Corporate Citizenship in Norway

Transforming business, technology and society

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.

“We 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 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. In the United States, 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 has also discussed with government officials the potential of bringing the P-TECH model to Norway.

Highlights

• IBM has been in business in Norway since 1935.

• Office in Oslo and regional offices in Stavanger, Bergen, Trondheim and Hamar.

• IBM is a participant in the Norwegian Smart Care Cluster in Stavanger, focusing on welfare technology, and in Nærings for Klima in Oslo focusing on smart environmental solutions.

• Broad engagement with the university sector for various innovation projects.
IBM has numerous university partnerships in Norway, focused on healthcare and oil/gas, as well as IT solutions within big data analytics and security. IBM is collaborating with the universities of Oslo, Stavanger, Trondheim and Tromsø as well as Gjøvik College.

IBM’s KidSmart Early Learning program enriches pre-kindergarten curriculum with interactive teaching and learning activities through the use of technology to help children learn and explore concepts in math, science, and language. In Norway, the program was recently deployed to kindergartens in Askim.

**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. In 2015, an IBM Norway employee participated in a project in Peru.

The Smarter Cities Challenge (SCC) deploys IBM experts to help cities around the world address critical challenges, by delivering recommendations for making the city smarter and more effective. Since 2010, IBM has deployed 700 experts to 116 cities. In 2013, an SCC team visited Stavanger to develop a strategy for increasing the empowerment and capacity of elderly citizens to maintain good health and functional capabilities. Follow-on activities from that engagement are now part of the Norwegian Smart Care Cluster plans.

Worldwide in 2014, more than 500 IBM Impact Grants brought sophisticated capabilities to nonprofit organizations, and World Community Grid® helped the fight against cancer and Ebola by providing free “virtual supercomputing” power.

**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 Norway, IBMers’ volunteer efforts include a focus on the refugee crisis and on holding code club events for children.

**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.

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