

## **Serious about CSR**

### **IBM's Perspective on Philanthropy and Partnerships with Higher Education Institutions**

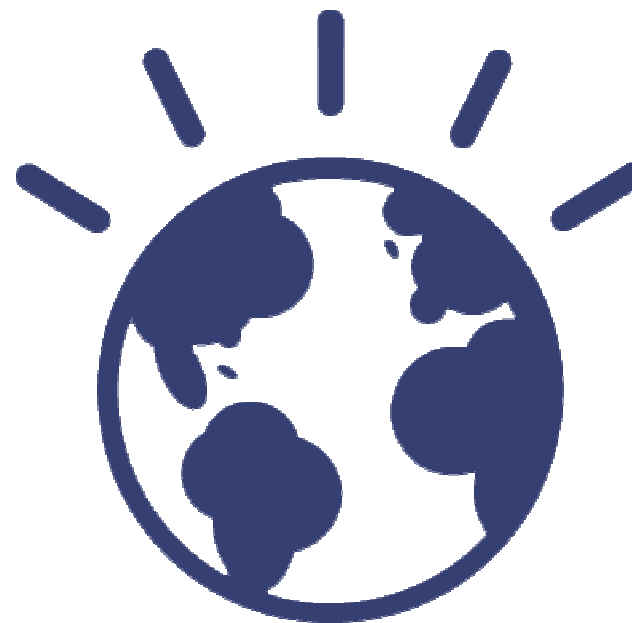
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IBM Czech Republic  
Corporate Citizenship & Corporate Affairs Specialist**

## Something Meaningful is Happening

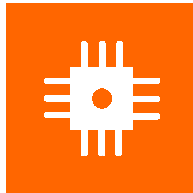
The world is  
**SMALLER.**

The world is  
**FLATTER.**

The world is about to get a whole lot  
**SMARTER.**

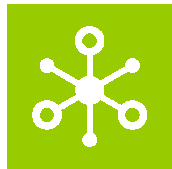


# Infusion of Intelligence into the Way the World Actually Works



Our world is becoming

**INSTRUMENTED**



Our world is becoming

**INTERCONNECTED**



Virtually all things, processes and ways of working are becoming

**INTELLIGENT**



1 out of 8 married couples in US met on internet.

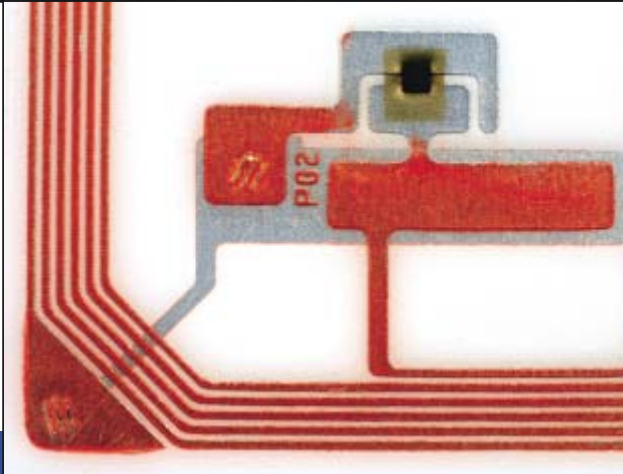


**BECAUSE  
IT CAN.**



31 billions of Google inquiries monthly in 2009 – in 2006 it was 2,7 billions.

200 millions registered users of MySpace (5th biggest „population“ in the world.



Number of sent sms is higher than world population.

## IBM has a long tradition of leadership in Corporate Social Responsibility

### Corporate Citizenship Steering Committee



**Governance  
and  
Financial  
Accountability**



**Corporate  
Citizenship and  
Corporate  
Affairs**



**Environmental  
Affairs and  
Product  
Safety**



**Employee  
Well-  
Being**



**Global  
Human  
Resources**



**Supply Chain**



**Governmental  
Programs**



Corporate Citizenship programmes are integrated with our global business strategy and support conditions for success

- Raising global standards and performance in education
- Economic development and innovation
- Broadening cultural awareness
- Giving access to IT
- Promoting openness and transparency

## Raising educational achievement is a key element to drive and sustain the globalized economy



- **KidSmart**
- **TryScience**
- **PowerUp the Game**
- **Reinventing Education**
- **Reading Companion**
- **MentorPlace**
- **University Relations**

## Enriching teaching and learning with IT in Early Education



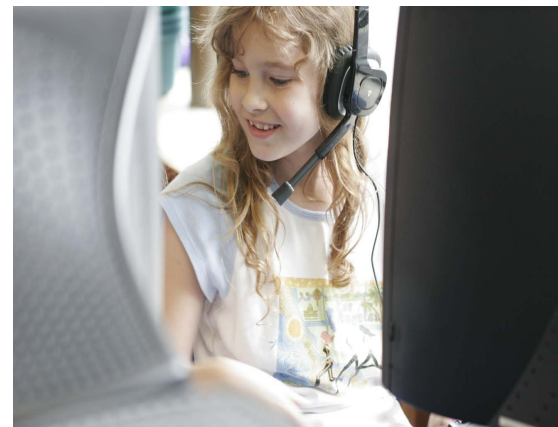
- Cognitive and social development through fun activities
- Teacher and parent best practices site
- Children get an early start in using IT



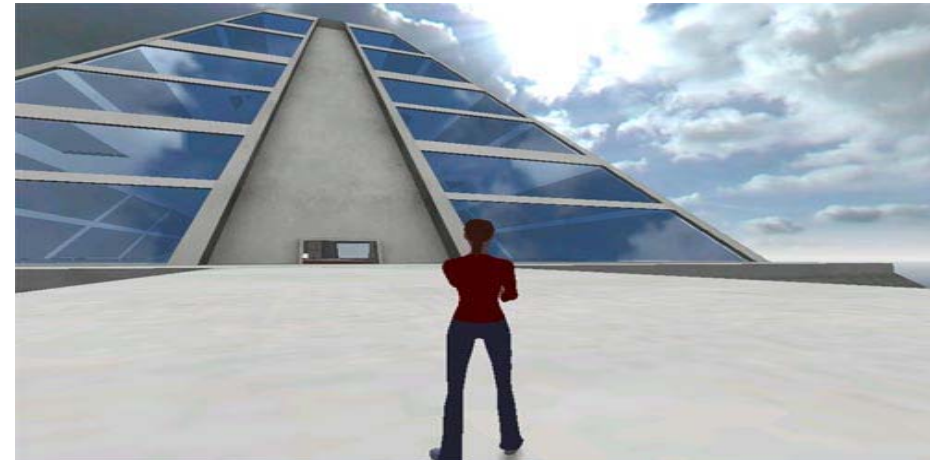
## Literacy and Language Development



- helps children and adults learn to read and pronounce English
- provides independent practice and immediate feedback in a secure on-line environment
- 2 versions, for adults and children



## Learning to apply Maths, Science and Engineering



### PowerUp! 3D virtual world game

- Environmental issues
- Engineering principles
- Lessons about energy conservation
- 6 lesson plans for teachers to make use of PowerUp! in the classroom



## Stimulating young students' curiosity and interest in science



- On-line and off-line resources for classroom activities
- Inputs from 700 science centers
- In English and 8 other languages
- [www.tryscience.org](http://www.tryscience.org)



## IBM University Relations - Partnership with IBM

- IBM Academic Initiative
- IBM Faculty Awards
- IBM Students Fellowship
- IBM Students Research Projects
- IBM Ph.D. Fellowship
- Women in IT



## The World is Getting Smarter: are we ready?

