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 innovative P-TECH grades 9 to 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. IBM also 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.
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. More than 500 IBM Impact Grants brought sophisticated capabilities to nonprofit organizations to help them serve their constituencies more effectively. World Community Grid® helped strengthen the fights against cancer and Ebola by providing free “virtual supercomputing” power to humanitarian researchers.

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. In 2015, Detroit received an SCC grant help the city and the Detroit Land Bank Authority (DLBA) remove blight and build smarter Detroit neighborhoods. A team of IBM experts spent three weeks helping Mayor Mike Duggan and the DLBA design a strategy for cost-efficient, sustainable removal, recycling and re-use of debris from abandoned and neglected properties, thereby allowing the DLBA to redirect its limited resources to making strategic investments in neighborhoods. The project also received a special grant of Twitter data, which will provide analysis of historical and current social media data to help tackle the issue.

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 Michigan, 19 IBM employees and retirees received Presidential Volunteer Service Awards in 2014.

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. In April 2016, IBM volunteers collaborated with the American Red Cross to deliver fresh water and meals to those affected by the water crisis in Flint, Michigan.

Awards & recognition
• Fortune — Most Admired Companies, First “Change the World” list, The Most Powerful Women (Ginni Rometty), and World’s Most Valuable Brands
• Corporate Responsibility Magazine 100 Best Corporate Citizens
• Interbrand — Best Global Brands
• U.S. Environmental Protection Agency Climate Leadership Award (2012-14)

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 Michigan, contact:
Charlotte Johnson
Corporate Citizenship & Corporate Affairs Manager
charjohn@us.ibm.com

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New Orchard Road
Armonk, NY 10504
U.S.A.

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