Corporate Citizenship in Canada

Business leadership, social responsibility

Societies strive to build and grow with a focus on accessible healthcare, effective education, reliable transportation, environmental stewardship and more. IBM Canada believes that our efforts in these areas are inseparable from our business, and IBMers around the world are realizing this vision every day not only as employees, but as engaged citizens of smarter towns, cities and communities.

Canadian innovation made possible with IBM
With our partners, we will continue to help build a strong Canadian economy as we move into an era where cognitive systems, like Watson, are helping us outthink the limits of what’s possible. For example, IBM Watson is helping to parse out language patterns to better treat mental health, as well as helping clinicians sift through a vast amount of medical data to recommend more targeted treatments. Read more about IBM Canada innovations.

Engaging employees to inspire the next generation of IBMers
For decades, IBM and IBMers in Canada have committed themselves to Youth and Learning programs. Hundreds of Canadian IBMers volunteer annually to work with students in order to help promote the importance of education and encourage K-12 students to take their place among future innovators through a variety of programs focused on science, technology, engineering, and math (STEM). Our learning initiatives demonstrate IBM’s commitment to bridging the tech skills gap by transforming public education and better preparing students for promising careers. IBM Canada has delivered a variety of programs such as IGNite (IGNiting Interest in Technology and Engineering) serving Aboriginal and under privileged youth, IBM STEM 4 Girls, and eWeek programs designed in partnership with Destination Imagination to inspire interest in pursuing a career in technology; perhaps one day with IBM.

“We need to help students and early professionals that have great ideas, and facilitate the evolution from an idea to ultimately bringing something to market.”

— Dino Trevisani
President, IBM Canada
IBM STEM 4 Girls was launched in 2016 by IBM Canada to provide girls with opportunities to experience what STEM means in today’s world. The program is designed to include content that covers all aspects of STEM and Art (STEAM). Workshops include Design Thinking sessions, DNA experiments, The Internet of Things, cyber security, plus the opportunity to learn more about cognitive computing, AI and IBM’s Watson. Girls gain experience with circuits and robotics, as well as coding. Participants learn about engineering through hands-on challenges such as tower building and shoe design. There’s an underlying focus on self-esteem and communication which are integral to empowering girls with confidence and the belief that they can pursue a career in STEM.

Support for youth and learning — by the numbers

- Since March 1, 2016 over 3,000 girls in 10 cities across Canada have participated in the IBM STEM 4 Girls program, with support from over 400 IBM volunteers who have logged 3,500+ volunteer hours.
- IBM in Bromont, Quebec has leveraged Destination Imagination for its eWeek activities since 2011 and over the last five years have hosted 744 children from 34 schools, logging more than 2,000 IBM volunteer hours.
- In 2016, IBM hosted IGN.I.T.E. Camps across the country including Lac Seul First Nations, Wetaskiwin, Winnipeg, Ottawa, Montreal and for the first time in Kingston, Jamaica, reaching over 180 students who participated in workshops and then presented what they learned during the community showcase.
- IBM participated in the Indspire — Soaring: Indigenous Youth Career Conference in Vancouver, BC where there were 500 Indigenous high school students (grades 9 to 12) from British Columbia and surrounding provinces and territories, with a focus on highlighting career opportunities available to the students.
- On November 10, 2016, 57 IBM volunteers spent a full day in 31 classrooms across the Greater Toronto Area where they delivered two Junior Achievement programs: Dollars with Sense to Grade 7 students, and Economics for Success to Grade 8 students.

IBM has developed a national strategy for supporting the progress of Aboriginal communities in Canada built on a foundation of partnership and collaboration. The strategy addresses four key areas of interest: human resources, business development, community relations, and procurement. Fundamental to ensuring the success of this strategy is the role IBM Canada plays in building relationships with Federal, Provincial and Aboriginal governments to create a forum for discussion on technology topics and the opportunities and challenges faced by the First Nation, Metis and Inuit Peoples of Canada. We are a celebrated leader in this respect, and have maintained a gold standing as a Progressive Aboriginal Relations (PAR) company by the Canadian Council for Aboriginal Business since 2009.
Supporting Canadian Communities

The Employees' Charitable Fund (ECF) was established in the mid 1930's to give Canadian IBM employees a convenient way to support our communities through payroll deductions. We come together each October to celebrate giving where we live and pledge our support. Our annual Employees' Charitable Fund Campaign is run by employees, for employees. In 2016, employees and retirees committed to supporting over 1,700 not-for-profit Canadian charities through the campaign. Throughout ECF's 85 years, we have built a strong legacy of giving back to the communities where we live and work through financial support and volunteerism.

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Citizenship worldwide

IBM's strategic business priorities are tightly aligned with our social responsibility efforts. Both are focused on making the systems that facilitate life — such as water, energy, food, and transportation — more efficient, accessible and sustainable. Because we have so methodically aligned our service efforts to our areas of business expertise, we are able to engage longer and more meaningfully, including efforts to improve education, healthcare, disaster response, water and food, jobs and economic growth, and urbanization.

IBM in Canada

- IBM Canada was established November 29, 1917 — proudly celebrating 100 years
- Headquarters in Markham, Ontario
- In 2016, IBM Canada, our employees and our retirees made contributions of over CDN$4.1 million in cash, technology and services to worthy causes across Canada
- IBM Canada employees and retirees reported over 34,000 volunteer hours of their time in 2016
- Software development labs in Markham, London, Ottawa, Edmonton, Vancouver and Victoria
- IBM’s semiconductor manufacturing plant in Bromont, Quebec is one of Canada’s leading exporters
- One third of IBM Canada employees are focused on global innovation
- IBM is an R&D leader in Canada, with CDN$478 million in investments in 2016

Awards & recognition

- William Edmond Logan Award from the Royal Canadian Institute for Science (RCIS) for STEM programs such as IGNite and IBM STEM 4 Girls (2017)
- Randstad — 2016 Most Attractive Employer Award, ranked #2
- University of Toronto Engineering — 2016 Industrial Research Partner of the Year
- Canadian Council for Aboriginal Business — 2015 Progressive Aboriginal Relations (PAR), GOLD certificate; IBM has maintained a gold standing as a PAR company by the Canadian Council for Aboriginal Business since 2009
Environment
IBM's environmental policy objectives range from workplace safety, pollution prevention and energy conservation to product design for the environment, continual improvement and the application of our expertise to help address some of the world’s most pressing environmental problems.

Supply Chain
IBM's supply chain includes more than 28,000 suppliers in nearly 90 countries. We have embedded social and environmental checkpoints into every aspect of our procurement process, and have for many years.

Global recognition
- *Fortune* — First “Change the World” list and Most Admired Companies (2016)
- EcoVadis — Gold-level CSR (2016)
- DiversityInc. — Top 10 Companies for Global Diversity (2016)
- PYXERA Global — Purposeful Global Engagement Pioneer Award (2016)
- Webby Award — People’s Voice Award, IBM’s World Community Grid website (2016)
- 2016 Climate Leadership Award received from the U.S. Environmental Protection Agency (EPA), the Center for Climate and Energy Solutions, and The Climate Registry.

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 Canada, contact:
Dave Robitaille
Director, Corporate Citizenship & Corporate Affairs
eagle@ca.ibm.com
+1-416-478-5868