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.

“Established in 1936, IBM Finland is an integral part of the Finnish society. IBM contributes to the society as a professional supplier and partner for customers and employer of choice for employees, but IBM wants to be more than a business,” says IBM Finland Country General Manager Tuomo Haukkovaara. “IBM wants to share our competencies and assets in order to help Finland to embrace all the possibilities of digitalization and to develop Finland into an open information society, modern knowledge society, and innovative service society for the welfare of all.”

Education
IBM has been active with schools, education authorities, and teacher associations in Finland to promote new curricula and education in schools for future talents. IBM is a member on the board of the ICT in Education committee of the Finnish Education Authority, and has been active in national research programs funded by Tekes, Finnish Funding Agency for Innovation. IBM has drawn attention to new competencies needed by society. Big Data is a vast promise to turn data into information for insights and innovation. In order to get most out of the phenomenon, new competencies and professions are needed. In
addition, IBM has 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.

IBM is also very actively cooperating with local universities. In 2015, IBM Finland and University of Jyväskylä announced a partnership to advance cognitive computing knowledge and expertise. University of Jyväskylä is the first Finnish university to adopt Watson’s capabilities in teaching. With the help of Watson, organizations are harnessing the power of cognitive computing to transform industries, help professionals do their jobs better, and solve important challenges. IBM has worked closely with the world’s leading academic institutions ever since the development and introduction of Watson.

**Problem solving and employee engagement**

In 2014, IBM Corporate Service Corps® representatives from Finland worked on pro bono consulting projects in China and Kenya. Additionally, IBM Impact Grants brought sophisticated capabilities to nonprofit organizations to help them serve their constituencies more effectively. Active and retired IBMers have also donated many hours of volunteer service through IBM’s On Demand Community®.

**IBM as part of the Open World for effectiveness**

IBM’s cooperation with Centre for Open Source Solution in the field of open world ecosystems aims to encourage an open information society by promoting open data, open source, open standards and architecture, and open innovation for co-creation.

**Smarter Cities**

IBM is one of Forum Virium Helsinki’s member companies and part of the steering group. Forum Virium Helsinki is an innovation unit within the Helsinki City Group. It develops new digital services and urban innovations in cooperation with companies, the City of Helsinki, other public sector organizations, and Helsinki residents. The aim is to create better services and new business, plus to open up contacts for international markets. Forum Virium Helsinki has a key role in implementing Helsinki’s Smart and Open City strategy, which aims to strengthen democracy and citizen participation.

Helsinki participated in the IBM Smarter Cities Challenge — an initiative to contribute the skills and expertise of teams of top-talent IBMers. The engagement contributed to City of Helsinki’s goal to become an open city. Activities and events were arranged with many organizations to help implement IBM’s recommendations.

**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](http://ibm.com/responsibility).

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