

IBM In Our Community

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Community Profile

Volunteering:

IBM is focused on giving back to the community and sponsors many leading programmes: With IBM's launch of *On Demand Community*, IBM employee volunteers now have over 200 valuable technology solutions, resources and grants to share with schools and local agencies that are making a difference in our community.

Education:

IBM's [Reinventing Education](#) grant programme is the primary vehicle through which we contribute our expertise and knowledge to improve schools throughout the world. Launched in 1994, Reinventing Education is a \$75 million global initiative.

Since 1998, IBM Ireland has been dedicated to a partnership project with the Department of Education and Science, designed to enhance Ireland's education system through the use of new technologies. Formerly called Wired for Learning, the programme, **Riverdeep Learning Village**, is run in conjunction with the National Centre for Technology in Education.

IBM's **KidSmart Early Learning programme** is a worldwide programme designed to explore the role of Information and Communications Technology in early childhood development.



Community snapshot

- IBM is the longest established I.T. multinational in Ireland. Founded in 1956 with just 3 employees, it now employs over 3,200 people.
- Since 2000, over 550 Young Explorer Early Learning Centres have been donated to over 200 schools in all 26 counties in Ireland through the KidSmart programme.
- Since the launch of On Demand Community in 2004, over 700 IBM employees and retirees in Ireland have registered and contributed over 30,000 volunteer hours to local community organisations and schools.
- Since 2002, over 500 IBM employees and students in Ireland have participated in the IBM's MentorPlace programme.
- IBM has sponsored the IBM/DCU Irish Science Olympiad since 1994. Since then, Irish students have won 26 Bronze, 6 Silver and 1 Gold at the International Science Olympiads.

IBM's TryScience web site is the first online, global science museum that makes it easy for children, teachers and parents to explore the world of science and engineering. In Ireland during '**Science Week**' (Nov.) and '**Eweek**' (Feb.), IBM On Demand Community volunteers run TryScience Workshops with local primary school students and teachers, using hands-on science and technology experiments from the TryScience web site.

IBM EX.I.T.E (EXploring Interests in Technology and Engineering)

The goal of [EX.I.T.E](#) is to spark an interest in young girls in science and engineering and is run by IBM female volunteers, 2007 will be the fourth year to run the camp in Ireland.

Beyond the one-week experience, IBM volunteers serve as e-mentors through IBM MentorPlace to help sustain the girls' interest in maths and science.

[MentorPlace](#), a comprehensive and structured online mentoring programme links employees, teachers and students in schools in primary and secondary schools in Dublin, Meath and Louth.



IBM/DCU Irish Science Olympiad

IBM Ireland has sponsored the [IBM/DCU Irish Science Olympiad \(ISO\)](#) since 1993.

Teachers from all 32 counties are invited to nominate their elite science students to compete in the annual ISO examination finals for All-Ireland Gold, Silver and Bronze medals in the areas of Biology, Chemistry, Computer Programming and Physics and ultimately a chance to be selected to train for and represent Ireland at the International Science Olympiads. Success internationally sees Irish Gold medal winners awarded University scholarships from IBM to the value of €2,500, Silver medallists awarded €1,250 and bronze medallists awarded €750.

Reading Companion

Building on the success of two previous grant initiatives focused on literacy, IBM has launched [Reading Companion](#), a new Web-based programme that uses innovative speech-recognition technology that listens, guides and teaches both

children and adults how to read and improve their literacy skills.

In Ireland, seven Adult Literacy Agencies and one Primary School were awarded a grant to participate in a one year pilot of the programme. The grant is worth \$10,000 per site.

Web Adaptation Technology

In order to make the Web easier to navigate and read for special education students, as well as seniors and people with slight disabilities, grants of an innovative new IBM software application are being made to eligible schools and non-profit organisations around the world. Entitled [Web Adaptation Technology](#), this unique application, which is available in nine languages, represents a milestone in the development of easy-to-use technology that enables people to customize the Web in ways that work best for them. In addition a Linux pilot version, **accessibilityWorks** is currently being piloted by a number of not for profit organisations globally, including, Muscular Dystrophy Ireland.

National Awards

- 2006 Overall winner of the Chambers Ireland President's Awards for CSR – 'Outstanding Achievement in CSR'
- 2005 Winner of the Chambers Ireland President's Awards for CSR – 'Best Environmental Project by a Multinational Corporation'
- 2004 Overall winner of the Chambers Ireland President's Awards for CSR – 'Best Approach by a Multinational'

Community Awards

- 2006 - Blanchardstown Chamber of Commerce – "Business in the Community Awards" – Education.
- 2005 – Blanchardstown Chamber of Commerce – "Business in the Community Awards" – Community