Corporate Citizenship in Ireland

*Transforming business, technology and society*

IBM’s long-standing, 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 2014 IBM Ireland collaborated on a national ICT Skills Audit in partnership with FIT, an industry-led technical education initiative that works with government, education and training agencies, as well as local development organisations. The audit led to the launch of the ICT Associate Professional programme, to provide a two-year alternative education pathway that combines classroom training with workplace experience in a sponsoring company. IBM Ireland was among the first companies to participate in the pilot of this programme.
Problem solving

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. Dublin received an SCC grant in 2014, when a team of four IBM experts and two HSBC client partners worked to assess the potential of urban solar power and to explore the business cases for municipally owned, distributed solar energy. In 2015, Dublin City Council announced plans to implement the recommendations, starting with installing solar panels on the Civic Offices on Wood Quay and four Dublin City Public Library buildings.

IBM Impact Grants bring sophisticated capabilities to nonprofit 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 — including many in Ireland in the past two years:

- Oxfam Ireland — Digital Marketing Strategy
- National Council for the Blind Ireland, and Volunteer Services Overseas Ireland — Web User Experience Assessment
- St Vincent de Paul — Social Media Strategies and Planning
- Carmichael Centre for Voluntary Organisations — Strategic Planning
- An Cosán and the CoderDojo Foundation — software grants of IBM Connections Social Cloud
- County Kildare Leader Partnership’s Social Inclusion and Community Activation Programme — SPSS® licenses and training

Worldwide in 2014, 100 Corporate Service Corps teams worked on pro bono consulting projects to improve women’s health, preserve the environment, and more. 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 2014, Ireland IBMers were recognised with an IBM Volunteer Excellence Award for their volunteering with CoderDojo, not just in Ireland but also for remote mentoring using IBM Connections’s Social Cloud across the globe. This is one of 12 awards presented annually in recognition of outstanding volunteer service.

Awards & recognition

- Excellence in International CSR for the Corporate Service Corps Programme — Chambers Ireland Awards for Corporate Social Responsibility (2015)
- IT@Cork George Boole 200 Multinational Company of the Year: IBM Ireland (2015)
- European Diversity Awards — Supplier Diversity Programme of the Year

For more information

For more information on IBM corporate citizenship programmes, 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 Ireland, contact:
Deirdre Kennedy
Corporate Citizenship & Corporate Affairs Manager
kennedyd@ie.ibm.com

© Copyright IBM Corporation 2015
IBM Corporate Citizenship & Corporate Affairs
New Orchard Road
Armonk, NY 10504
U.S.A.

Produced in the United States of America, August 2015
All Rights Reserved

IBM, the IBM logo, On Demand Community, Smarter Cities Challenge, SPSS, World Community Grid and ibm.com are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. Other product and service names might be trademarks of IBM or other companies. References in this publication to IBM products and services do not imply that IBM intends to make them available in all countries in which IBM operates.