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.

**Problem solving**

IBM's Corporate Service Corps program 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, the program has sent over 2,500 participants from over 60 countries, including Spain, to more than 30 countries to assist more than 1,000 organizations in need.

IBM Impact Grants bring sophisticated capabilities to nonprofit 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. IBM Spain has awarded seven grants since 2014, including:

• Social media strategy grants to three NGOs — ASAM, La Kalle and Capacis — to help refine social media use and build social campaigns.
• Social media analytics grants to the City of Madrid through COAM, and to the Royal Academy of Spanish Language.
• IBM Connections grant to Voluntare Network, to help promote volunteering among its members.
• Grant to the National Federation of Food Banks in Spain (FESBAL) to help implement a solution to manage food inventory and distribution from 55 food banks across Spain.

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

Education
IBM has a range of activities and events, supported by employee volunteers, to engage young people and demonstrate the value of science, technology, engineering and math (STEM).

• STEM courses for teachers were launched in 2014, in collaboration with Comunidad de Madrid (Regional Ministry of Education). Participants learn tested methodologies to to motivate and engage students.
• Robotics workshops at K-12 schools teach secondary students about the potential of technology in solving problems.
• Coding in Family is a program launched in 2015, for children aged 6-7 and their parents, learning together to create video games and interactive stories.

Employee engagement
Nearly 270,000 active and retired IBMer's have donated nearly 18 million hours of volunteer service through IBM's On Demand Community.® In Spain, more than 1.660 IBM employees and retirees have been using this program to support our communities and not-for-profit organizations, donating a combined 138.000 hours of their time.

Disaster relief
Integrating advanced technologies with the expertise of IBMer's, 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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