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**

IBM’s Teachers TryScience program expands and reinforces teacher competency, initially focused on math and science. The program makes available, free of charge, 471 lessons and 73 pedagogical strategies in 13 languages. In Denmark, we have translated six lessons through a partnership with the non-profit House of Science. The lessons bring an innovative way of teaching into Danish schools and help teachers combine topics such as science and entrepreneurship, or biology and innovation. The Design Thinking approach enables students to participate actively in lessons and learn by carrying out experiments.

**University Relations**

IBM has a long tradition of cooperation with academia in Denmark, and is represented on the boards of numerous faculties. We are proud to have a IBM Watson University at The Technical University of Denmark, and each year IBMers deliver approximately 80 guest lectures, reaching 5,000 students at eight universities — as well as arranging a number of Hackathons, case competitions, company visits, summer schools and mentorships.

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“IBM strives to be an essential company, not only to our clients, shareholders and employees, but also to the world at large by engaging the communities where we do business and by providing the leadership and tools to build a Smarter Planet. Corporate citizenship is central to this vision both worldwide and in the local examples I am proud to share in this report.”

— Henrik Bodskov
General Manager, IBM Denmark
Problem solving

IBM’s overall approach to Corporate Volunteering is that it should be skills-based — IBMers’ business talents should be applied to helping the communities surrounding us. IBM Denmark follows this approach with pride, and match our employees' skills and our company's key resources with the challenges of society. For example, IBM worked with the Danish Council of Volunteering to develop a program called Manager in an Internship. It began in 2012, sending 11 IBM managers to visit NGOs from all over Denmark as one-day interns. These engagements broaden our managers' experience while providing NGOs advice from an experienced leader regarding key challenges. In 2015 IBM invited experienced managers from other large corporations in Denmark to participate.

IBM Denmark’s Corporate Citizenship & Corporate Affairs department was invited to share our expertise about corporate volunteering at an event hosted by the American Ambassador Rufus Gifford in 2015.

Corporate Service Corps

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. This program has been a tremendous success and is very popular among the Danish employees. A total of 28 Danish IBMers have participated in the program and we look forward to sending more in the coming years — and inviting talented employees from other large corporations in Denmark to participate.
Impact Grants
IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. IBM has delivered more than 1,500 Impact Grants worldwide since 2010, with more than 500 grants delivered in 2014. In Denmark, IBM seeks to deploy as many grants as possible, providing NGOs the solutions, products and offerings from our cloud, analytics, mobile, social and security portfolios. For example, NGOs can be challenged by transforming their operations to take advantage of digital tools such as membership- and sponsorship-relation management software, or secure cloud communication. To help, IBM Denmark has carried out several grants in which IBM consultants assist an NGO to develop a technology roadmap.

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 US$50 million. Since 2010, IBM has deployed 700 top experts to help 116 cities around the world. Copenhagen received an SCC engagement in 2013, to support the city’s plan to become carbon-neutral by 2025 by data analytics to reduce energy consumption and make efficiency improvements to buildings.

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. In Denmark, many IBMers’ volunteer engagements focus on promoting education in STEM topics (science, technology, engineering and math).

- Every year, more than 30 volunteers from IBM Denmark are engaged in the Science Festival arranged by Danish Science Factory. IBMers provide interactive lectures to older students on Watson, our cognitive computing technology, as well as fun and educating experiments with younger kids. The overall aim of all activities for students in the public school is to fuel the curiosity it requires to engage yourself in science — as a hobby, education and career.

- IBMers regularly facilitate educational workshops in libraries, reaching school classes or families. These are based on hands-on activities that encourage the kids to ask questions, and try experiments at home or school. Similar experiments can be found at tryscience.org/kids.

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.
Citizenship worldwide
IBM pursues the highest standards of corporate responsibility, from how we support and empower our employees, to how we work with clients and govern the corporation.

Environment
IBM's comprehensive programs range from energy and climate protection to pollution prevention, chemical and waste management, resource conservation, and product design for the environment.

Supply Chain
IBM buys from suppliers from nearly 100 countries and has infused social and environmental responsibility into the fabric of our business relationships.

Governance
Our corporate culture is firmly based on ethics and integrity, guided by a rigorous system of corporate governance.

Global 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

Values
Since its inception, IBM has been a company that defines itself by fundamental values. In 2003, IBMer 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 Denmark, visit ibm.com/dk/ibm/ibmgives or contact:
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