



Highlights

- Year established: 1915
 - Major locations: Rochester and Twin Cities
 - Rochester is home to IBM's worldwide Finance Planning Center of Excellence and IBM's global Patent Center.
 - IBM's charitable giving in Minnesota exceeded \$2.5 million in 2014.
 - IBMers in Minnesota registered 620 patents in 2014.
 - In 2014, the Rochester site's recycling rate was 77% and its energy conservation rate was 12.7%.
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Corporate Citizenship in Minnesota

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.

"IBM's comprehensive approach to corporate citizenship aligns with our values and maximizes the impact we can have as a global enterprise. We focus our community engagement and corporate service programs on specific societal issues, including education, community economic development, health, and social services. These are areas of urgent societal need where we can apply IBM's technology and talent to solve problems," says Walt Ling, IBM vice president and Minnesota senior state executive.

Education

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. The University of Minnesota is among the schools now teaching the Watson technology. Also, 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.



Problem solving

A key issue in Minnesota is economic development and driving continued business development. IBM partnered with the University of Minnesota's MN Cup competition, which is aimed at developing, building and recognizing the state's entrepreneur community. The partnership included volunteer mentors and judges as well as free use of IBM's Small and Medium Enterprise Toolkit program.

IBM's Corporate Service Corps® program 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. More than 30 Minnesota IBMers have participated in this program.

IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. In Minnesota we completed five grants, valued at more than \$100,000, supporting social analytics, small business economic development, technology planning and leadership development.

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 Minnesota, over 60 percent of our employees volunteer and contribute more than 120,000 hours annually. In 2014, IBM awarded Community Grants valued at more than \$300,000 to Minnesota non-profit organizations and schools where IBMers volunteer. Some 145 Minnesota volunteers were also honored with the prestigious Presidential Service Award. Minnesota IBMers strongly support STEM (Science, Technology, Engineering and Math) education outreach, with engagements including:

- Engineer's Week – visiting over 5,000 area students
- IBM LEGO Education and competition – reached more than 300 students in 23 schools
- Technovation, which teaches girls to code mobile apps – an IBM-mentored team won "Audience Favorite" award at the International Finals in San Francisco
- EX.I.T.E. Camps – sponsored a camp to spark interest in math and science with 30 middle-school girls with disabilities

Awards & recognition

- Governor's Safety Award of Honor from the Minnesota Safety Council (2012, 2013, 2014)
- Bike Friendly Business Award from the League of American Bicyclists
- Corporate Giving Award from the United Way of Olmsted County

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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