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.

“For over half a century, IBM has been enabling Hong Kong’s progress with our expertise, innovation and technology. As a new, cognitive era is in front of us, we strive to be an essential transformation partner for Hong Kong in nurturing talents and new leaders, through contributing our expertise, and partnering with government and non-governmental organizations,” says IBM Hong Kong General Manager Tony Tai.

Education
IBM has a strong tradition of research collaboration with academia. IBM and the Chinese University of Hong Kong launched the Marketing Engineering Laboratory to reinvent marketing with big data analysis and promote smarter marketing. Another collaboration, with The Hong Kong Polytechnic University, established the Joint PolyU/IBM Enterprise Data Analytics Laboratory to support the university's curriculum, promote research and drive analytics deployment in Hong Kong.
IBM Hong Kong partners with non-government organizations and universities to promote education in science, technology, engineering and math (STEM).

- DiscoverE Engineers Workshop — IBM has partnered with the Hong Kong Federation of Youth Groups annually since 2011 to organize workshops that promote engineering, reaching over 20 secondary schools every school year.

- Creative Micro-Animation Workshop — IBM and the Community Investment and Inclusion Fund of the Labor and Welfare Bureau organized the Creative Micro-Animation Workshop for secondary students. Top animators and professional software engineers conducted training on animation software and animation production.

**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 Impact Grants worldwide since 2010, with more than 500 grants delivered in 2014. Grant recipients include Caritas Hong Kong, Hong Kong Federation of Youth Groups, Hong Kong Red Cross, Hong Kong Society for the Blind, and Tung Wah Group of Hospitals.

**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 Hong Kong, IBMers have since 2012 conducted an Internet Safety and Anti-Cyberbullying Student Training Program for primary and secondary students. Designed to complement the Co-creating a Harmonious School – Stop Bullying campaign for all schools run by the Education Bureau, the IBMers’ programme has trained 600 student ambassadors, who in turn have reached more than 55,000 students.

**Awards & recognition**

- Outstanding Social Capital Partnership Award — Community Investment Inclusion Fund, Labor and Welfare Bureau, HKSAR government
- Gold Award for Volunteer Service — Social Welfare Department, HKSAR Government

**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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