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 Jacques Platieau, country general manager for IBM Belgium and Luxembourg.

**Education**

Science, Technology, Engineering and Mathematics (STEM) skills are vital to success in the 21st century — underpinning every job, at every level, in every sector. That is why IBM is helping to increase student engagement in STEM and align the worlds of education and employment through a portfolio of education offerings and skills-based volunteering. In 2014, with the support of many engaged IBM volunteers, we reached 2575 students through Robotics programming workshops, Coderdojo sessions, Teachers TryScience, Smarter Planet workshops, and many other activities for 10- to 17-year-old students. In
an effort to align the worlds of education and employment, we coached some 180 students and jobseekers to grow their ICT and workforce readiness skills.

**Employee engagement**

Since the inception of IBM's volunteering program, On Demand Community,® around 600 active and retired IBMers have donated nearly 40,000 hours of volunteer service. In 2014, their efforts in donating their time and sharing skills and expertise, resulted in 29 cash grants to schools and nonprofit organizations within the areas of education, increased employability and workforce readiness, health, humanitarian service, and many more. A few examples: more than 50 volunteers contributed to the logistics success of the 1000-kilometre bike race for the benefit of Liga Against Cancer; several volunteers gave workshops to jobseekers on CV writing, interviewing skills and ICT-literacy, and many IBMers donated their time and skills to schools across the country.

**Corporate Services Corps®**

Last year again, several Belgian IBMers worked on pro bono consulting projects in China, Ecuador and Indonesia to improve women’s health, preserve the environment, and stimulate economic development. This program empowers IBMers as global citizens by sending groups of 10-15 individuals from around the world with a range of skills to an emerging market for four-week community-based assignments, working at the intersection of business, technology and society.

**IBM Impact Grants**

Through this program we provide pro bono consultation and free access to IBM technology to educational and nonprofit organizations in order to enhance their leadership and technology skills and IT infrastructure. Last year, the Foundation Against Cancer was awarded a pro bono Technology Roadmap consulting project while Pink Ribbon Belgium received SPSS Analytics software and SPSS training and consultation services — all free of charge.

**Smarter Cities Challenge**

The Brussels Capital Region was among 16 cities selected to receive a Smarter Cities Challenge® grant in 2014. During three weeks in February and March 2015, a team of six international IBM experts worked to deliver recommendations on a key challenge defined by the Brussels Capital Region authorities: address traffic congestion problems through the use of open data, and encourage citizens to participate in mobility improvement 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.

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