Corporate Citizenship in Israel

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.

Problem solving
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. In 2015, IBM consultant Yoel Arditi (now retired) delivered a Project Review and Consultation Grant to the Ort Israel public school network. Our consultant built a unique tool, now used in 13 different schools around the country.
Education
IBM promotes education in science, technology, engineering and math (STEM) subjects with a special focus on encouraging girls to consider technical careers:

• Hi-Techit: Each month, IBM hosts groups of young girls for visits to its software lab. The girls learn about the company culture and content, in meetings with women in the fields of science and technology.
• Cracking the Glass Ceiling: IBM hosts groups of 9th-grade girls, who meet women IBMers and attend various technology workshops.
• King’s Way (Derech Hamelech): Designed to provide life skills for at-risk youth, women IBMers host eight weekly meetings for groups of young women at IBM Research/Haifa, where they learn computer skills and basic life skills.
• Technology camp for girls: These four-day camps at our Haifa site, during the summer and Passover vacation, include lectures, mentoring, math puzzles, experiments, and team projects. The program is part of the “Leading the Way to the Technion” program, in association with the Haifa Municipality and the Technion – Israel Institute of Technology.

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 Israel, IBM awarded 29 Community Grants in 2015 to schools and organizations where IBMers volunteer. Among IBMers’ volunteer projects in Israel:

• “Discover E” program: More than 20 IBMers gave lectures about new IBM technologies to 800 students, encouraging their interest and the engineering profession.
• Eight IBMers volunteer in a mentoring program in collaboration with Tech-Career, a professional not-for-profit organization that specializes in technology training and job placement for young Ethiopian-Israelis.
• “Think Positive” program: IBMers mentor middle-school students weekly throughout the school year. More than 40 IBMers and 60 students participated in 2015.
• For 12 years, the Kids for Kids program has brought together talented Jewish and Moslem children to study software development. At the end of each year, participants donate the Hebrew and Arabic interactive educational software they developed.

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.

For more on IBM corporate citizenship in Israel, contact:
Noga Levy
Corporate Citizenship & Corporate Affairs Manager
nogale@il.ibm.com