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.

**Education**

Teachers TryScience is a website for teachers, providing free and engaging lessons, along with teaching strategies and resources, which are designed to spark students’ interest in science, technology, engineering and math (STEM). The site features collaboration tools to enable teachers to discuss and share effective instructional practices.

Computer Eyes is a computer education workshop in partnership with the Resources for the Blind Institute that enables visually-challenged students to work with basic IT applications using a unique text-to-speech synthesizer. It has produced over 350 graduates since 2001 with over 150 schools benefiting from the program.

On December 6, 2012, the Commission on Higher Education (CHED) and IBM signed an agreement to collaborate on developing a comprehensive analytics education master plan for Philippine higher education to prepare the country’s workforce towards the emerging trend towards Analytics. Over 45 higher educational institutions in the country have adopted the program with over 600 faculty members trained.
IBM's Corporate Service Corps (CSC) 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. Since the program's inception, 12 Filipino IBMers have served in CSC projects in Africa and South America while the Philippines received 15 CSC teams for local community projects in Iloilo, Bacolod, Davao, Bohol, Olongapo, Cebu, Cagayan de Oro, Santa Rosa and Manila.

In 2010, IBM created the Smarter Cities Challenge,® also known as Executive Service Corps in the IBM growth markets, to help 100 cities over a three-year period to address some of the critical challenges facing cities. In 2011, a team of six senior IBM leaders worked closely with cities and municipalities of Cebu province to address challenges and opportunities created by the rapid urbanization of Cebu. They worked with city leaders, academics, and the private sector to address key issues in land use planning, transport and traffic management.

**Smarter agriculture**
Through an IBM Impact Grant of Services, the Farmer Decision Support System (FDSS) was developed to integrate crop models with climate and weather forecasts, and transform scientific data into SMS-based advisories that will help farmers make better decisions from planting to harvesting.

Under the program’s Smarter Agriculture component, the FDSS is being developed in partnership with IBM, the Isabela State University (ISU), and University of the Philippines — Institute of Environmental Science and Meteorology (UP-IESM). Using its analytics or data analysis tools, IBM leads the development of the FDSS and builds a data storage for information on rainfall, temperature, humidity, wind speed, soil moisture, and crop yields generated by a network of sensors in Isabela. ISU, UP-IESM, and Department of

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**IBM in Philippines**
- Over seven decades of transformation through innovation in the Philippines since 1937
- Multi-awarded in Corporate Citizenship and Corporate Affairs
- K-12 programs have helped more than 800,000 students at 500 schools, with 3,000 teachers and facilitators trained
- More than 3,000 active devices for World Community Grid®

**Awards & recognition**
- Winner, CSR Impact, ASEAN Corporate Sustainability Awards 2015
- Finalist, CSR Company of the Year, Asia CEO Awards Philippines 2014
Science and Technology (DOST) serve as sources of agricultural studies and weather and climate forecasts that feed into the FDSS’s crop modelling tool.

FDSS will provide farmers with location-specific advisories on the best time to plant and harvest crops and the right amount of water to irrigate and fertilizer to apply in their farms. Farmers will access information through text messages via the Smart Agri SMS service, while agricultural technicians can access via the Smarter Agriculture website.

**Employee engagement**

On Demand Community,® IBM’s volunteer and community service initiative, enables IBM employees and retirees to find volunteer activities and equips them with resources to help schools and community organizations.

- For IBM’s 75th anniversary in the Philippines in 2012, IBM launched 75 Days of Service, a volunteer program supporting projects in areas such as education, environment, disaster response and IT technology empowerment.

  - During IBM’s centennial year in 2011, IBMers in the Philippines pledged over 35,000 service hours and undertook community initiatives including Kariton Classroom with CNN hero Efren Penaflorida, DepEd’s Brigada Eskwela classroom refurbishment project, “Blue Mangrove” reforestation project in Cebu with Philippine Business for Social Progress, and Big Blue Jungle-La Mesa Watershed conservation project with Bantay Kalikasan.

- In 2011, through the IBM Community Grants program, over $100,000 was given to non-profit organizations. Community Grants are cash or technology grants awarded to eligible community organizations where IBM employees are actively volunteering.

**Disaster response**

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.

Within two weeks of typhoon Haiyan, IBM proposed an Impact Grant of technology and services to the Philippines Department of Science and Technology (DOST), and immediately began executing. This helped the Philippine government to help better manage disaster response and recovery by capturing data from multiple sources into a common view that provides a central point of command. IBM’s Impact Grant of technology and services included an Emergency Management Center solution which provides:

- Real-time information across multiple stakeholders for decision makers
- A common operating picture and true situational awareness to disparate organizations
- Fused knowledge of operational status with the ability to perform consequence analysis

By pulling data from disparate sources — including government sources, websites, universities, and other public repositories — into a common, secured view, the solution provides users with a comprehensive vantage point for understanding and decision making. The distributed data sources feed into the system’s analytics and scenario planning capabilities to help the government better anticipate and plan response and recovery operations in a shared platform that communicates readiness when threats are present and situational awareness as a disaster unfolds.

The ability to deliver situational awareness would allow all disaster management agencies — from the most senior level of the Philippine Government to key tactical field-response groups — to better carry out their disaster response activities.
Citizenship worldwide
IBM pursues the highest standards of corporate responsibility, from how we support and empower our employees, to how we work with clients and govern the corporation.

Environment
IBM’s comprehensive programs range from energy and climate protection to pollution prevention, chemical and waste management, resource conservation, and product design for the environment.

Supply Chain
IBM buys from suppliers from nearly 100 countries and has infused social and environmental responsibility into the fabric of our business relationships.

Governance
Our corporate culture is firmly based on ethics and integrity, guided by a rigorous system of corporate governance.

Global 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

Values
Since its inception, IBM has been a company that defines itself by fundamental values. In 2003, IBMers worldwide came together to renew and define our core values, which now serve as the foundation of IBM’s culture and brand.

For more information
For more information on IBM corporate citizenship programs, policies, strategies and achievements worldwide, and to download our current IBM Corporate Responsibility report, visit ibm.com/responsibility.

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