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.

“Every decade or so, IBM launches a ‘branded’ point of view. These platforms articulate our view on the future of technology and its impact on business and society. In the 1990s, it was e-business. Since 2008 it has been Smarter Planet. In the fall of 2015, we launched our next strategic platform — the Cognitive Era, with Watson, an artificially intelligent computer system capable of answering questions posed in natural language, playing a leading role,” says Dan Hebrank, IBM’s Missouri senior state executive.

### 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. IBM invested $12,000 to train teachers and implement the Reading Companion program at Confluence Charter Schools’ Walnut Park campus. Today, 120 students use the program, in third through eighth grades.
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 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. St. Louis was a grant recipient in 2011.

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 Missouri, IBMers donated 93,000 hours in 2014.

• For nearly five years, IBM volunteers have conducted science, technology, engineering and math camps for 7th & 8th grade students focusing on girls and boys, igniting their interest to pursue a STEM career.

• For more than 20 years, IBMers have supported Rebuilding Together St. Louis with volunteer time and donations. A main focus of the partnership is to provide critical repairs, accessibility modifications and energy efficient upgrades to low-income homes and community centers at no cost.

• More than 125 IBM volunteers helped with 31+ events for the Missouri State Senior Games and Show-Me State Games. For the fourth consecutive year, IBMers provided the most volunteers and volunteer hours from a single company.

• The IBM St. Louis Women’s Group organized “Bluemix for Girls” for students from Normandy High School in Ferguson, to promote interest in software development and technical careers. The event was a partnership with the University of Missouri–St. Louis.

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

• Missouri State Senior Games and Show-Me State Games — corporate award for the most volunteers and volunteer hours.

• St. Louis Business Journal named Lisa Yanker, IBM vice president, Big Data & Analytics (Midwest Region) as the Most Influential Woman 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 Missouri, contact: Beth Tracy Corporate Citizenship & Corporate Affairs Manager bftracy@us.ibm.com

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Armonk, NY 10504
U.S.A.
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