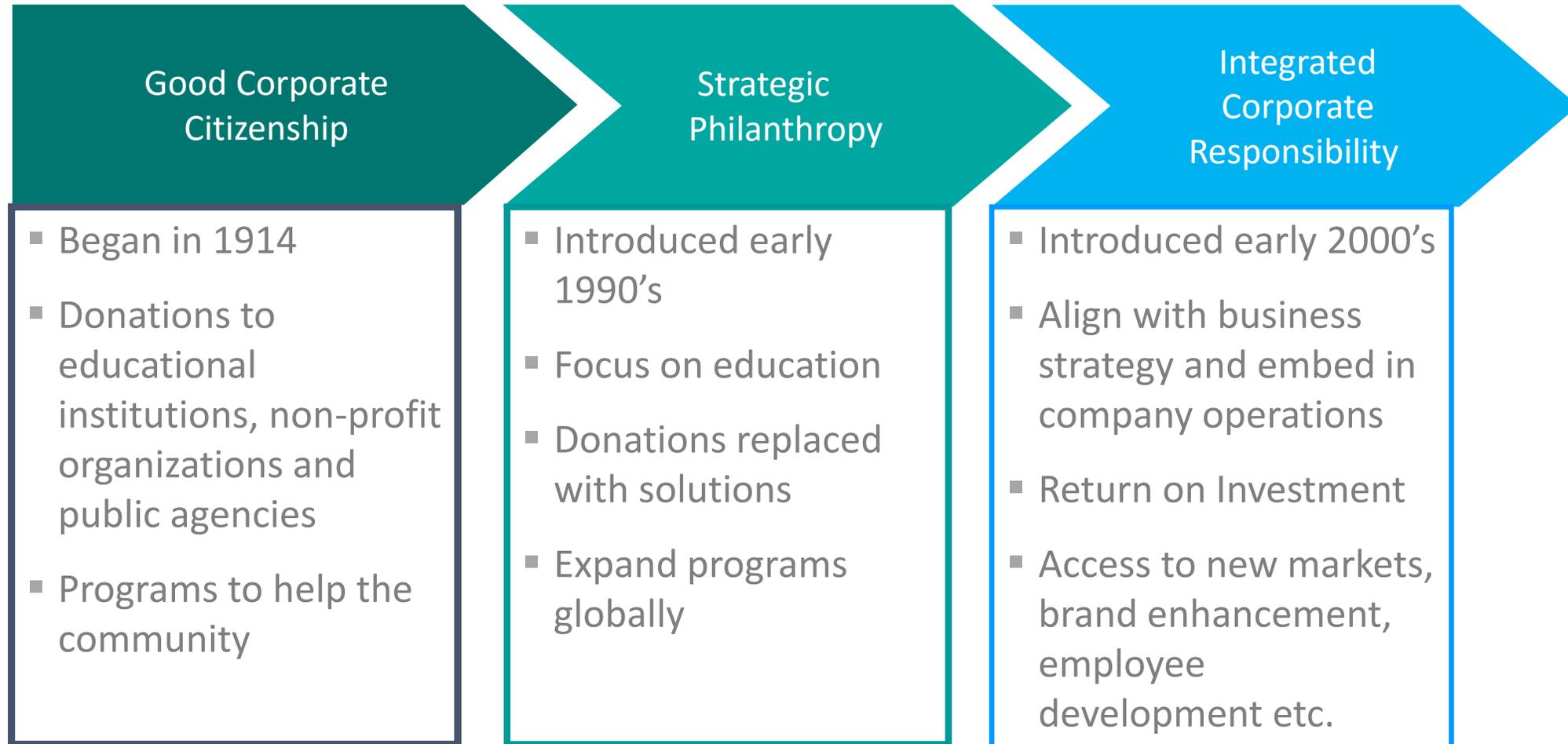# IBM's contribution to cities' sustainability

Angelo Failla, *Corporate Citizenship and Corporate Affairs Manager IBM Italy*

Sustainable living in cities, Milano 19 Aprile 2016

IBM's approach to Corporate Citizenship

IBM

Good Corporate Citizenship

- Began in 1914
- Donations to educational institutions, non-profit organizations and public agencies
- Programs to help the community

Strategic Philanthropy

- Introduced early 1990's
- Focus on education
- Donations replaced with solutions
- Expand programs globally

Integrated Corporate Responsibility

- Introduced early 2000's
- Align with business strategy and embed in company operations
- Return on Investment
- Access to new markets, brand enhancement, employee development etc.

www.ibm.com/responsibility

IBM's approach to Corporate Citizenship

IBM
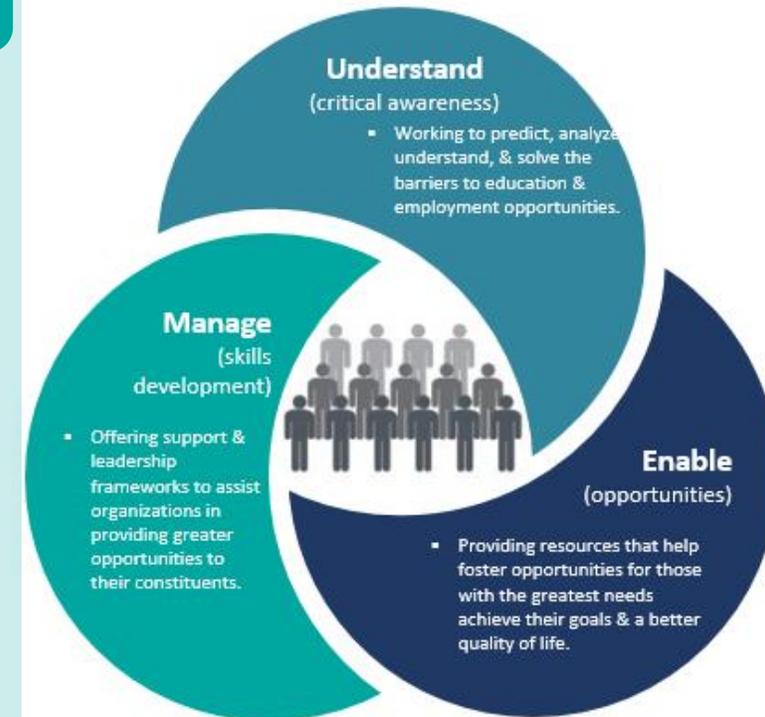
Addressing Critical Global Issues

- Education
- Economic Development
- Cities
- Environment
- Health care
- Disaster response
- Migrants
- Employability

Using IBM Talent and Technology

- Big Data
- Cloud
- Mobile
- Social Business
- Analytics
- Grid
- Security
- Voice recognition
- Automatic language translation

Solution

- On Demand Community
- P-TECH
- Corporate Service Corps
- Health Corps
- Smarter Cities Challenge
- World Community Grid
- SME Toolkit
- Impact Grants

Understand (critical awareness)
- Working to predict, analyze, understand, & solve the barriers to education & employment opportunities.

Manage (skills development)
- Offering support & leadership frameworks to assist organizations in providing greater opportunities to their constituents.

Enable (opportunities)
- Providing resources that help foster opportunities for those with the greatest needs achieve their goals & a better quality of life.

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Smarter Cities Challenge

- The Smarter Cities Challenge is IBM's largest philanthropic initiative, with contributions to date valued at over **$66 million**.
- Deploying top IBM experts to help cities around the world address their most critical challenges
- Small teams of IBM executives and experts spend 3 weeks on the ground, working closely with mayors & city leaders to deliver recommendations on how to make the city smarter and more effective.
- More than **800** top-talent IBMers deployed to advise city leaders on issues including:

| Clean Water | Healthy Food | Economic Development | Sustainable Transit | Performance Management | Public Safety |

- Over **130** cities since 2010, including 16 cities selected for 2015-16.
- More than **600** city & regional governments have applied for grants.

smartercitieschallenge.org
@CitiesChallenge

Corporate Service Corps: the triple benefit

Communities' Problems Solved

- 14,000 people positively impacted through capacity building
- Social tools to help Police and community relations in Philippines
- Information Management for Cervical Cancer Vaccine tracking in Kenya
- Support for scaling of free eye care in India

Leadership Training & Development

9 of 10 said

- "Increased Cultural Awareness"
- "Helped Them Perform Their 'Day Job'"
- "Increased Teaming & Listening Skills"

New Markets

- IBM Global Brand – 350 media hits in 2013 alone
- IBM Local Branding – entry into new markets such as Croatia, Serbia, Slovenia, Rwanda and Poland
- Mentoring & Local Knowledge transfer

Requirements: professional employees who have:
- At least 2 years of IBM tenure
- Top performing
- Commitment to community service
- Manager endorsement

Application and selection annual phase

Timeline:

Pre-Work	3 Months
In-country	1Month (full time)
Post Service	2 Months

http://www.ibm.com/ibm/responsibility/corporateservicecorps/

Corporate Service Corps: the impact

$70 million

Through the CSC, IBM has provide $70M in pro-bono consulting to 1,000 projects in 37 countries

CSC teams have improved access & quality of key life services consumed by 33M citizens

14,000

Beneficiaries from human capacity building through CSC

2500 top talent

Over 2500 of IBM's top talent from nearly 60 countries have served on CSC assignments

Health Corps: the IBM global pro bono program focused on tackling health disparities

- IBM Health Corps is a pro bono service engagement provided to public, social and civil sector organizations to help address health disparities. Started its first edition in 2016.

- We partner with health organizations across the world, contributing the time and expertise of teams of IBM experts for 3 weeks on the ground.

- IBM Health Corps teams use IBM cognitive tools and analytics to help partner organizations expand health access and services and improve health systems and outcomes.

@IBMHealthCorps
www.ibmhealthcorps.org

Engage communities.
Harness data.
Transform health.

Unlocking the power of data to improve health outcomes,
help eliminate health disparities and deliver lasting change
across the globe.

IBM Health Corps

- IBM Health Corps teams are comprised of 5 to 6 top performing, cross-disciplinary IBMers that spend 3 weeks on site with the organization. While on site, the team gathers and analyzes data, meets with stakeholders, and designs solutions for a critical strategic challenge identified by the organization.

- An IBM Health Corps engagement is provided at no cost to the organization, and is valued at $500,000.

- IBM Health Corps' partnerships focus on leveraging data and analytics to help create solutions that improve health for those that are most vulnerable.

- The IBM Health Corps model is not a traditional consulting program. The program emphasizes collaboration between IBM and the organization. Each partner contributes its experience and assets to achieve the project goals.

Apply to Host an IBM Health Corps Team
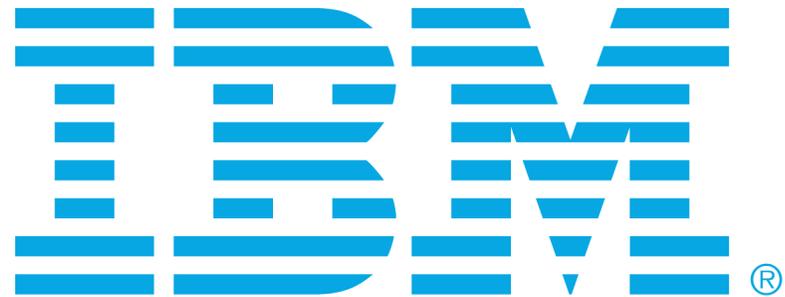
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