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.

Smarter Cities Challenge
Smarter Cities Challenge® 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. It is IBM’s largest philanthropic initiative, with contributions to date valued at more than $50 million. The program came to Niigata in 2014, focused on city revitalization and implementation of new public transportation. Since 2010, SCC has deployed 700 top experts to help 116 cities around the world.

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Highlights

- IBM has done business in Japan since 1937.
- Smarter Cities Challenge has brought IBM consultants to Date (2013) and Niigata (2014).
- Impact Grants have assisted numerous not-for-profit Japanese organizations to serve their communities.
- World Community Grid helped Chiba Cancer Center advance its research into a cure for childhood cancer.
Impact Grants
IBM Impact Grants bring sophisticated capabilities to nonprofit organizations to help them serve their constituencies more effectively. In 2014 alone, more than 500 grants brought sophisticated capabilities to nonprofit organizations worldwide.

- Sodateage Net, whose mission is to help young Japanese people attain economic independence, asked IBM to provide insights into serving this constituency more effectively. Using IBM SPSS® Predictive Analytics software over a 10-week engagement, IBM consultants provided data-driven insights into education and training, and support for employment opportunities available to underserved Japanese youth.

- In the Tohoku area, a project management workshop grant helped support work to develop a new model for private-sector contributions to a devastated area.

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. In Japan, IBM provided a range of support after the devastating Great East Japan Earthquake, tsunami, and subsequent Fukushima Dai-ichi nuclear power plant disaster of 2011. In the immediate aftermath of the crisis, IBM technology helped match aid supplies with demand and was essential to communications and local government management efforts. Four years later, IBM is still on the ground with Kids TryScience education programs and indoor play initiatives, and support of private markets and food distribution in the workplace. In addition, a 2013 IBM Smarter Cities Challenge engagement in Date City helped civic leaders develop strategies to rethink the future of an agricultural industry confronting real and perceived issues of radioactive contamination, and to plan for overall economic sustainability and growth. This work continued through 2014 and is ongoing.

World Community Grid
World Community Grid® is a virtual supercomputer that aggregates donated, unused computing power from desktop and mobile devices and makes that power available to researchers seeking solutions to critical global issues. In their search for a cure to neuroblastoma — the most common form of cancer diagnosed in infants — researchers at the Chiba Cancer Center in Japan used the system to screen 3 million drug candidate molecules in just two years. This process would have taken more than 55,000 years using a single computer. As a result, the researchers discovered seven new drug candidates that could potentially be used in new medicines.

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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