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
IBM, the University of South Carolina and Fluor Corporation formed the Center for Applied Innovation in 2014, to provide application services to public- and private-sector organizations with specialties in the areas of analytics and higher education industry solutions. Elsewhere, IBM’s innovative P-TECH grades 9 to 14 model connects education to jobs. In the 2014-15 school year, P-TECH’s first six graduates finished high school and college in just four years, as the P-TECH network expanded to 27 schools across three states. IBM also unveiled Teacher Advisor Powered by Watson, an advanced cognitive
computing system that will provide qualified lesson plans and mentoring to teachers via mobile devices — all free of charge.

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. Among the grants delivered in South Carolina in 2014-15:

• Greenville Technical Community College — social media strategy and planning grant
• Charleston County School System — leadership grant
• Communities in Schools Greenville County — strategic planning grant
• United Way of South Carolina — leadership grant, reaching United Way affiliates statewide

Worldwide in 2014, 100 Corporate Service Corps teams worked on pro bono consulting projects to improve women’s health, preserve the environment, and more. Sixteen cities benefitted from Smarter Cities Challenge® engagements. 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 South Carolina, an IBMer was among the 2015 recipients of the Presidential Volunteer Service Award, and IBM made Community Grants valued at $20,000 to 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
• 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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