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## Highlights

- IBM Turkey was established in 1938.
  - Major locations in Istanbul, Ankara, Izmir, Bursa and Adana.
  - IBMers have volunteered more than 18.000 hours at schools and community organisations in Turkey since 2012.
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# Corporate Citizenship in Turkey

*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, revitalising 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

In 2015, IBM 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. IBM Turkey also supports education locally through a range of efforts:

- IBM is working with Istanbul Directorate of Ministry of National Education and Corporate Volunteers Association to promote engineering at primary schools in Istanbul.



- Maçka Akif Tuncel Technical and Vocational School has been positioned as a beacon school. The partnership aims to establish a model of business-industry partnership that involves industry-specific training as well as mentoring programmes for teachers and students.
- The Kayseri Directorate of Ministry of National Education has implemented and adapted Teachers TryScience materials into Turkish.

### Problem solving

In 2014, 100 Corporate Service Corps (CSC) teams worked on pro bono consulting projects worldwide to improve women's health, preserve the environment, and more. In Turkey, CSC has delivered more than 40 projects across nine cities, and 17 IBMers have been assigned to projects in countries including Argentina, Brazil, Chile, India and Philippines.

IBM Impact Grants bring sophisticated capabilities to non-profit organisations to help them serve their constituencies more effectively. In Turkey, project management workshops were organised with Third Sector Foundation of Turkey (TÜSEV), Turkish Enterprise and Business Confederation (TURKONFED), as well as the Foundation for the Protection and Promotion of the Environment and Cultural Heritage (ÇEKÜL).

IBM Connections has been provided for use by AKUT (Search and Rescue Organisation), Education Reform Initiative, and the Maçka Akif Tuncel Technical and Vocational School.

### Employee engagement

Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM's On Demand Community.<sup>®</sup> In Turkey, IBM volunteers have donated more than 18,000 hours since 2012, and secured IBM Community Grants for 30 community organisations.

### 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
- Turkish Confederation of Employers Association (TISK) — most innovative CSR program award for On Demand Community (2014)
- Corporate Volunteers Association (ÖSGD) — Best Volunteering Project for Corporate Service Corps (2010)

### For more information

For more information on IBM corporate citizenship programmes, 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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