Corporate Citizenship in France

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.

Education

In France, IBM volunteers support a range of activities to promote digital skills at primary, middle and high schools across various regions, including Saint-Nazaire, Paris-Ile de France, Montpellier, Nice-Sophia-Antipolis and at the “Cité des Sciences” for Universciences during the national science festival. IBM participates in the “teachers in companies” program, organized by Fondation C-Genial, through which teachers discover IBM’s innovative education programs and meet professionals to help promote students’ professional orientation. IBM also supports the week of woman’s entrepreneurship, held in March by 100.000 entrepreneurs, to promote entrepreneurial culture and success in classrooms for girls ages 13-25.

Highlights

- IBM France was established in 1914, with headquarters in Bois-Colombes since 2009.
- France Lab is IBM’s third software lab outside the United States, with 700 experts in Pornichet, Toulouse, Noisy-le-Grand, and Sophia-Antipolis.
- Since 2015, the IBM Industry Solutions Center is based in Bois-Colombes and the Research Center for business solutions is in Nice-Sophia Antipolis.
- The IBM Montpellier site hosts Europe’s most modern outsourcing center and green data center, and its largest systems support center. It is also IBM’s Global Center of Excellence for water management.
- Since 2013, IBM Services Center Lille supports French clients with development and management of applications and systems integration services.
In 2015, IBM unveiled Teacher Advisor Powered by Watson, an advanced cognitive computing system that will provide qualified lesson plans and mentoring to teachers via mobile devices — all free of charge. In the United States, IBM's innovative P-TECH grades 9-14 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.

Problem solving
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 grants worldwide since 2010, with more than 500 delivered in 2014. In France, IBM delivered grants valued at US$300,000 to a dozen organizations in 2015.

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. Since 2008, more than 45 French IBMers have been on CSC assignments.

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 — including Nice, in 2011.

Employee engagement
Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service worldwide through IBM's On Demand Community. In France, nearly 2,300 IBMers have registered to participate, and have volunteered 210,000 hours since 2003. In 2015, IBM made Community Grants totaling $52,500 to 34 French non-profit 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
• Fortune — Most Admired Companies
• Corporate Responsibility Magazine 100 Best Corporate Citizens
• 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 France, visit ibm.com/fr/mecenat, follow @mecenatibm or contact: Isabelle Biadatti
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