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*“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.”*

— Ginni Rometty  
IBM Chairman, President and CEO

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## Corporate Citizenship in Mexico

*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.

### Education

Teachers TryScience is a website for teachers that provides free and attractive didactic lessons aimed to arouse the interest of students on issues of science, technology, engineering and mathematics (STEM) through [www.teacherstryscience.org](http://www.teacherstryscience.org). Since its implementation in 2013, more than 180 teachers in Mexico have engaged with special courses designed by museums including Papalote Museum, Science Center of Sinaloa, and others.

In the United States, 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 Codename: Watson Teacher Advisor, an advanced cognitive computing system that will provide qualified lesson plans and mentoring to teachers via mobile devices — all free of charge.






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### IBM in Mexico

- IBM Mexico celebrates 40 years in Guadalajara as a pioneer in the technology industry in this region.
- 2015 “Analytical Center Experience” opens — the first center of its kind in Latin America based in Guadalajara.
- IBM Mexico exports over US\$1 billion of hardware, software and services to all continents.
- IBMers volunteered more than 15,000 hours in 2014.
- More than 700 organizations in Mexico have received IBM Impact Grants.
- Since 2013 Teacher TryScience has been part in different projects in Science Museums in teachers training programs.

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### Awards & recognition

- Federal Attorney for Environmental Protection — recognition for environmental excellence
  - Ministry of Labor and Social Welfare — “Family Friendly Company”(2013)
  - Confederation of Industrial Chambers of the United Mexican States — “Ethics and Values in Industry” (2014)
  - Association of Fundraising Professionals — “Philanthropic Company of the Year 2013” to IBM Technology Campus Guadalajara (2013)
  - Consejo Nacional de Fomento Educativo — recognition for 13 years supporting education in Mexico with KidSmart (2014)
  - Government of Mexico City — recognition for good practices in favor of equal treatment, non-discrimination and inclusion of diversity LGBT TTI (2014)
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### Problem solving

IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. Since 2011, more than 700 organizations across Mexico have been granted workshops to build skills in leadership, project management, social media strategy, and more. Among the many organizations benefited are CEMEFI, Food Banks, UABC, ANSPAC, Fundación del Empresariado Yucateco, Casa Alianza Foundation, United Way, and Endeavor Mexico.

### Corporate Service Corps

IBM’s Corporate Service Corps (CSC) 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. Worldwide in 2014, 100 CSC teams worked on pro bono consulting projects to improve women’s health, preserve the environment, and more. CSC has sent teams to five Mexican states — Querétaro, Puebla, Yucatán, Toluca and Monterrey — to recommend solutions to improve their performance and citizenship impact. Also, more than 60 IBM Mexico employees have been assigned to work on projects in countries including Vietnam, South Africa, Turkey, Egypt, Tanzania, Nigeria, India, the Philippines and others.

### World Community Grid®

World Community Grid is a virtual supercomputer that aggregates donated, unused computing power from desktop and mobile devices and makes that power available to researchers seeking solutions to such critical global issues as finding cures for disease, developing technologies for energy sustainability and seeking ways to protect the world’s water supply. In 2013, World Community Grid also became one of the first major volunteer computing initiatives to enable mobile computing on Android smartphones and tablets. In Mexico, 47 percent of IBM employees voluntarily participate in the World Community Grid project donating their computer time.

## Employee engagement

Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM's On Demand Community® worldwide, and IBM's Volunteer Excellence awards bestow CEO-level recognition on those employees who, through their actions, best personify IBM's culture of service. In Mexico, more than 1,700 IBM employees participate, logging more than 37,000 volunteer hours through 2015. Among them is José Carlos Izaguirre Zavala, who received the "Volunteer Employee of the Year" award in 2014 from the Association of Professionals in Administration of Chapter Guadalajara Funds. Additionally, IBM has supported our volunteers' efforts by making more than 70 IBM Community Grants in 2015 to the schools and organizations our volunteers support.

MentorPlace is the volunteer program that brings together professionals from IBM with entry-level students through a virtual platform for academic purposes, where students solve a series of academic projects for an entire school year. In Mexico, IBM volunteers have participated in this program for more than 12 years, benefiting more than 1,000 students from schools in Mexico City, Guadalajara and Oaxaca.

## 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.

## Citizenship worldwide

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.

### Global 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 download our current IBM Corporate Responsibility report, visit [ibm.com/ibm/responsibility](http://ibm.com/ibm/responsibility).

For more on IBM corporate citizenship in Mexico, contact: Carlos Saucedo Maciel  
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