Corporate Citizenship in Colombia

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.

“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 IBM Chairman, President and CEO Ginni Rometty.

Problem solving
IBM Colombia’s centenary commitment to the progress of humanity is reflected in our engagement with key concerns in Colombia, and demonstrates the role of technology in pursuing a more just and peaceful society.

World Community Grid® helped strengthen the fights against cancer and Ebola by providing free “virtual supercomputing” power to humanitarian researchers. Among the projects it supports is the Drug Search for Leishmaniasis, at the University of Antioquia in Medellín.
The project finished its grid-based computations in 2013, and in 2014 the team filtered the results to rank and choose the compounds that have the best potential to be effective drug candidates. World Community Grid volunteers generated approximately 4 terabytes of data, consisting of more than 1.5 billion records, which store information about interaction energies between a set of Leishmania proteins and a library of 600,000 compounds.

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. In 2014, Colombia received its first CSC assignment in the city of Barranquilla. IBMers from seven different nationalities engaged in pro bono consultancy projects with the local Food Bank, Santo Domingo Foundation, and the Colombian Agency for Reintegration (of former combatants) and the Mayor's Office, with the goal of improving the organizations’ improved their knowledge management, inventory systems and strategic orientations.

IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. In Colombia, IBM has made grants valued at over US$140,000. By working with public agencies including the Colombian Agency for Reintegration (of former combatants), the Presidential Agency for International Cooperation and the Productive Transformation Program, IBM aligned with the goals of regional development and peace-building in Colombia which are on top of the national agenda.

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.

Education
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.

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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