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.

**Economic development**
A sparkling example of the triple benefit that employee volunteering can lead to is the World Smarter College: an organization founded during the IBM Centennial Celebration by volunteer Rosanna Nazir. World Smarter College helps recent immigrants find and succeed in new jobs. The college is run by volunteers from the Amsterdam IBM office and “courses” include expert presentations, self study, and on-the-job training to increase the students’ chances in the labor market. Additional volunteers from Amsterdam-based companies and the municipality have contributed to the college, and almost all the students have found jobs.

**Education**
Good language and communication skills are essential for effective education and a career. The IBM KidSmart Early Learning program has donated over 1,000 IBM KidSmart Young Explorer units to schools in the Netherlands and helped tens of thousands toddlers in disadvantaged areas in major Dutch cities to master the language.
Smarter Cities

Eindhoven has seen significant growth in recent years, but this has come at a cost as the city has consistently ranked as one of the most unsafe in the country. Mayor Rob van Gijzel submitted a proposal IBM’s Smarter Cities Challenge, a three year and $50 million grant program that furnishes IBM expertise to 100 cities. A team of five IBMers worked in Eindhoven to understand city challenges and deliver recommendations to local leadership. During this engagement, the team conducted more than 50 interviews with passionate and committed public safety stakeholders. The team uncovered a series of factors that were contributing to Eindhoven’s reputation as an unsafe city.

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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85,000 Dutch computers contribute to World Community Grid research projects.

the Netherlands highlights

- Year IBM established 1940
- 1500 IBMers contributed more than 150,000 volunteer hours
- In 2011, IBM Netherlands provided 70 community grants to not-for-profits and schools
- Major IBM locations in Amsterdam, Almere, Eindhoven, Arhem, Weert, Woerden en Delft

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