Corporate Citizenship in Louisiana

Transforming business, technology and society

Highlights

- IBM established in Louisiana in 1919
- Louisiana IBMers received nine patents in 2014.
- IBM's service center in Baton Rouge has continued to expand, and a new center was announced for Monroe, to support the IBM Agile business.

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.

"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

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.

Problem solving

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. In 2014, the program came to Baton Rouge, in a project focused on traffic congestion. The city is now creating a regional transportation database, and has created a regional advocacy group to support the SCC recommendations.

IBM Impact Grants bring sophisticated capabilities to non-profit organizations to help them serve their constituencies more effectively. IBM has delivered more than 1,500 Impact Grants worldwide since 2010, with more than 500 grants delivered in 2014. In Louisiana, the East Baton Rouge School System Foundation received a grant to convene representatives of two dozen STEM organizations, to create a more unified regional STEM strategy.

Worldwide in 2014, 100 Corporate Service Corps teams worked on pro bono consulting projects to improve women's health, preserve the environment, and more. World Community Grid® helped strengthen the fights against cancer and Ebola by providing free "virtual supercomputing" power to humanitarian researchers.

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. In Louisiana, IBMers who mentor middle-school students in Baton Rouge recived a Corporate Culture Award from U.S. 2020, a national public-private partnership encouraging more STEM outreach in communities — and their volunteer work also resulted in an IBM Community Grant for the foundation.

Through our annual Employees Charitable Contribution Campaign, Louisiana employees pledged $72,000 to non-profit agencies in 2014. Also, IBM's Matching Grants program awarded $21,000 to a range of non-profit, educational and healthcare organizations in the state, matching IBMers' own contributions.

Awards & recognition

- Corporate Culture award from U.S. 2020, recognizing Baton Rouge IBMers' mentorship of middle-school students.
- *Fortune* — Most Admired Companies
- *Corporate Responsibility Magazine* 100 Best Corporate Citizens
- U.S. Environmental Protection Agency Climate Leadership Award (2012-14)

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.

For more on IBM corporate citizenship in Louisiana, contact:
Sandy Dochen
Corporate Citizenship & Corporate Affairs Manager
dochen@us.ibm.com

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

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