



Corporate Citizenship in Singapore

Transforming business, technology and society

Highlights

- IBM Singapore established in 1953.
 - Singapore's Jurong Lake District was the recipient of an IBM Smarter Cities Challenge Grant.
 - Singapore Green Building Council was the recipient of an IBM Centennial Grant.
 - More than 10,000 students have participated in technology, math and science programs and camps with support from IBM in Singapore.
 - More than 200 student ambassadors from 20 schools received guidance on energy efficiency and sustainability issues.
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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 is improving education, revitalizing cities, protecting the environment or driving economic growth, IBM continually strives to contribute innovative solutions to address some of 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 Chief Executive Officer Ginni Rometty.

Education

IBM works with institutions of higher learning to improve and extend their curricula so that students are equipped with the knowledge and skills that are in demand in today's job market.

- In 2015, IBM and Temasek Polytechnic (TP) launched the TP-IBM Security Operations Centre to groom skilled cyber security professionals for Singapore. Our partnership with TP is aimed at further enhancing students' expertise and employability in the market for skilled cyber security professionals under the mentorship of IBM Security professionals.



- In 2013, IBM and the National University of Singapore (NUS) established the NUS Centre for Business Analytics, in partnership with the Singapore Economic Development Board, to help students and mid-career professionals gain the latest skills in business analytics.
- In 2011, IBM launched our Teachers TryScience website, which provides free and engaging lessons, along with teaching strategies and resources, designed to spark students' interest in science, technology, engineering and math (STEM). We have since worked with the Cerebral Palsy Alliance of Singapore to develop a set of lessons specifically catered to the learning requirements of special needs children.

Problem solving

IBM Impact Grants bring sophisticated capabilities to non-profit organisations to help them serve their constituencies more effectively.

- The Social Media Analytics Grant has helped Lions Befrienders to gain insights into their current state of brand and share of voice in the social web space. The insights and recommendations enable them to make more informed choices as they come up with strategies for their social media project to engage their stakeholders more effectively.
- The IBM Connections Grant has enabled PERDAUS to harness the power of social business tools and cloud solution to allow for more seamless collaboration among staff located in different centres, reduce travel time and increase efficiency. The audio tool also enables PERDAUS to conduct virtual training for their beneficiaries which they were not able to provide before.

IBM's Corporate Service Corps 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 2008, 25 IBM Singapore employees have been selected for the program.

Employee engagement

Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service worldwide through IBM's On Demand Community®. In Singapore, IBM employees actively volunteer their skills and time in a wide range of activities including conducting basic Internet workshops for the elderly and ex-offenders to help them harness the power of Internet to enrich their lives. They also volunteer to mentor youths at risk to help develop their maximum potential and keep away from undesirable engagements.

Awards & recognition

- Active Citizenry Award (2015) by the South East Community Development Council
- Community Spirit Award (2015) by the People's Association
- Singapore Environment Achievement Award (2102) by the Singapore Environment Council
- Distinguished Partners in Progress Award (2012) by the Economic Development Board
- Work-Life Excellence Award organized by the Tripartite Committee on Work-Life Strategy

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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