Corporate Citizenship in Argentina

Transforming business, technology and society

IBM's longstanding, global commitment to corporate responsibility is a demonstration of our values and the priorities that guide them. By integrating corporate responsibility with business strategy, we contribute to the communities in which we do business while engaging our clients, partners and employees. IBM's technology and talent have the power to help transform governments, institutions, communities and the quality of life for people around the world. Whether it's improving education, revitalizing cities, protecting the environment or driving economic growth, IBM and IBMers contribute innovative solutions to the world's toughest societal challenges.

"To build a smarter planet — and to run a smarter enterprise — your business and citizenship strategies must be more than aligned. They must become one. This is very different from traditional notions of ‘giving back’ or CSR. Speaking as an IBMer, I believe this comes from the core of our culture, values and purpose as an enterprise — to be essential to our clients and to the world," says IBM Chairman, President and CEO Ginni Rometty.

Education

In 2014, IBM unveiled Codename: Watson Teacher Advisor, an advanced cognitive computing system that will provide qualified lesson plans and mentoring to teachers via mobile devices — all free of charge. In the United States, IBM's innovative P-TECH grades 9 to 14 model connects education to jobs. In the 2014-15 school year, P-TECH's first six graduates finished high school and college in just four years, as the P-TECH network expanded to 27 schools across three states.

Highlights

• In 2014 IBM Argentina celebrated its 90th anniversary. For these celebrations 90 volunteers’ projects were deployed during that year.

• Three Corporate Service Corps teams have visited cities in Argentina to work on social projects and help local communities’ economic development.

• During 2015 three hackathons were carried out with key influencers from the public, private and third sectors. The developed applications were for people with special needs, as well as mobile apps to help athletes prepare for the Youth Olympic Games to be held in Buenos Aires in 2018.
Problem solving
IBM Impact Grants bring sophisticated capabilities to not-for-profit organizations to help them serve their constituencies more effectively. Since 2010, the program has made more than 120 grants in Argentina, helping organizations enhance their IT infrastructure and leadership and technology skills.

IBM’s Corporate Service Corps (CSC) program brings together teams of high-potential IBMers from around the world for month-long projects on economic development, environmental issues and other challenges in developing countries. Argentina has been the destination of three CSC teams, visiting Cordoba, Salta and Mendoza. Most recently, a team visited Mendoza in 2015 to work with Fundacion Banco de Alimentos Mendoza, Municipalidad de Mendoza, and Fundacion Nuestra Mendoza.

Worldwide, 16 cities benefitted from Smarter Cities Challenge® engagements in 2014, and World Community Grid® helped strengthen the fights against cancer and Ebola by providing free “virtual supercomputing” power to humanitarian researchers.

Employee engagement
Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community®, and IBM’s Volunteer Excellence awards bestow CEO-level recognition on those employees who, through their actions, best personify IBM’s culture of service. In Argentina, the Junior Achievement Foundation recognized IBM with an award for “best project coordination,” for our corporate volunteering support — and named IBMer Maria Julia Wacker the “volunteer of the year” from among 915 volunteers supporting the foundation.

Disaster relief
Integrating advanced technologies with the expertise of IBMers, IBM delivers essential components of what it takes for affected areas and individuals to regroup, rebuild and recover. Joining the global fight against Ebola and responding to the devastation of Hurricane Haiyan in the Philippines, with both immediate and long-term solutions, were just two examples of IBM’s agile and sustained 2014 disaster relief efforts.

Awards & recognition
- Fortune — Most Admired Companies
- Corporate Responsibility Magazine 100 Best Corporate Citizens
- U.S. Environmental Protection Agency Climate Leadership Award (2012-14)
- Junior Achievement Foundation Argentina — Best Project Coordination and Volunteer of the Year awards (2014)

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/responsibility.

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