Corporate Citizenship in Chile

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.

“Nowadays, corporate social responsibility is associated with the business value added to the community where a company has its operations, and where indicators like social and environmental performance are related with competitiveness beyond economic indicators,” says Eduardo Gutiérrez, country general manager of IBM Chile.

Education
IBM’s Teachers TryScience program expands and reinforces teacher competency, focused on math and science. The program makes available, free of charge, 471 lessons and 73 teaching strategies in 13 languages, including Spanish. In Chile, IBM sponsored an Education App Challenge for developers to promote technology and science in Chilean education, using the Bluemix development platform and integrating Teacher TryScience content. IBM has also worked with the Ecoscience Foundation to bring BusConCiencia, a bus equipped to help children explore science using Teachers TryScience materials, to schools in Concepción and San Bernardo.

Highlights
- IBM Chile was established in 1929 and has had a presence in Antofagasta since 2009.
- IBM’s Corporate Service Corps has sent six teams to Chile.
IBM has also worked with the Chilenter Foundation to bring a “Solar Challenge” to schools. The three-day event, coordinated by the state development agency Corfo, promoted robotics, solar energy and recycling.

**Problem solving**

IBM Impact Grants bring sophisticated capabilities to not-for-profit organizations to help them serve their constituencies more effectively. Worldwide, IBM has delivered more than 1,500 Impact Grants since 2010, with more than 500 grants delivered in 2014. In Chile, numerous grants were made in 2015 — among them, a workshop for the Banigualdad Foundation in Santiago covering strategies for social media, and for leadership and collaboration.

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. IBM has sent six teams to Chile since 2011, plus two from a similar program called Executive Service Corps. In 2015, CSC came to Temuco to work in partnership with Corfo, two universities and Banigualdad, on projects related to technological entrepreneurship, information security and economic development.

SME Toolkit is a website, created by IBM and the World Bank’s International Finance Corporation, that offers tools to help small-business owners in critical areas such as finance, accounting, marketing, and human resources. In Chile, 17 entrepreneurs attended an SME Toolkit workshop in Santiago as part IBM Chile’s alliance with SOFOFA, the Chilean industrial association. Another 40 entrepreneurs from Concepción attended a workshop as part of IBM’s partnership with Acción Emprendedora Foundation to help to stimulate economic development in this city.

The Smarter Cities Challenge deploys IBM experts to help cities address critical challenges, by delivering recommendations for making the city more efficient and effective. The program came to Valparaíso in 2013 to create a plan to improve mobility in the Gran Valparaíso metropolitan area.

**Employee engagement**

Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community® worldwide, and IBM’s Volunteer Excellence awards bestow CEO-level recognition on those employees who best personify IBM’s culture of service.

**Awards & recognition**

- Merco Personas Chile included IBM Chile in its rankings for internal reputation and talent management in the technology sector (2014)
- *Fortune* — Most Admired Companies worldwide
- U.S. Environmental Protection Agency Climate Leadership Award (2012-14)

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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