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.

“IBM’s experience in building a Smarter Planet with clients has transformed our approach to corporate citizenship. Our business and citizenship strategies have converged, applying the same technologies and expertise to helping clients, IBMers, and the communities where we live and work. I am pleased to share with you some local highlights of this work,” says Stephanie Carmel, Vice President, Transformation and Operations, and New Jersey Senior State Executive.

**Problem solving**

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. Since 2010, IBM has deployed 700 top experts to help 116 cities around the world. The City of Newark was awarded an SCC engagement to explore transformational opportunities in cost savings and revenue generation, as well as overall citizen and business experience with government. The IBM team produced a transformational framework with strategies for paperwork reduction, inter-departmental efficiency improvements, and citizen self-service opportunities. Several of these recommendations have been implemented.
IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. IBM has delivered more than 1,500 Impact Grants worldwide since 2010, with more than 500 grants delivered in 2014. The New Jersey 211 system received SPSS software and training to applying predictive analytics to data collected from the 211 call centers — improving responsiveness, referrals, call handling and efficiency.

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.

Employee engagement
Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community.® U.S. and Canadian employees also can make cash contributions through payroll deductions. In New Jersey, 2,500 IBM employees and retirees are active volunteers, including more than 100 who have mentored 700 middle-school students.

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 New Jersey, multiple donations of IBM services and technology were put into place to assist with relief efforts around Hurricane Sandy. IBM staff lent guidance to the team appointed to launch the Hurricane Sandy New Jersey Relief Fund. Subsequently, three full-time IBM consultants were loaned to the fund via a grant, to create its operations and technology plan. The fund raised over $65 million to support long-term recovery plan teams on the ground in the hardest hit communities. IBM also donated SmartCloud for Social Business software tools, used as core office suite and collaboration tools with funders, grant recipients and project partners.

Awards & recognition
- Finalist for the 2015 Great Oak Award, Outstanding Corporate Citizenship, and as one of the New Jersey’s most generous companies to the community.
- Fortune — Most Admired Companies
- Corporate Responsibility Magazine 100 Best Corporate Citizens
- 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 New Jersey, contact: Martin Laird lairdmar@us.ibm.com Senior Program Manager IBM Corporate Citizenship & Corporate Affairs