

IBM Corporate Social Responsibility

Smart for Good

Matthias Dietel
Leiter Corporate Citizenship

IBM.org

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#GoodTechIBM



“Social impact is built into our business. We apply our technology and talent to make a positive impact – through our operations, in our practices and by taking clear stands on issues that matter. That’s what #GoodTechIBM means.”



Guillermo Miranda
Global Head of
IBM Corporate Social Responsibility



To enable deep social impact at scale, we apply the same principles that we use to drive our business

User-centricity



Putting the user at the forefront of all CSR; focusing on user outcomes drives business by helping users achieve their goals

Co-creation



Working jointly with partners and IBMers to design, prove, and launch innovative programs; no individual can accomplish what diverse, empowered groups can do together

Agile



Using modernized ways of working to foster rapid iteration and flexibility, cross-functional Agile teams lead to better outcomes for users



Scale successful projects to make a meaningful and sustainable impact by reaching greater numbers of people

IBM addresses the UN's Sustainable Development Goals to help build a more inclusive and sustainable world

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Products & services

The Plastic Bank uses **IBM blockchain** to trade waste for digital tokens, allowing people to purchase goods like food and water.

Supply chain

IBM Food Trust uses blockchain to create a transparent global food supply chain. Item tracing time has gone from 7 days to 2.2 seconds.

Diversity & inclusion

Programs like **Tech Re-entry** and **Constituency Councils** are promoting gender equality and equal opportunity.

Environmental programs

We apply big data on a **water management platform** in the IBM Cloud to help preserve and secure safe water in Kenya.

Social impact

Our CSR program portfolio contributes to all 17 SDGs by putting our talent and technology towards **education, healthcare, sustainability, and more.**



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IBM brings best in talent and technology to help people succeed and communities thrive

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Education & Skills

— Strengthening education and learning to enable a resilient and inclusive workforce

- **IBM SkillsBuild**
- **World Robot Olympiad**



Technology for Social Impact

— Creating innovative solutions to tackle the world's toughest social problems

- Disaster Resiliency
- Human Trafficking



Employee Engagement

— Empowering IBMers to make a difference on issues that matter to the communities where they live and work

- **Remote Schooling**
- The IBMer and the Environment
- World Robot Olympiad



Education & Skills

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Providing technology and talent to prepare people with the skills they need to succeed as “new-collar” leaders, workers, and citizens in the fourth Industrial Revolution

In the next three years, as many as **120** million workers in the world's 12 largest economies may need to be retrained to adapt to new types of jobs created or changed by AI¹

22% of young people globally are not engaged in education, training, or employment²

1. ILO, 2. Dell



SkillsBuild

Participants train along learning paths that lead to the new-collar skills employers value

- SkillsBuild is live in France, UK and Germany and is subject to be rolled out globally
- SkillsBuild uses key partners selected for their pedagogy expertise and innovative technology:



To learn more visit: <http://www.skillsbuild.org>



Open P-TECH

New open online learning platform for students that brings key components of workplace learning into high schools and community colleges with a focus on career preparation

- Consists of professional skills such as collaboration, communication, analytical thinking, self-management, motivation, leadership and responsibility, curiosity and foundational learning in key technology areas and methodologies such as agile and design thinking
- Open P-TECH will allow industry partners to provide their branded content to the global P-TECH network of more than 230 schools in 18 countries projected to grow to 125,000 students in the next 18 months

To learn more visit: <http://www.ptech.org>



World Robot Olympiad 2021 at Dortmund, Germany



Schreibe deine Robotergeschichte

Herzlich willkommen bei der World Robot Olympiad (WRO) und dem Verein TECHNIK BEGEISTERT e.V. - unser Verein organisiert die WRO seit vielen Jahren und möchte mit dem Wettbewerb Kinder und Jugendliche im Alter von 6 - 19 Jahren für Technik- und MINT-Themen begeistern!





Disrupting
human trafficking
is good.

Human
Trafficking

Putting big data to work
to prevent human
trafficking is
#GoodTechIBM

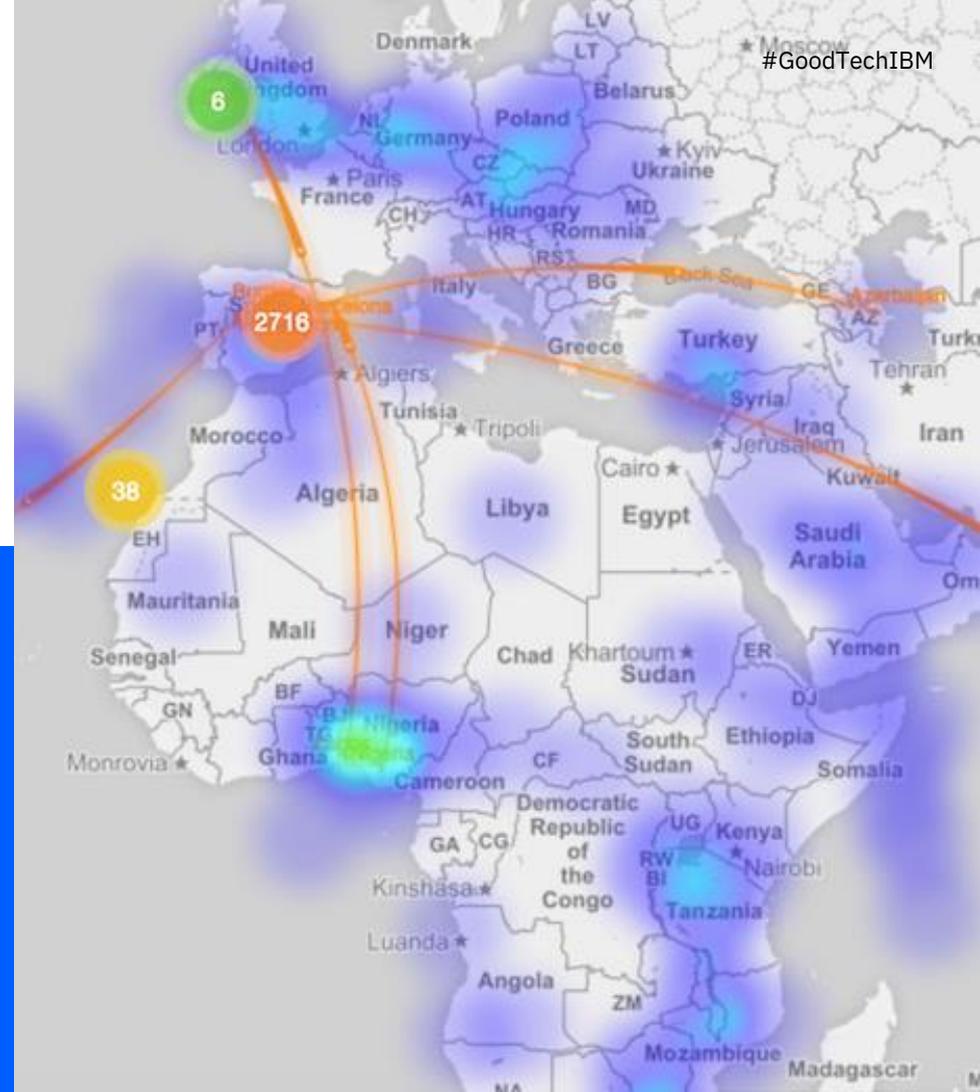
Human Trafficking

Disrupting human trafficking through cloud and AI technologies that identify patterns of activity to make communities safer

Approximately **40.3** million people around the world are exploited in various ways, generating about \$150 billion in profit for traffickers¹

Human trafficking is the **second-largest** criminal industry in the world, and it is the fastest growing²

1. ILO, 2. Dept. of Homeland Security



Traffik Analysis Hub

Partnering with financial institutions and NGOs to make the world safer

- The Traffik Analysis Hub: A global data sharing and analysis platform that takes the battle against forced labor to a new level
- IBM AI and Cloud allow partners to upload and analyze complex sensitive data
- IBM Cognitive technology enables analysts to identify trafficking patterns, networks and hotspots

To learn more visit: <http://traffikanalysis.org/>

Our partners



Morgan Stanley



Building meaning
and purpose
into work
is good.

Employee
Engagement

Creating platforms
that link employee
skills to where they are
needed most is

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IBM & Cisco Initiative to support schools in remote schooling

Based on Cisco WebEx IBM Volunteers support schools and teachers to establish remote schooling for the students



Umstellung auf virtuelles Lernen

Schulen und höhere Bildungseinrichtungen sind erstmals mit der Notwendigkeit konfrontiert, ihre Unterrichtsräume vor Ort wegen COVID-19 (Coronaviruserkrankung) zu schließen. Wir möchten Verbindungen zu Ihren Unterrichtsräumen schaffen, damit der Unterricht deswegen nicht ausfallen muss.

Hier finden Sie Inhalte, mit denen Lehrkräfte und Dozenten Unterrichtsveranstaltungen remote abhalten können, ebenso wie Anleitungen für Schüler und Eltern sowie IT-Ressourcen, um eine schnelle Benutzerplanung und Bereitstellung durchzuführen und Benutzer aufzunehmen.

[Kostenlos anmelden](#)

Employee Engagement

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Empowering IBMers to be essential and make a difference in communities around the world

90% of companies reported a significant increase in leadership skills as a result of pro bono and skills-based volunteering programs¹

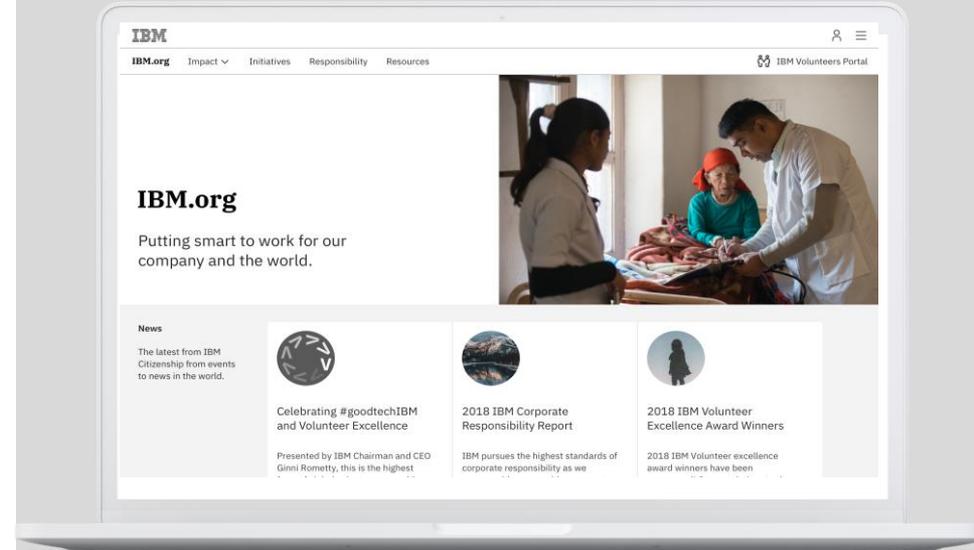
85% of companies believe that skills-based volunteering helps employees demonstrate accountability and commitment²



A single destination to learn about and participate in IBM's social impact efforts

- IBM.org is the **external face of IBM CSR**
- IBM.org simplifies and celebrates the collective IBM giving and volunteering experience
- IBM.org provides ways for employees to
 - Get Involved
 - Get Inspired
 - Change the World

To learn more visit: <https://www.ibm.org>



We are always excited to be recognized by for our work and the impact we make

Top 5 “Most Just Companies”

— [Forbes](#)

Most Ethical Companies in 2019

— [Ethisphere](#)

Leadership in Building a Workplace that Values Diversity and Inclusion

— [Catalyst](#)

Climate Leadership Award for Reduction in Greenhouse Gas Emissions

— [The Climate Registry \(TCR\)](#)

World Changing Company of the Year 2019

— [Fast Company](#)

100 Best Corporate Citizens (2018 & 2019)

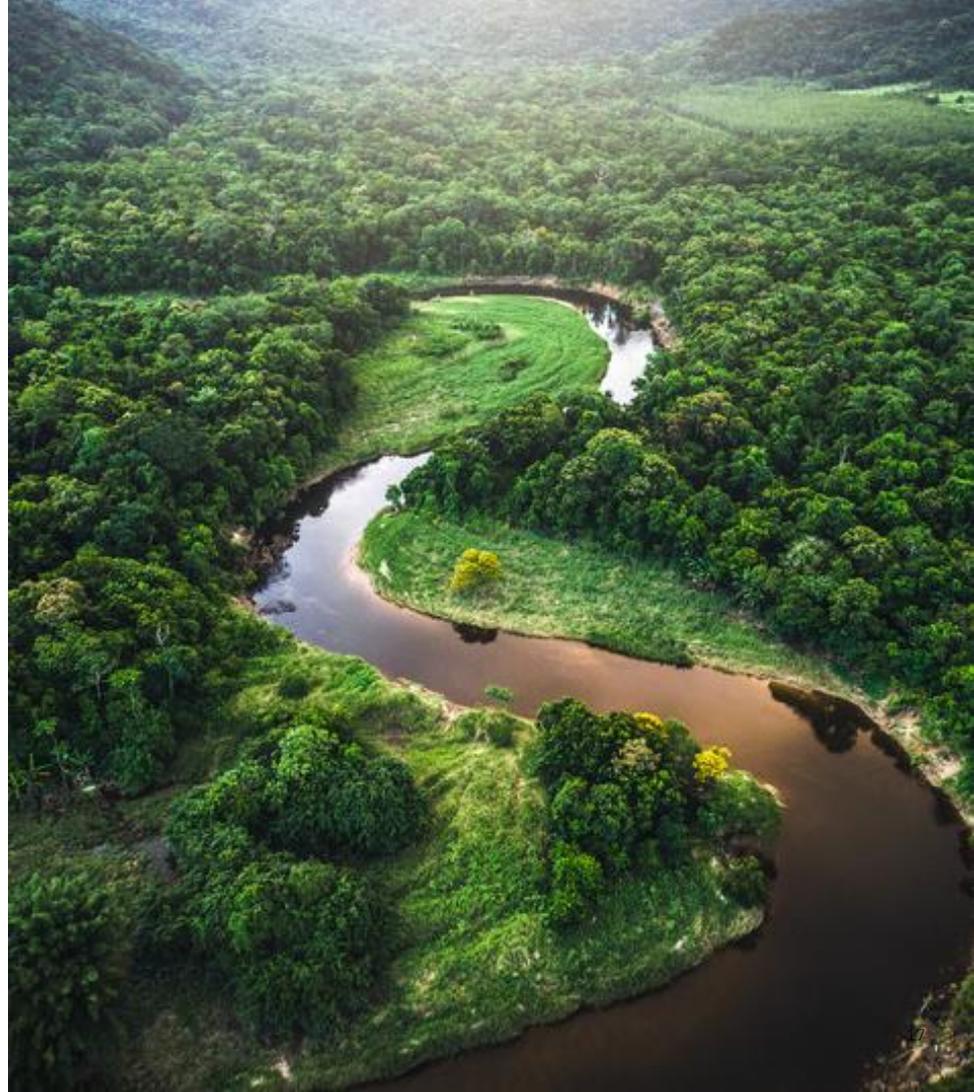
— [CR Magazine](#)

Top Companies: Where the U.S. Wants to Work in 2018

— [LinkedIn](#)

Top Employer, Top Supplier Diversity Program, and Top LGBT-Friendly Company

— [DiversityComm](#)





We put smart to work for social good. **Join Us!**

— Contact Us:
matthias.dietel@de.ibm.com

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