Corporate Citizenship in Portugal

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

“Aiming to be essential to our clients and to the world, we consider that purpose-driven transformation, innovation and reinvention are the key components of IBM's approach to citizenship,” says IBM Portugal General Manager António Raposo de Lima. “IBM's corporate citizenship programs are aligned with our company's overall business strategy to drive and support systemic societal transformation and sustainable change in every dimension of our community engagement. I am pleased to share with you some highlights of our local commitment.”

Education

In partnership with the Ministry of Education and Science, we launched a pilot project based on Teachers TryScience with the aim to reinforce STEM concepts understanding and project-based learning among teachers and students in Portugal. Fourteen teachers from five school groups in Lisbon and more than 300 elementary students were challenged to develop a science and IT project based on the Skyscraper Farms activity from the Teachers TryScience website.

Highlights

- In Portugal since 1938
- More than 400 volunteers registered and 59.000 hours reported in On Demand Community®
- Founding member of GRACE – Grupo de Reflexão e Apoio à Cidadania Empresarial – national CSR Europe partner
- IBM Portugal Scientific Award, launched in 1990, to distinguish scientific works with high merit in the field of Computer Sciences
Problem solving

IBM Impact Grants provide consultations with IBM experts and access to IBM technology for educational and not-for-profit organizations to enhance their IT infrastructure, leadership and technology skills. Since 2013, IBM Portugal has awarded six Impact Grants to support organizations in the not-for-profit and educational community.

Corporate Service Corps (CSC) 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 its launch in 2008, CSC has sent over 2,000 participants from over 50 countries, including Portugal, to 30 countries servicing nearly 1,000 organizations in need around the world.

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 experts to help 116 cities around the world. Among them is the city of Faro, which received a team of five IBM senior consultants in February 2014. Faro and the Algarve region want to reignite the marine environment as a major driver for the region’s economic growth and sustainability, including possibly developing a marine observation and data network based on expertise at the University of Algarve, to use data as a key component supporting their vision. The IBM team spent three weeks evaluating these plans and the region’s assets, then created an economic roadmap for Faro’s marine economy using smarter planet strategies and a focus on sustainable economic growth. The team also provided findings and recommendations around three key themes: innovation, economy of the sea, and tourism.

Employee engagement

Launched in 2003, On Demand Community has reinvented IBM’s support of employees’ and retirees’ volunteer work. This innovative program makes a wide range of knowledge and expertise available online to volunteers worldwide, enabling them to find volunteer activities and identify skills and expertise they can contribute to a cause. In Portugal, more than 400 IBM volunteers have been using this program to support our communities and non-for-profit organizations, donating a combined 59,000 hours of their time.

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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