the globe. In March 2013, the IBM teams’ final report was delivered to the Leader of the Council, Sir Albert Bore and the City’s Chief Executive, Stephen Hughes. Birmingham City Council has already started implementing some of the recommendations and is seeking ways to address others.
Addressing the UK’s critical skills needs — IBM Hursley’s Blue Fusion event

It is universally agreed that here in the UK we are not producing nearly enough people with advanced qualifications in the science, technology, engineering and math disciplines. IBM has long understood and engaged with this challenge through a range of citizenship initiatives. Amongst these is IBM Hursley’s annual ‘Blue Fusion’ event for school students aged 13 – 14. It is at this point students have to make choices about which subjects to study — which will have a subsequent impact on their career options. Each day hundreds of pupils from over 50 schools in the South East of England descend on IBM Hursley — Europe’s largest software development laboratory — to participate in a week long event. Students interact with some of IBM’s young software developers to understand more about their job roles. Students also try their hand at a number of competitive activities designed by the developers. Each activity demonstrates a technology challenge that developers are currently working on.

Corporate Responsibility starts with providing employment opportunities

Unemployment amongst young people in the UK is a critical issue — as it is in many other countries around the world — even for those young people who already have good skills and knowledge. IBM UK has chosen to maintain and, indeed, increase our commitment to employing young people. In 2012, we recruited 280 fully-paid interns, each working at IBM for a year, and a further 250 permanent employees who entered our graduate employee programme. In addition to this, we also recruited 90 more young people aged 17/18 into our Futures and Apprenticeship programmes. These young adults are already making their mark on the business and with our clients.

IBM employees and retirees registered 60,000 volunteer hours last year.

United Kingdom Highlights

• The UK is home to Europe’s largest software development laboratory, IBM Hursley
• In 2012 IBM recruited 560 graduates and Interns and 60 apprentices

• IBM employees and retirees registered 60,000 volunteer hours in 2012, and since the inception of IBM’s employer supported volunteering programme, On Demand Community, 9 years ago, have registered over 500,000 volunteer hours
• In 2012 IBM UK gave financial and in kind support to more than 120 schools, charities and universities, with a financial value of more than £650,000
• IBM won the IT Sector Graduate Employer of Choice Award in the Times Graduate Recruitment Awards; IBM was ranked No.1 globally in the Stonewall Workplace Equality Index
• IBM Hursley registered 175 patents in 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.

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