Our world is connected like never before – economically, socially and technically – and the technology to make it work smarter is available and affordable. Smart traffic systems cut gridlock and reduce emissions. Smart healthcare systems can lower costs and improve care. Smart energy grids, water systems and supply chains will all contribute to a better world.

IBM is engaged in this effort because it’s what we do and who we are. We are nearly 400,000 individuals in more than 170 countries, who create and integrate hardware, software and services to enable our clients’ success and make the world work better. Today, we are focused on developing a smarter planet through the infusion of intelligence into systems and processes that enable commerce, finance, transportation, and much more.

As a corporate citizen of a smarter planet, IBM is committed to responsible, productive relationships with the communities where we live and work – locally, nationally, and worldwide – as well as our employees, partners and clients.

For example, IBM Switzerland volunteers developed Stars@IBM, a programme that invited 12 classes of students to our offices in 2008 for interactive activities designed to promote science and technology education and careers. Similar activities were organised for Kids and Daughters Day.
EMPLOYEES
Equipping IBMers for success

IBM is investing in efforts to make it easier to adjust to clients’ changing needs in the global economy — and systematically helping our employees learn new fields and master new skills so they remain competitive. Technology enables IBMers to work together and share ideas across geographies, time zones and cultures — whether they’re down the hall or halfway around the world.

IBM Switzerland has been certified a ‘Family Friendly Company’ (2007), recognizing flexible work practices including a work-at-home programme and part-time jobs, as well as services such childcare and eldercare, to help employees balance home and work responsibilities.

COMMUNITIES
Sharing expertise and technology

Individuals, small businesses and local communities can be the chief beneficiaries of the global economy — but only if they understand their options and are empowered to seize them. At IBM, we are looking at ways to use technology to facilitate cooperation, collaboration, competition, and to help break down the barriers to progress.

IBM Switzerland initiated the CH21 educational initiative that led to a three-year, public/private partnership and the ‘School at the Net’ programme. A range of hardware companies, solution providers and Swisscom helped schools implement the latest technologies and put ICT to use for teachers and students.

IBM Community Grants support volunteers participating in the On Demand Community initiative. In Switzerland, grants have for instance helped seniors in Uster to improve their ICT skills, helped schedule volunteer drivers of the Tixi Transportation Services for Disabled, and helped build a water-cleaning model to demonstrate to non-profit organisations.

Supporting humanitarian research
World Community Grid is an IBM initiative that uses grid computing to combine the otherwise unused power of 1 million PCs shared by people around the world. IBM has made this massive computing power available to researchers from public and not-for-profit organisations, supporting projects with humanitarian goals.

Equipping entrepreneurs
The Small Business Toolkit, a collaborative effort between IBM and The World Bank’s International Finance Corporation, is designed to support small business growth in emerging markets. Since 2006, its distribution has grown to include more than 28 markets, speaking 15 different languages, and receives more than 3.1 million visits per year. A version for women-and minority-owned businesses in the United States is also available in English and Spanish.
ENVIRONMENT

Minimising our impact on the planet

Protecting the environment is a strategic imperative for IBM and integral to our values. Our commitment to environmental leadership focuses on minimising the potential impact of our own operations and products, as well as applying our technology, products and services to help clients and partners do the same.

Our comprehensive Environmental Management System governs our operations worldwide through programmes in energy conservation and climate protection, pollution prevention, product stewardship, supplier environmental evaluations, and audits and assessments, among others.

Climate protection
Climate change is one of the most critical global environmental challenges facing the planet. IBM’s comprehensive climate programmes include:

- Reducing the greenhouse gas emissions associated with our operations by conserving energy, using renewable energy, reducing perfluorocompound emissions, supporting alternative employee commuting options, and increasing the efficiency of IBM’s logistics.
- Developing energy efficient products and providing diverse solutions for energy efficient data centres.
- Collaborating with clients and others on innovations that help protect the world’s climate.

SUPPLY CHAIN

Promoting corporate citizenship

IBM’s ability to innovate depends on a strong global supply chain, which is only as effective as our relationships with suppliers. We value long-term relationships that facilitate sustained growth and opportunities for IBM and our suppliers alike. Our Supply Chain Social Responsibility programme is based on Supplier Conduct Principles that outline IBM’s expectations in regards to working hours, wages and benefits, employee health and safety, non-discrimination, communications, the environment and ethics.

Industry collaboration
In 2004, IBM was a founding member of the Electronics Industry Citizenship Coalition (EICC) and helped develop the EICC Code of Conduct, which assists suppliers by providing common standards for their work in the electronics industry.

Supply chain diversity
Through our sourcing practices we support a variety of diverse suppliers, including companies owned by minorities, women and people with disabilities. We have also established relationships with a number of organisations around the world that focus on supplier diversity programmes for businesses owned by women and minorities.

IBM ENERGY CONSERVATION

From 1990-2007, IBM’s annual energy conservation efforts avoided nearly 3.1 million metric tons of carbon dioxide (CO2) emissions — an amount equal to 45 percent of the company’s 1990 global CO2 emissions — and saved over $310 million.

3.1 M MT CO2

45%

$310 M

(Saluation: Reduction in energy consumption from downsizings or the sale of operations is not included in these figures.)
GOVERNANCE

Managing integrity & citizenship

We believe that maintaining the highest standards of global corporate governance is essential to IBM’s growth worldwide, especially in emerging markets.

Public policy

IBM maintains an approach to public policy that is both globally consistent and locally relevant. We work with governments, regulators and standard setters at global and local levels on key economic, governmental and societal issues, and we are dedicated to policy approaches that foster innovation, enable growth, and address key societal challenges.

Corporate governance

Members of the IBM Board of Directors collectively represent a variety of skills, backgrounds and perspectives. We consider this diversity to be essential to IBM’s growth and success.

Governance of corporate citizenship

IBM Senior Management is ultimately responsible for our economic, environmental and social performance, as well as compliance with laws and with our various codes of conduct. The IBM Board of Directors and its committees oversee these efforts and review performance and compliance.

Privacy and security

Advances in technology that disseminates information widely, as well as the distribution of business processes among multiple entities and legal jurisdictions, are driving heightened interest in privacy. IBM is engaging with the private, public and civil sectors to develop new thinking and practices that help meet society’s expectations of privacy and data protection — and to set exemplary policies and practices within IBM.

RECOGNITION

• IBM Switzerland has been certified as a ‘Family Friendly Company’ (2007)
• IBM recognized by the President at a White House event for its volunteer programmes
• Interbrand’s 2008 Best Global Brands
• IBM’s chief procurement officer named Supply Chain Manager of the Year
• Working Mother magazine’s “Best Companies” list, including Top 10 among companies for part-timers, for paternity leave, and Ageless in America.
• The Disability Rights Advocate presented IBM with an Eagle award for decades of accessible technology and products, and for its leadership role in developing Web accessibility policies.
• The International Association of Privacy Professionals presented IBM’s chief privacy officer with its Vanguard Award for leadership and innovation in privacy (2007).

CORPORATE CITIZENSHIP & CORPORATE AFFAIRS CONTACT

Jacqueline Spuehler
Corporate Citizenship & Corporate Affairs Manager
buj@ch.ibm.com
+41 58 333 77 45