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.

“To 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**

Through the IBM KidSmart Early Learning program, child-friendly computers loaded with award-winning educational software were donated to preschools and non-profit educational organizations. World-wide, the program has donated more than 64,000 units in 60 countries, giving more than 10 million children an effective head start toward academic success. In Romania, IBM donated more than 400 KidSmart units to kindergartens across the country from 2007 to 2014.
Problem solving
IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. IBM has delivered more than 1,500 grants worldwide since 2010, with more than 500 delivered in 2014. In Romania the programme was launched in 2014 with a Project Management workshop for the Romanian Cultural Institute — the most prestigious cultural institution in Romania, with branches in many European countries. This workshop helped the institute to develop their management system, employees’ skills and knowledge, as well as building productive objectives for efficiently satisfying cultural demand.

IBM’s Corporate Service Corps programme 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. Every year, Romanian IBMers are selected to be part of CSC teams. In 2014 Cristina Florentina Moise was on the team deployed to Belem, Brazil, to help The Nature Conservancy achieve its goal of preserving the vast Amazonian rainforest. In 2015, Adrian Irimes had a CSC assignment to China, helping Our-Land Charitable Foundation.

Worldwide in 2014, 16 cities benefitted from Smarter Cities Challenge engagements, and World Community Grid helped strengthen the fights against cancer and Ebola by providing free “virtual supercomputing” power to humanitarian researchers.

Employee engagement
Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM’s On Demand Community. In Romania, over 10 percent of IBMers participate, dedicating their expertise and time to supporting their communities. To support their efforts, IBM in 2015 awarded Impact Grants to 25 not-for-profit organizations where IBMers volunteer.

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
• European Diversity Awards — Supplier Diversity Programme of the Year

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

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