Corporate Citizenship
in West Virginia

Transforming business, technology and society

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'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. In West Virginia, IBM made grants in 2013 and 2014 (each worth over $25,000) from the KidSmart Early Learning Program, which enriches pre-kindergarten curriculum with interactive teaching and learning activities.

Highlights

• IBMers in West Virginia donated over $25,000 in 2015 through the annual Employees Charitable Contributions Campaign.

• IBM made Community Grants valued at $8,000 in 2015 to support schools and organizations where IBMers volunteer.
Problem solving
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. More than 500 IBM Impact Grants brought sophisticated capabilities to nonprofit organizations to help them serve their constituencies more effectively. 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 West Virginia, two IBMers have received Presidential Volunteer Service Awards for their volunteer work, and IBM made $8,000 in Community Grants in 2015 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.

Corporate responsibility
IBM pursues the highest standards of corporate responsibility, from how we support and empower our employees, to how we work with clients and govern the corporation.

• Environment — IBM’s comprehensive programs range from energy and climate protection to pollution prevention, chemical and waste management, resource conservation, and product design for the environment.

• Supply Chain — IBM buys from suppliers from nearly 100 countries and has infused social and environmental responsibility into the fabric of our business relationships.

• Governance — Our corporate culture is firmly based on ethics and integrity, guided by a rigorous system of corporate governance.

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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