IBM Corporate Citizenship in the Czech Republic

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.

“IBM’s longstanding commitment to education has evolved over the years to anticipate the needs of a changing world. During the upcoming year we will introduce technology innovation for education — cognitive computing technology — which will help teachers improve their teaching. But we are also ready to participate in the current transformation of education system in Czech Republic. Because nothing is more fundamental to economic growth than building 21st-century skills,” says Branislav Šebo, country general manager, IBM Czech Republic.

Education

Through the IBM KidSmart Early Learning program, child-friendly computers loaded with award-winning educational software were donated to preschools and non-profit educational organizations. Worldwide, the program has donated more than 64,000 units in 60 countries — including 70 to kindergartens in socially excluded regions in the Czech Republic in 2015.

Highlights

• IBM’s first bureau in Central and Eastern Europe was founded in the Czech Republic in 1932.
• Major IBM locations: Prague and Brno.
• As a leader in diversity issues, IBM Czech Republic initiated the Memorandum Diversity 2013+ to support equal opportunities in the labor market, coordinated by Business for Society and signed by many leading companies.
• IBM organizes the Prague Pride Business Forum annually, with important national and international speakers and participants.

IBM
IBM Czech Republic has partnerships with several universities, such as Charles University in Prague, and Masaryk University in Brno. We are also implementing several programs at schools and universities, with IBMers serving as mentors to help develop job skills, problem solving and IT competencies:

- **Science has a future** — IBM experts visit elementary and secondary schools to promote interest in natural sciences, mathematics and IT.
- **Week of Science and Technology** — IBM partners with the Academy of Science Czech Republic to introduce technology trends in Prague, Ostrava and Brno.
- **Attention girls!** — Working with the Technical University in Brno, IBM provides a one-week course to encourage secondary school girls to consider studies in technical fields.
- **Czech talk on education** — IBM participated in this campaign to debate goals and strategies for the education system.

**Problem solving**
IBM’s Corporate Service Corps 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. IBMers from the Czech Republic have participated on projects in Ghana, India, Malaysia, China and Brasil.

Worldwide in 2014, 16 cities benefitted from Smarter Cities Challenge® engagements, more than 500 IBM Impact Grants brought sophisticated capabilities to nonprofit organizations to help them serve their constituencies more effectively, and World Community Grid® helped strengthen the fights against cancer and Ebola by providing free “virtual supercomputing” power to humanitarian researchers.

**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 2015, more than 350 IBMers volunteered 3,000 hours to communities in the Czech Republic. In 2014, IBM made Community Grants of US$62,500 to the organizations 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.

**Awards & recognition**
- **TOP Responsible Company award**, from among 101 companies in the Czech Republic and citing innovations and strategy to include disadvantaged groups (2014)
- **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.

For more on IBM corporate citizenship in the Czech Republic, visit ibm.com/cz-cs or contact:
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