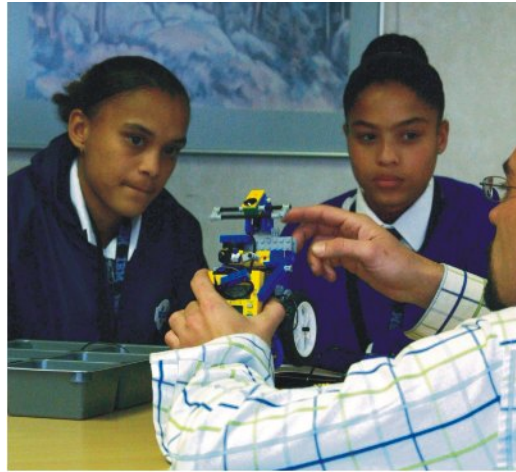
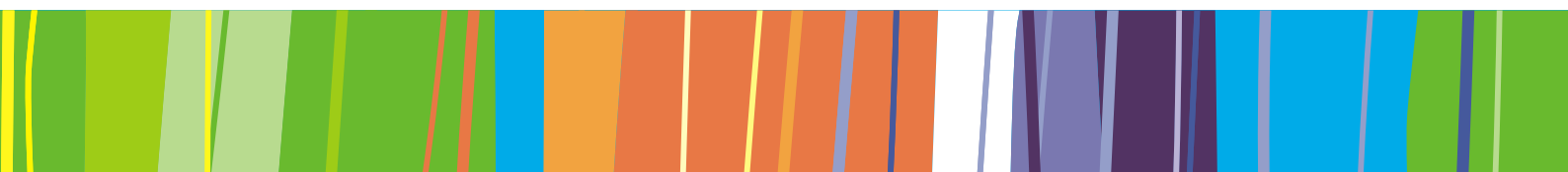




Innovation that Matters



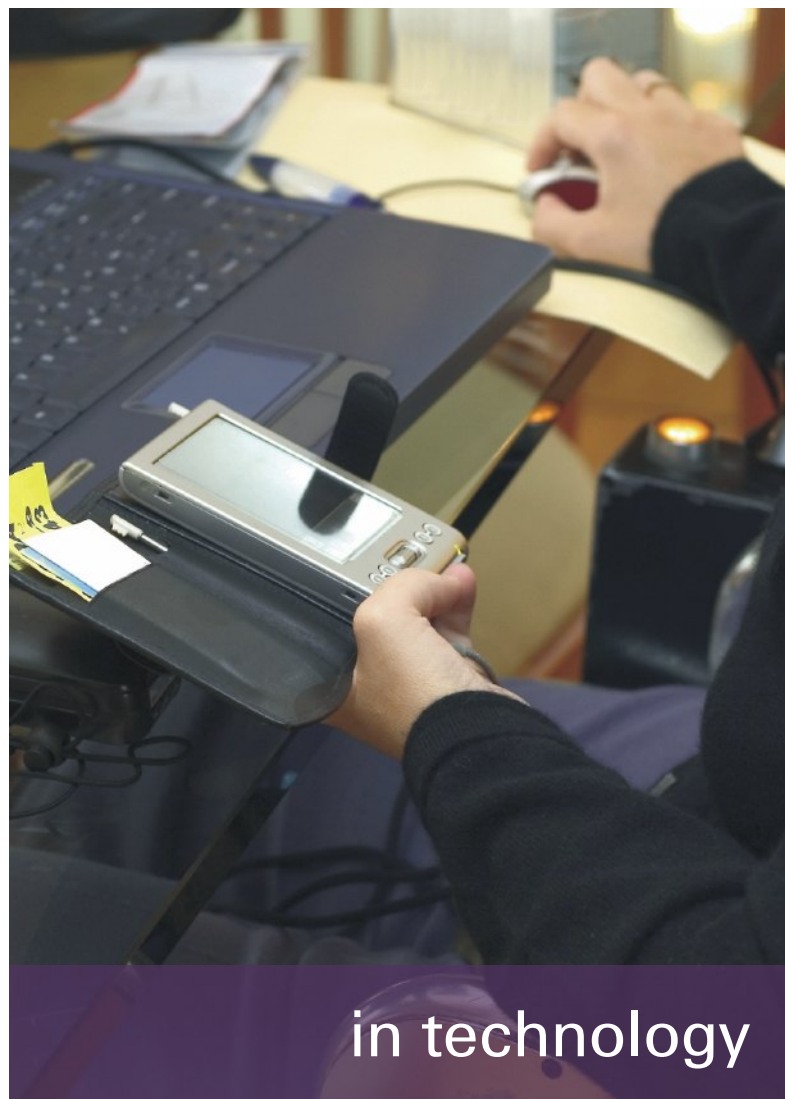
IBM South Africa Corporate Citizenship



# Innovation



# IBM South Africa Corporate Citizenship



in technology

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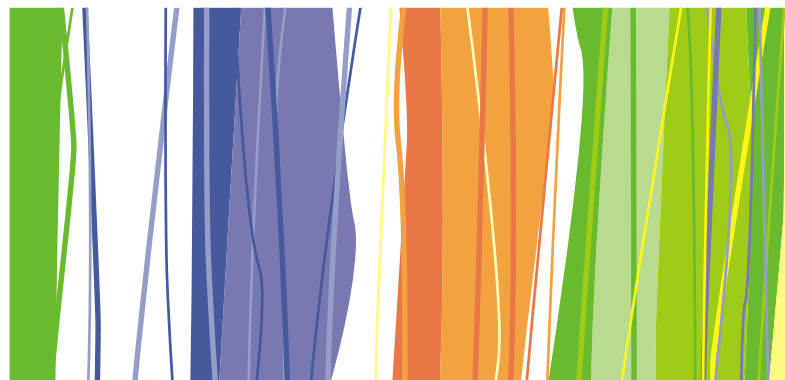
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## Overview

As a business, IBM is committed to delivering innovation that matters for our company, our clients and our community. IBM's corporate social investment reflects this promise by addressing some of society's most complex problems through technological innovation.

We believe the same information technology innovations that are revolutionising businesses can provide important breakthroughs for public and non-profit organisations. We are therefore working hand-in-hand with these organisations to design technology solutions that address

their particular problems and to help them use information technology to improve the quality of life for themselves and others.

We believe that corporate social investment is more than a company responsibility; it is also the responsibility of individuals. IBM therefore encourages its staff to get involved and to give of their time and expertise to assist those in need. Willing volunteers can choose from a diverse range of IBM initiatives that support education, workforce development, arts and culture, and communities in need.



## on demand community

**IBM On Demand Community is a global initiative that provides employees with access to an extensive array of tools and resources to facilitate personalised volunteer efforts in non-profit organisations and schools.**

Through the website, which staff members can access, volunteers can register to obtain "on demand" access to training materials and information for volunteer projects.

For every 40 hours volunteered over a five month period, IBM employees obtain IT equipment or cash grants exclusively for the benefit of their chosen initiative or public school. In South Africa, IBM employees use On Demand Community to leverage their skills for initiatives such as Saturday School, Hillbrow Community Initiative, Mentor Place and Mandela Park Mosaics.

### Ithuba Lethu Saturday School

Central to IBM's corporate social investment is education. Named Ithuba Lethu (Our Chance), the IBM Saturday School programme is an initiative in support of the government's call to grow critical Maths and Science skills, as well as Technology and Life Orientation skills, in the country.

Through this programme, IBM offers learners a series of extra-curricular lessons at the IBM offices on Saturday mornings. The teachers are IBM employees who have volunteered their time to impart the knowledge and skills they have acquired during their careers. Importantly these IBM employees are experts

and specialists in technical fields such as IT architect, project management, finance and operations. Initially the beneficiaries of this initiative are 30 Grade 10 learners from two under-privileged schools – Ivory Park Secondary School and Realogile High School in Alexandra. IBM has also partnered with the Department of Education Gauteng to drive this initiative which is expected to expand and involve more schools in future.



### Hillbrow Community Initiative

The Hillbrow Community initiative is driven by a task team of IBM employees who have volunteered to be part of the programme.

The programme provides assistance to community-based organisations that are part of the Hillbrow Health Precinct that support, amongst others, HIV and

AIDS initiatives. These volunteers offer their time and expertise in areas including finance, administration and organisational skills, in an effort to make a difference in the fight against HIV and AIDS.

### Mentor Place

Mentoring is another area where IBM employees make an enormous difference.

IBM volunteers are paired in an online relationship with university students, matching specific skills to

provide students with subject matter expertise from the "real" world. Thus far, 10 students from the Black Management Forum's Gauteng Student Chapter have been placed in the pilot programme. In addition, young entrepreneurs from the Government's Umsobomvu Youth Development Trust have been placed with IBM volunteers to acquire critical business skills.

### Mandela Park Mosaics

Mandela Park Mosaics is a non-profit organisation situated in Mandela Park Township in Hout Bay, Cape Town.

This organisation employs previously unemployed women and trains them in the art of making mosaic products for the private

and corporate markets. Using best-of-breed technology and On Demand Community tools, two IBM senior consultants assisted in creating a world-class website for Mandela Park Mosaics to promote its products and achievements.

## KidSmart



IBM's KidSmart Early Learning Programme convincingly demonstrates that the introduction of information and communications technology can be a powerful tool for transforming education.

The programme helps to bridge the "digital divide" and increases the comfort levels of using a computer for children and teachers at a pre-school level.

The centrepiece of KidSmart is the Young Explorer, a colourful play station manufactured by Little Tikes and IBM and loaded with award-winning educational software from Riverdeep - The Learning Company.

Additionally, IBM has created a website for early learning and technology at [www.kidsmartearlylearning.org](http://www.kidsmartearlylearning.org). Produced in collaboration with the Centre for Children and Technology, Bank Street College of Education and United Way, the site is available in nine languages and includes a guide for parents to encourage early learning at home and a section for pre-school teachers that details how they can best use technology to support learning in their classrooms.

More than 700 KidSmart units have been installed in pre-and primary schools and early child development centres in all nine provinces across South Africa as part of IBM South Africa's flagship R12 million investment programme launched six years ago. Hundreds more KidSmart units will be rolled out to needy schools, to further enhance computer literacy.



## Reading Companion

[www.ReadingCompanion.org](http://www.ReadingCompanion.org) is an online interactive English literacy programme designed to supplement an existing literacy curriculum.

Using innovative software and equipped with headset microphones, young (5 to 7 years old) and adult learners, are able to practice reading and pronunciation. They select an e-book from the virtual library and read the phrases and sentences aloud. The Reading Companion software "listens" and provides immediate audio feedback on pronunciation and accuracy. Depending on the accuracy of what was read, the companion provides positive reinforcement, gives the user an opportunity to try again, or offers the correct reading of the words on the screen.

Reading Companion's availability on the web enables students to have access via their home, school or community organisation, and users are able to continue their lessons exactly where they left off in previous sessions. In addition, Reading Companion includes evaluation reports for instructors and teachers on the progress of individual students. A number of schools have been selected to be part of the South African pilot programme, including Rosmead Primary School and Christel House in Cape Town.



## TryScience

[www.TryScience.org](http://www.TryScience.org) is a worldwide, interactive website designed to stimulate children's interest in science.

Developed through a collaboration of the New York Hall of Science, IBM, and the member institutions of the Association of Science-Technology Centres, TryScience is the collective knowledge of thousands of science experts in subjects ranging from archaeology to zoology. TryScience offers a way for people everywhere to gain access to and discover the science presented by museums around the world through interactive exhibits, multimedia adventures, and live camera "field trips". TryScience also provides hands-on science projects that children, parents, and teachers can do at home or in school.



## EXITE Camps

Even though technology has already transformed the world dramatically, research shows that women have yet to fully embrace and invade the fields of science and technology in great numbers.

IBM is addressing this issue through its EXITE (EXploring Interests in Technology and Engineering) Camps, aimed at inspiring young women to make a difference in the world through Maths, Science and Technology.

Over the course of a one week camp, young women in grade 7 up to 10 – many from previously disadvantaged backgrounds with little or no previous exposure to technology or even real-life, work environments – team up with IBM volunteers on a variety of exciting and interactive engineering and science projects.

The majority of the learners who have participated in a camp have indicated that they would consider pursuing an engineering or technical-related degree at a tertiary level.

This shift in perception is critical for companies and industries, all which centrally depend on technical talent to be sustainable, grow and create value.





## School Computer Laboratories

**IBM has also set up computer laboratories in underprivileged schools to help build computer literacy and capacity, while at the same time whetting the learners' appetite for technology careers.**

In addition, IBM has made various financial and technology-based investments which enhance learning, in different tertiary education institutions and universities across the country. At least more than a thousand computers and a package of accessory equipment such as servers and printers, as well as Internet connections have been deployed in various needy schools and institutions.

These include Vryheid's Inkamana, Bekkersdal's Zamokuhle, Lebowakgomo in Limpopo, Atholohang in Kagiso, Gauteng, Wits University's Library and Centre for Students with disabilities and the SOS Villages, among others.

The company's investment in this regard stretches over many decades and has helped increase computer literacy in the country. Going forward, IBM's strategy, however, is shifting away from deploying computers to focus more on early learning development initiatives, among others, utilising information technology tools.

# Innovation in Small Business

## SME Toolkit

A project of the International Finance Corporation (a member of the World Bank Group), the SME Toolkit offers free business management information and training for small and medium enterprises on accounting and finance, business planning, human resources, marketing and sales, operations, and information technology.

The SME Toolkit offers a wide range of “how-to” articles, business forms, business software, online training, self-assessment exercises, quizzes and resources to help entrepreneurs in emerging markets and developing countries start and grow their businesses.

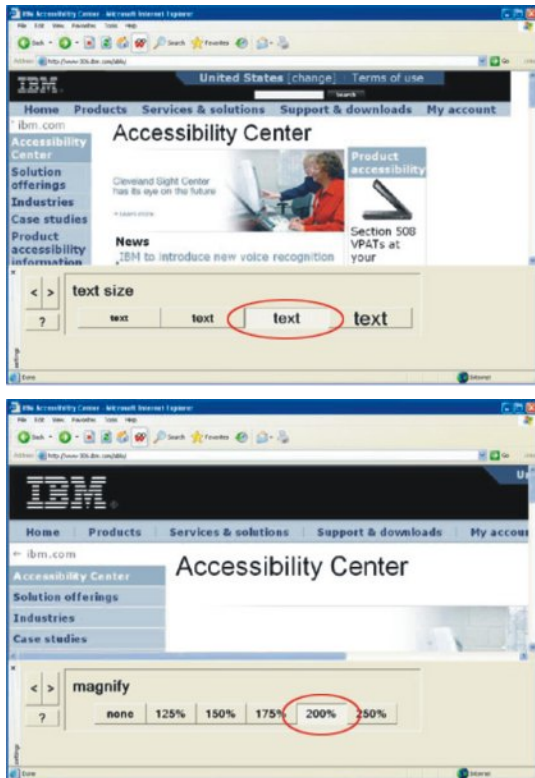
IBM has contributed \$1.6 million to build the Toolkit platform in order to improve usability and performance, provide enhanced functionality and create a resource hub, learning location and meeting place for small and medium businesses.

The SME toolkit and its regional partnerships can be found at [www.smetoolkit.org](http://www.smetoolkit.org).

The South Africa website is:  
<http://southafrica.smetoolkit.org>.



# Innovation in Technology



## Web Adaptation Technology

Despite standards for web accessibility, many web pages remain difficult to use. Web Adaptation Technology is IBM's method of making web pages usable by older adults and people with visual, motor or cognitive disabilities.

This technology allows a user to personalise features for web access. One set of transformations is designed to address problems users might have with the visual presentation of pages.

Certain changes such as font enlargement, font style, inter-letter spacing, and colour contrast can increase legibility. Text can also be read out loud and images can be sharpened and/or magnified. In addition, there are adaptations targeting motor impairments. IBM South Africa has started piloting this technology at the Wits Student's With Disability unit, where the company has existing projects.

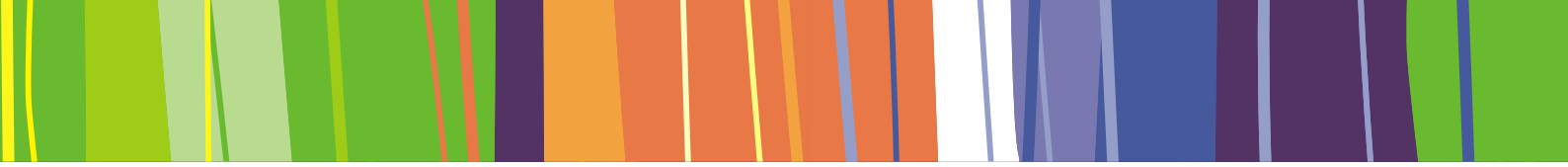
## World Community Grid



World Community Grid is a global humanitarian campaign aimed at addressing the world's most critical health and societal issues.

The initiative utilises the idle computing power of individual and business computers for research designed to help unlock genetic codes that underlie diseases like AIDS, muscular dystrophy and cancer, improve forecasting of natural disasters

and support studies that can protect the world's food and water. IBM has donated the hardware, software, technical services and expertise to build the infrastructure for World Community Grid and provides hosting, maintenance and support. Anyone can volunteer to donate the unused time on a computer by downloading World Community Grid's free software and registering at [www.worldcommunitygrid.org](http://www.worldcommunitygrid.org).



## Hermitage

The enormous heritage and historical value of the State Hermitage Museum in the heart of the historical Russian city of St Petersburg has in the past been limited to those who can visit it.

However, with IBM's computer technology assistance, the museum has created a digital self-portrait to provide people worldwide with greater access to information about the

museum and its treasures. [www.HermitageMuseum.org](http://www.HermitageMuseum.org) was launched with a \$2 million IBM technology grant and has positioned the Hermitage as one of the most technologically advanced museums in the world.

The website was developed by IBM researchers in Russia, Italy, Israel and the US, in collaboration with art historians at the Hermitage.

## Eternal Egypt

**Eternal Egypt, a project between the Egyptian government and IBM, is the richest repository of information and media about Egyptian cultural history available on the web today.**

Funded by a \$2.5 million IBM grant of technology and expertise, the Eternal Egypt project combines the most important locations, artefacts, people and stories from over 5000 years of Egyptian history into a multimedia experience.

The stories of Eternal Egypt are told using the latest interactive technologies, high-resolution imagery, animations, virtual environments and three-dimensional models. In addition, web cameras transport viewers to modern-day heritage sites. Eternal Egypt is accessible by handheld digital guides in the Egyptian Museum in Cairo, by cell phone for visitors to the pyramids at Giza or the Luxor Temple in Upper Egypt, or through the Eternal Egypt website - [www.EternalEgypt.org](http://www.EternalEgypt.org).



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