Corporate Citizenship in Italy

*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**

In 2014, 100 Corporate Service Corps teams worked on pro bono consulting projects to improve women’s health, preserve the environment, and more. Sixteen cities benefitted from Smarter Cities Challenge® engagements. World Community Grid® helped strengthen the fights against cancer and Ebola by providing free “virtual supercomputing” power to humanitarian researchers.

IBM Impact Grants bring sophisticated capabilities to nonprofit organizations to help them serve their constituencies more effectively. IBM has delivered more than 1,500 Impact Grants worldwide since...
In Italy, IBM has granted 18 grants to not-for-profit organizations.

- MSF Italy received a custom grant to develop a mobile application used to reach new donors.
- CSVNet — the National Coordination Network of Volunteering Service Centers — received consulting and predictive analytics software, helping gather information from 44,000 organizations.

**Education**

IBM in Italy sponsored the training of 25 Italian university graduates in applying CAMSS (cloud, analytics/big data, mobile, social and security) technologies to design products addressing societal issues such as education, employability, and social inclusion. The program was in partnership with prominent NGOs and universities, and incorporated IBM’s Bluemix development platform.

In 2015, IBM 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. 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.

**Employee engagement**

Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community,® and IBM’s Volunteer Excellence awards bestow CEO-level recognition on those employees who, through their actions, best personify IBM’s culture of service. In Italy, a volunteer team delivered a new custom module for Sahana open source software. The Evacuees Assistance module helps track and provide resources to refugees while organizing volunteers and organizations, creating a single, clear view of a given situation.

**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
- 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.

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