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.

**Education**

IBM’s Teachers TryScience programme expands and reinforces teacher competency, initially focused on math and science. The programme makes available, free of charge, 471 lessons and 73 pedagogical strategies in 13 languages. The Centre for Mathematics Science and Technology Education in Africa has trained teachers from 10 counties — Nairobi, Kajiado, Kiambu, Machakos, Kisumu, Kwale, Nyandarua, Samburu, Taita-Taveta, and Vihiga Counties — to use TryScience. This pilot programme continued with monitoring and evaluating its success, developing a model for expanding it further.
IBM has strategic partnerships with 13 public and private universities across Kenya, one of which hosts the Young African Leadership Initiative East Africa Regional Leadership Center. This partnership reaches over 10,000 university students and we engage them in internships, lectures by IBMers, donations, conference sponsorships, curriculum review, career talks and more.

**Problem solving**
IBM’s Corporate Service Corps program brings together teams of high-potential IBMers from around the world for month-long projects on economic development, environmental issues and other challenges in developing countries. IBM East Africa has hosted 10 CSC teams in Kenya, working on a wide range of thematic areas with clients, including health, education, women empowerment, support to gender-based violence awareness efforts, streamlining agriculture value chains, water management in arid areas, citizens engagement, and others.

Worldwide in 2014, 16 cities benefitted from Smarter Cities Challenge engagements, more than 500 IBM Impact Grants brought sophisticated capabilities to nonprofit organizations, and 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. IBMers in Kenya are actively involved in mentoring of students in grades 6-8 from disadvantaged backgrounds, and they conduct a monthly session at the IBM Africa Research Lab to promote STEM careers and expose girls to technology.

**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](http://ibm.com/responsibility).

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