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**

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. IBM also unveiled Code-name: 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.
A grant from IBM helped to create the Ozark STEM Foundation in Bentonville to encourage interest in STEM courses and careers among students across Northwest Arkansas.

**Problem solving**

In 2014, 100 Corporate Service Corps teams worked on pro bono consulting projects to improve women’s health, preserve the environment, and more. Sixteen cities benefitted from Smarter Cities Challenge® engagements. More than 500 IBM Impact Grants brought sophisticated capabilities to nonprofit organizations to help them serve their constituencies more effectively. 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.

- IBMers serve in volunteer leadership roles in such organizations as the Hindu Temple of Bentonville, the Rapha Center for Women’s Ministries in Rogers, and the Arkansas Natural State Brass Band.
- IBMers have served on the board of the Center for Retailing Excellence at the University of Arkansas for over 10 years.
- IBMers conducted STEM demos at the Walmart Museum in Bentonville for an event marking IBM’s long-time vendor relationship with Walmart.
- IBMers started a new Women of Walmart organization for technology vendor partners of Walmart and some Walmart employees to create and empower a community of powerful technical women to develop leadership and grow their careers.

Through our annual Employees Charitable Contribution Campaign, Arkansas employees pledged $72,000 to non-profit agencies in 2014. Also, IBM’s Matching Grants program awarded $32,000 to a range of non-profit, educational and healthcare organizations in the state, matching IBMers’ own contributions.

**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)*
- *European Diversity Awards — Supplier Diversity Programme of the Year*

**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](http://ibm.com/responsibility).

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