IBM believes that a company culture based on core values not only helps our business, but also defines the role that we can and should play in society. We identify and act upon opportunities to apply our technology and expertise to societal problems, and scale existing programs to achieve maximum benefit. We empower employees and others to serve their communities. And we integrate corporate citizenship and social responsibility into every aspect of our company.

**Smarter Cities Challenge: Dortmund**

The IBM Corporate Citizenship program provides cities with access to IBM experts. Consultants and researchers from IBM Germany, using the knowledge they have gained in projects around the world, help cities develop innovative approaches to key challenges, such as education, security, social services, transportation, and environmental protection. Started in 2011, teams of selected IBM experts support city officials by analyzing key problems and creating roadmaps to deliver solutions like more citizen participation, better provisioning of local services, inclusion and use of civic engagement and improved workflow.

**Manage your identity**

Privacy is among the key concerns of today’s society in Germany. It is critical to address privacy issues and enable customers and citizens to responsibly and professionally deal with their own data as well as data of others. While celebrating IBM’s Centennial in 2011, more than 500 IBM Germany employees and partners visited schools to educate students about using their data online and participating in social networks, as well as the importance of taking responsibility for information they post about others. Working with our partners, an association of data security and privacy professionals and state privacy commissioner, we laid the foundation on which we plan to expand our activities.
KidSmart
IBM’s commitment to education has produced a portfolio of long-running programs that continue to grow and improve. These programs are made available to meet the local needs of our communities. The IBM KidSmart Early Learning program is designed to promote media competency among very young children through use of modern multimedia learning stations and learning software specially designed for children. In Germany more than 1,000 day-care facilities are currently participating in the program.

More than 1,000 day care facilities participate in the IBM Germany KidSmart Early Learning program.

Germany highlights

• In 2010 IBM awarded five research prizes to German universities to help fund innovative research projects—continuing IBM Germany’s long-standing relationships with universities and research institutes.
• IBM Germany has almost 100 members deployed in support of Corporate Service Corps projects around the world.
• More than 4,000 current and former employees have contributed over 300,000 hours of volunteer work hours.
• In 2011, IBM Germany awarded more than 60 grants, with a value of over EUR 55,000, to nonprofit organizations based on recommendations from employees.
• As part of IBM’s Centennial, the top 10 volunteering projects in Germany received a total of EUR 70,000 in grants.
• More than 1,000 kindergarten and day-care centers in Germany participate in the IBM KidSmart Early Learning Program.
• In 2012, IBM Germany was ninth place in the Greenpeace International Cool IT rankings.
• In 2012, IBM Germany received the Max-Spohr-Management Award as a leading company promoting diversity, from Völklinger Kreis e.V.—a German federal association of gay and lesbian managers.
• In 2011 IBM Germany ranked second in Trendence study on preferred employers in the IT sector.

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

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