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.

Problem solving
The Smarter Cities Challenge® (SCC) deploys IBM experts to help cities around the world address their most critical challenges, by delivering recommendations for making the city smarter and more effective. SCC is IBM's largest philanthropic initiative, with contributions to date valued at more than $50 million. Since 2010, IBM has deployed 700 top experts to help 116 cities around the world. Rio de Janeiro was the first city in Latin America selected to participate, followed in 2012 by Curitiba. In 2013, Porto Alegre received a team of IBM experts to turn the city into a “cognitive city.” The team proposed the creation of a system to simulate, analyze and organize information in order to evaluate impacts before making decisions about works and actions required by the Participatory Budget.

Corporate Service Corps
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. Since its start in Brazil in 2009, CSC has sent teams to Belém, Recife, Fortaleza, Salvador, Rio de Janeiro, São Paulo, Campinas, Hortolândia, Porto Alegre, Curitiba, Joinville, Belo Horizonte and Uberlândia. The teams have worked with government departments and NGOs to address needs ranging from education in underserved areas, diversity in entrepreneurship, violence prevention, scientific education, digital inclusion, and digital entrepreneurship.

Impact Grants
IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. IBM shares its knowledge and management models with third-sector organizations and municipalities in workshops focusing on project management, social media & digital marketing, leadership & collaboration, technology roadmap and strategic planning. This is a set of solutions designed with the objective of improving communication and collaboration among institutions and the communities they serve, helping them in the expansion of partnerships and business. Grants are being implemented in several organizations in the Brazilian cities of Rio de Janeiro, São Paulo, Porto Alegre, Florianópolis, Joinville, Uberlândia, Fortaleza, Recife, Salvador, Goiânia e Belém, among others. In Sorocaba, IBM delivered the first grant for a municipality in São Paulo, working together with the local team in the Strategic Planning of the city’s education department.

World Community Grid
World Community Grid is a virtual supercomputer that aggregates donated, unused computing power from desktop and mobile devices and makes that power available to researchers seeking solutions to such critical global issues as finding cures for disease, developing technologies for energy sustainability and seeking ways to protect the world’s water supply.
The Oswaldo Cruz Foundation – Fiocruz, in Rio de Janeiro, partnered with the University of New South Wales, Sydney, Australia, to launch the Uncovering Genome Mysteries project in 2014, to compare all currently predicted protein sequences encoded in the genomes of a wide variety of living organisms, with special emphasis on microorganisms. The project expects to examine more than 200 million proteins, the majority of which were generated in environmental and ecological studies ranging from bacteria in marine ecosystems in Australia, to Amazon River samples from Brazil.

**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 Brazil, the program has already benefited 405 NGOs and encompasses approximately 5,200 IBM employees. Employees sign up online, report their monthly volunteer work hours and, upon completing 40 hours of activities within a five-month period, IBM can make a Community Grant of cash or equipment to the organization their volunteering supports.

**Corporate Service Corps has sent 19 teams of IBM experts to 13 cities in Brazil.**

**Incentive Laws**

IBM has supported several science and educational projects through tax incentive laws. Among the initiatives supported are the Mobile Science Museum of Fiocruz and its Educational Program, which takes science to public schools in Brazil, and the Anima School, which offers courses and workshops to students and teachers to produce their own animated films in the classroom. The methodology used stimulates the development of various skills and competencies critical to the development of children and young people: creativity, planning, synthesis, abstraction, concentration and communication.

**Education**

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. IBM also 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.

**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.
Citizenship worldwide
IBM pursues the highest standards of corporate responsibility, from how we support and empower our employees, to how we work with clients and govern the corporation.

Environment
IBM’s comprehensive programs range from energy and climate protection to pollution prevention, chemical and waste management, resource conservation, and product design for the environment.

Supply Chain
IBM buys from suppliers from nearly 100 countries and has infused social and environmental responsibility into the fabric of our business relationships.

Governance
Our corporate culture is firmly based on ethics and integrity, guided by a rigorous system of corporate governance.

Global 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

Values
Since its inception, IBM has been a company that defines itself by fundamental values. In 2003, IBMers worldwide came together to renew and define our core values, which now serve as the foundation of IBM’s culture and brand.

For more information
For more information on IBM corporate citizenship programs, policies, strategies and achievements worldwide, and to download our current IBM Corporate Responsibility report, visit ibm.com/ibm/responsibility.

For more on IBM corporate citizenship in Brazil, visit ibm.com/br/ibm/ccca or contact:
Alcey Strutz Barroso
Brazil Corporate Citizenship & Corporate Affairs Executive
ccca@br.ibm.com
+55 11 2132-5274