



---

*“IBM’s experience in building a Smarter Planet with clients has transformed our approach to corporate citizenship. Our business and citizenship strategies have converged, applying the same technologies and expertise to helping clients, IBMers, and the communities where we live and work. I am pleased to share with you some local highlights of this work”*

— Ricardo Fernandez  
IBM General Manager, Perú & Bolivia

---

## Corporate Citizenship in Perú

*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

IBM’s [Teachers TryScience](#) program expands and reinforces teacher competency, initially focused on math and science. The program makes available, free of charge, 471 lessons and 73 pedagogical strategies in 13 languages. In Perú, IBM organized two Teachers TryScience workshops with the participation of more than 30 teachers from 10 different schools in Lima and Trujillo.

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.





### IBM in Perú

- IBM Perú was established in 1932
- IBM Peru offices are in Lima with three data centers
- Primary clients are from the mining, financial and insurance industries
- Primary corporate citizenship projects are oriented to education, health, economic development, women, and the environment

### Awards & recognition

- Strategic Partner Recognition from Sociedad Peruana de Síndrome Down (2015)
- CSR Award from Peru 2021 (2014)
- Volunteering Award from the Minister of Environment (2015)

### Problem solving

IBM Perú engages in a range of corporate citizenship activities, and our work was [featured in August 2015](#) by RSE Perú television.

- IBM co-organized TEDx@women and TEDx@youth events, the first ever in Perú with the participation of IBM speakers.
- IBMers taught IBM Bluemix™ to Laboratoria, an NGO which trains young women from low-income districts in Lima and Arequipa.
- IBM organized a seminar about open data, for more than 150 participants, in partnership with the Ministry of Health, the National Technology and Innovation Council, Association Ciudadanos al Día, and Association of Medias.

### Corporate Service Corps

IBM's Corporate Service Corps (CSC) 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. CSC teams have visited Arequipa (2012), Cusco (2014), as well as two locations in 2015:

- IBMers from 10 countries [came to Trujillo](#) to consult for five organizations: WindAid Institute, Hospital de Belen, The National University of Trujillo, Trujillo ¡Ahora!, and Chamber of Commerce of la Libertad.
- A CSC team of 10 IBMers [visited Lima for three projects](#) with The Nature Conservancy, the Ministry of Health, and Asociación Civil Transparencia.

### Smarter Cities Challenge®

The Smarter Cities Challenge (SCC) deploys IBM experts to help cities around the world address their most critical challenges, by delivering recommendations for making the city smarter and more effective. SCC is IBM's largest philanthropic initiative, with contributions to date valued at more than \$50 million. Since 2010, IBM has deployed 700 top experts to help 116 cities around the world.

The program [came to Trujillo](#) in 2013, to help strengthen the municipality's technical and strategic service capacities with regard to citizen safety and security. The IBM team analyzed the existing public safety situation, systems and processes in order to [provide recommendations](#) on how the local government can improve citizen safety and security.

### Impact Grants

IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. In 2015 IBM delivered 19 grants — representing more than 1,300 hours of pro bono consulting — to nine organizations in Lima, Arequipa, Trujillo and Cuzco. The workshops covered a range of topics including project management, technology roadmaps, and social media strategy.

### Hackathons

IBM Perú participated in two Hackathons in 2015. One, in partnership with the Ministry of Health and the National Technology and Innovation Council, brought together more than 150 young people who competed to [develop innovative applications](#) for the health sector. The second, in partnership with the Ministry of Education and the Sociedad Peruana de Síndrome Down, focused on educational inclusion for children with disabilities.

### Employee engagement

Nearly 270,000 active and retired IBMers have donated nearly 18 million hours of volunteer service through IBM's On Demand Community®, and IBM's Volunteer Excellence awards bestow CEO-level recognition on those employees who, through their actions, best personify IBM's culture of service.

### *IBM made 19 Impact Grants to organizations in Perú in 2015.*

IBMers in Perú volunteered more than 1,500 volunteering hours in 2015 on projects such as coaching students, organizing school activities to promote recycling, cleaning beaches, painting schools and setting up a data management system for a non-profit volunteer program. IBM volunteers also helped design a digital marketing strategy, using IBM Bluemix, to support a campaign of the [Ministry of Environment](#).

### 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

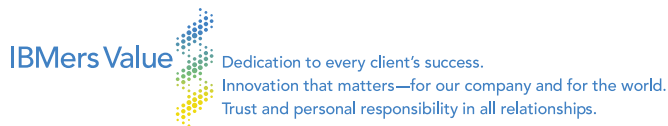
Our corporate culture is firmly based on ethics and integrity, guided by a rigorous system of corporate governance.

### 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

### Values

Since its inception, IBM has been a company that defines itself by fundamental values. In 2003, IBMers worldwide came together to renew and define our core values, which now serve as the foundation of IBM's culture and brand.



## 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 Perú, contact:  
Sophie Perdriset  
Corporate Citizenship & Corporate Affairs Manager  
[sperdris@pe.ibm.com](mailto:sperdris@pe.ibm.com)



---

© Copyright IBM Corporation 2015

IBM Corporate Citizenship & Corporate Affairs  
New Orchard Road  
Armonk, NY 10504  
U.S.A.

Produced in the United States of America  
September 2015  
All Rights Reserved

IBM, the IBM logo, Bluemix, On Demand Community, Smarter Cities Challenge and [ibm.com](http://ibm.com) are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. Other product and service names might be trademarks of IBM or other companies.

References in this publication to IBM products and services do not imply that IBM intends to make them available in all countries in which IBM operates.



Please Recycle

---