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.

“IBM strives to be an essential company, not only to our clients and employees, but also to the world at large — by engaging the communities where we do business and by providing the leadership and tools to build a Smarter Planet. Corporate Citizenship is central to this vision, both worldwide and in the local examples I am proud to share in this report,” says IBM Thailand Country General Manager Parnsiree Amatayakul.

**Problem solving**

IBM Thailand values community development processes that promote sustainability. IBM partnered with the Thai Red Cross AIDS Research Center, providing IBM Business Analytics solutions to help enhance the organization’s research capacity to find a way to end HIV virus transmission.

IBM’s Corporate Service Corps sends teams of employees from around the world to work on projects supporting economic and social development. In 2013, Thamrong Phongthitithep was deployed to Russia on a project to help the city of Ekaterinburg develop a plan to promote itself...
globally. An additional two Thailand IBMers will join projects running in 2016-17. A related program, called Executive Service Corps, sent a team of five IBMers to Chiang Mai in 2011 to help transform the city into a preferred medical hub and a regional agricultural supplychain center.

Smarter Cities Challenge (SCC) deploys IBM experts to help cities around the world address critical challenges. SCC came to Khon Kaen in 2013 to develop recommendations for the city around smarter traffic and smarter analytics.

**Education**

TryScience encourages students to explore, investigate, discover, and try science for themselves. In 2012, IBM Thailand deployed TryScience camps in six provinces, reaching students and teachers from at least 60 schools. The KidSmart Early Learning program is designed to promote basic mathematics, science and English language skills in pre-school children. More than 22,000 students have benefited from this program. In 2015, our focus is on Teachers TryScience, which provides free and engaging lessons, along with teaching strategies and resources, designed to spark students’ interest in STEM. A five-month pilot project introduced IBM’s technology-based education resources to the Thai educational system and allowed IBM to assess its potential for a larger rollout. It built the capacity of 15 master teachers to deliver training on the modules, and roll out teachers’ professional development training to 200 middle-school teachers and 10,000 students at schools in Bangkok and Samut Prakan. The website and lesson plans will be introduced to 1,200 teachers and approximately 45,000 students, with the potential to reach another 900 teachers at Office of the Basic Education Commission conference in 2016.

In 2014, IBM partnered with Chulalongkorn University, Kasetsart University, Khon Kaen University, King Mongkut’s University of Technology Thonburi, Mae Jo University, Mahidol University, Rajamangala University of Technology Phra Nakhon, Rangsit University and Thammasat University to equip Thai workforce with future-valued analytics capabilities. In collaboration with the Thailand Management Association (TMA), IBM will help Thai graduates and businesses to fuel data analytics innovation and gain competitive advantage before entering into the 2015 ASEAN Economic Community (AEC). More than 4,000 students and professors from 11 universities benefited from courses, trainings and certifications.

**Awards & recognition**

- *Fortune* - Most Admired Companies
- *Corporate Responsibility Magazine* 100 Best Corporate Citizens
- “Thailand HR Top 100” to Parnsiree Amartayakul, managing director of IBM Thailand, organized by the Human Resources Institute of Thammasat University to honor executives who significantly developed and exemplified HR’s best practices (2013)

**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](http://ibm.com/responsibility).

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