IBM Corporate Citizenship

Corporate Citizenship in China

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.

Education

In 2014, IBM signed a new Memorandum of Understanding with the Ministry of Education (MOE) and committed to contributions in science education, school-to-career enablement, and equality of educational opportunities. Applying our Cloud know-how, IBM donated a Services Grant, supporting MOE to develop a strategic plan for its country-wide Educational Resource Sharing Cloud Platform, which will benefit more than 10 million teachers and 200 million students by 2015. The service delivery was concluded in 2013 and help the client define the agenda, make a case, define the value and chart the path to develop a sound Cloud proposal and get ready to build the Cloud.

In the first 10 years of IBM’s MOU prior to 2014, IBM partnered with MOE for the delivery of 4,050 KidSmart early learning stations in 150 cities, covering all the provinces and autonomous regions of China. As a result, more than 10,000 teachers trained and 200,000 children have been served.

“To build a smarter planet—and to run a smarter enterprise—you 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.”

— Ginni Rometty
IBM Chairman, President and CEO
To support China’s talent agenda for emerging technologies, IBM in June 2015 began partnering with East China Normal University, designated by MOE for curriculum development and teachers’ training in K-12 computer science. In the first stage, we jointly studied the needs of schools and teachers for coding education, covering over 330 schools. Stage two will evaluate the feasibility of applying Bluemix® and Teachers TryScience to support coding education in China.

**Problem solving**

Over the last six years IBM significantly increased its citizenship investments in China via Corporate Service Corps and Smarter Cities Challenge® grants, with $10.5 million in pro bono consulting in addition to more than $6 million in contributions. IBM’s citizenship activity has spanned social services, economic development, education, scientific innovation and employee engagement in community service.

**Smarter Cities Challenge**

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. In China, SCC has visited Chengdu, Nanjing, Foshan, Jinan, Huizhou and Xuzhou. SCC Huizhou, in August 2015, addressed the city’s challenge in data management and usage to improve tourist services and sustainable development. “IBM’s SCC team outlined for us a clear vision and detailed recommendations, which are tailored for Huizhou,” said Huizhou Mayor Mai Jiaomeng.
Impact Grants
IBM Impact Grants bring sophisticated capabilities to non-profit organizations. IBM has delivered more than 1,500 grants worldwide since 2010, and more than 500 in 2014. China is experiencing a boom of non-profit organizations, which amounted to 547,000 by 2014, in parallel with the national agenda of social innovation and outsourcing more public services to civil groups. IBM supports this with grants valued at over $500K annually.

• China’s One Foundation received a Strategic Growth Assessment grant. Board chairman Ma Weihua said: “The IBM team demonstrated a profound insight into One Foundation’s strategic imperatives and weaknesses. All of IBM’s six recommendations were valid, and will play essential roles in the future of our organization.”

• IBM-CSAF China Disaster Relief Information Support Platform helped China Social Assistance Foundation (CSAF) pioneer in building a GIS-based Disaster Response and Recovery platform that enables all stakeholders to take timely, coordinated rescue and recovery actions. “The IBM Impact Grant integrates leading technologies into relief efforts effectively, improving the disaster response capabilities and enhancing the public welfare organizations’ collaboration,” said CSAF Secretary General Hu Guanghua.

CAMSS
IBM draws from our full range of resources to engage public and civic entities in finding solutions that apply CAMSS (cloud, analytics, mobile, security and social) technologies. IBM made a Discovery Grant to the Shenzhen Center of Disease Control and Prevention (SZCDC) to help evaluate the feasibility of technologies for epidemic disease modeling and analysis. Scientists from IBM Research gave a two-day workshop to over 30 SZCDC analysts. Next, Citizenship team and CRL will help SZCDC identify an epidemic disease and offer recommendations on approaches to build a prediction model.

Corporate Service Corps
IBM’s Corporate Service Corps (CSC) program brings teams of high-potential IBMers from around the world for month-long projects on economic development, environmental issues and other challenges. By the end 2015, 30 CSC teams — plus seven from a similar program, Executive Service Corps — had visited 25 cities across China, completing more than 150 projects. Each project is selected to support the national agenda and most urgent community needs, including employment, women’s empowerment, youth entrepreneurship, social services, healthcare and environment. Additionally, more than 150 IBM China employees have joined CSC assignments outside China.

For example, a CSC team worked with the Angel House Rehabilitation Centre in Nanning, which provides rehabilitation services for young people with mild to moderate cerebral palsy. The team’s recommendations to improve fundraising and service delivery included strategy development, branding and marketing, and organization management.

World Community Grid®
World Community Grid (WCG) 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 critical global issues. Among the projects supported is Computing for Clean Water, led by Tsinghua University. Scientists discovered a phenomenon in which the use of carbon nanotubes, under specific conditions, could lead to more efficient water filtering with less expense and less impact on the environment. World Community Grid contributed nearly 100 million calculations, which would have cost US$15 million if performed commercially.
Employee engagement
Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM's On Demand Community.® In China, 5,005 employees and retirees are registered with the program, accumulating 115,750 service hours by the end of 2014. Three IBMers in China have won the IBM Volunteer Excellence Award, which bestows CEO-level recognition on those employees who, through their actions, best personify IBM's culture of service. IBM has also made Community Grants valued at $392,000 to community organizations in China where IBMers volunteer.

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. In China, IBM's support of relief efforts following the earthquakes in Sichuan and Yunnan in 2013 and 2014, included a range of solutions with an estimated value of $756,300.

- Chengdu Care-Life Institute, renowned for its leading earthquake warning systems, was empowered by IBM's PureSystems to process unprecedented workloads of aftershock monitoring and alerting. The enhanced system was able to warn about over 4,000 aftershocks and expanded its warning coverage of from 1 million to 10 million people.

- IBM worked with Ya'an Hospital to evaluate the best way to scale up its capacity for disaster response. IBM helped re-establish its information system, with our Impact Grants of technology roadmap as well as a server donation focusing on data storage, backup and recovery.

- IBM volunteers developed a GIS-based rescue application to support the China Social Assistance Foundation. To strengthen proactive response, IBM in 2014 provided CSAF with an Impact Grant of consulting services, and a donation of PowerLinux servers.

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.

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