IBM's long-standing, 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, revitalising cities, protecting the environment or driving economic growth, IBM and IBMers contribute innovative solutions to the world’s toughest societal challenges.

“Corporate citizenship is at the core of IBM’s culture, values and purpose. We take the same technologies and expertise that make us essential to our clients, and apply them to the communities where we live and work. Our aim is to enable them to become stronger, more connected, and more innovative,” says Rob Lee, Managing Director, IBM New Zealand.

IBM has a dedicated Corporate Citizenship function which works in partnership with not-for-profit organisations and government, co-ordinating the contribution of IBM technology and expertise to support our global programmes.

**Smarter Cities Challenge®**

*Smarter Cities Challenge* is a competitive grant programme through which IBM contributes the skills and expertise of employees to help address the range of urban, environmental, financial and infrastructure challenges facing cities worldwide. Over the past five years, over 120 cities have received grants, including six in Australia and one in New Zealand. In 2013, a team of experts worked with the city of Christchurch to examine ways to support the city’s plans for long-term
and sustained economic growth, as the city rebuilds following the devastating earthquakes of 2010 and 2011. The team delivered recommendations focused on the attraction of workforce talent and recruitment, marketing of the city’s assets and quality of life, educational institutions and potential for high GDP growth.

**Impact Grants**

IBM provides grants of IBM software, services and consulting to local non-profit organisations, helping prepare them for the digital future. This support mirrors the assistance we provide to clients. IBM assisted Age Concern New Zealand with the development of a technology roadmap to enable it to determine how best to grow its client services to support an aging population. The organisation described the grant as providing a pathway to improve its ability to meet the needs of older people. IBM has also worked with the National Leadership team of NZ Red Cross, helping to foster a culture of leadership and innovation. NZ Red Cross Secretary-General Tony Paine said: “The IBM workshop helped our National Leadership team to collectively focus on our strategic goals and challenges, and put us in a stronger position to drive growth and innovation across the organisation.”

**Communities**

On Demand Community,® IBM’s volunteer and community service initiative, enables IBM employees and retirees to find volunteer activities and gives them the resources to help schools and community organisations. In New Zealand, 33 percent of IBM employees are volunteers and have shared their skills and expertise with organisations including the Cancer Society and Ronald McDonald House, Multicultural Learning and Support Services, Literacy Aotearoa Wellington, SPCA, Citizens Advice, SPACE Trust and Blind Foundation among others. In 2014, eight community organisations were awarded IBM cash community grants as a result of employee and retiree volunteering. IBMers contributed over 2,000 hours to community projects in 2014.

**Corporate Service Corps**

Corporate Service Corps is a philanthropic programme providing IBMers with leadership development while delivering high-quality problem-solving for communities and organisations in emerging markets. The programme empowers IBM employees as global citizens by sending teams of 10-15 individuals from different countries, and with a range of skills, to an emerging market for four week, community-based assignments. Since the programme’s launch in 2008, 18 IBM NZ employees have been selected for the highly competitive programme, building their leadership and global citizenship skills.

**Awards & recognition**

- *Fortune* - Most Admired Companies
- *Corporate Responsibility Magazine* 100 Best Corporate Citizens
- IBM Australia was the Global Corporate Volunteering Program Winner at the 23rd International Association for Volunteer Effort World Volunteer Conference (2014)
- Best Contribution by a Multinational Company, NZ HiTech Awards (2012)

**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 Zealand, visit ibm.com/ibm/nz/responsibility or contact:
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