

IBM Corporate Service Corps (CSC)

Innovation in Corporate Responsibility

Focus on Accessibility and Education

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Corporate Service Corps: The Triple Benefit

Communities' Problems Solved

- **>140,000** people positively impacted through capacity building
- Social tools to help Police and community relations in **Philippines**
- Information Management for Cervical Cancer Vaccine tracking in **Kenya**
- Support for scaling of free eye care in **India**

Leadership Training & Development



- “Increased Cultural Awareness”
- “Helped Them Perform Their ‘Day Job’”
- “Increased IBM’s Role in GMU”
- “Increased Teaming & Listening Skills”

New Markets

- IBM Global Brand
- IBM Local Branding – entry into new markets such as Croatia, Serbia, Slovenia, Rwanda and Poland
- Mentoring & Local Knowledge transfer

“This is the best ‘course’ to expose employees to diverse cultures, growing countries international environments and new business challenges.”

— Corporate Service Corps Brazil Team Member

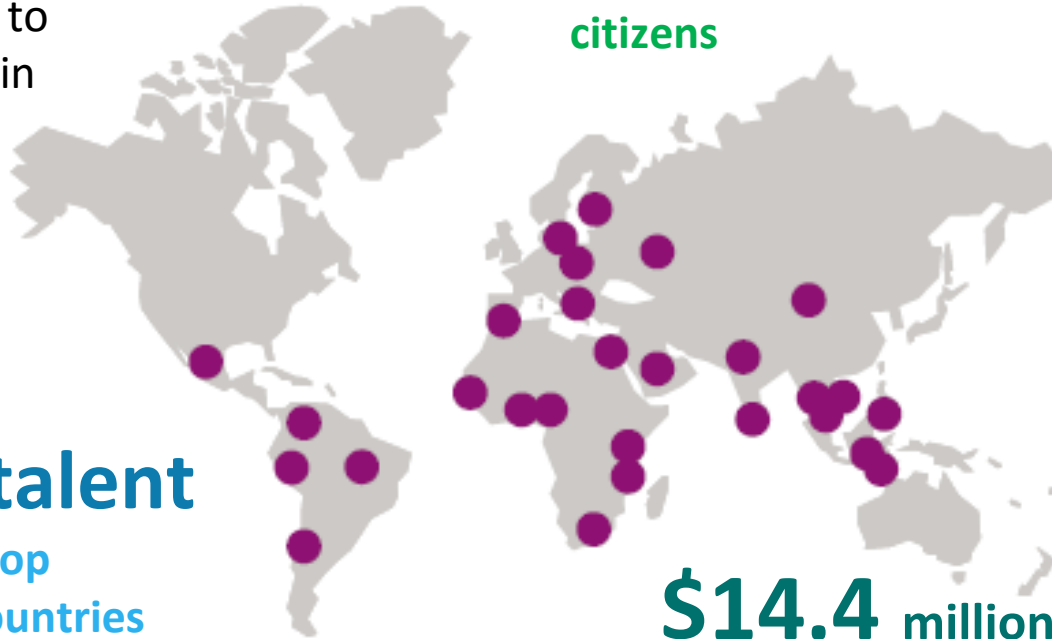
The Corporate Service Corps has delivered significant results in communities over the past 7 years

\$70 million

Through the CSC, IBM has provided \$70M in pro-bono consulting to over 1,000 projects in 37 countries

33 million

CSC teams have improved access & quality of key life services consumed by 33M citizens



>140,000

Beneficiaries from human capacity building through CSC

3000 top talent

~ 3,000 of IBM's top talent from 60 countries have served on CSC assignments

\$14.4 million raised in community & civic organizations in Turkey to implement CSC recommendations

CSC has completed 37 PwD projects with 213 IBMers across Latin America, Asia, Middle East - Africa and Central & Eastern Europe

- Projects involve ways to increase accessibility, mobility and employability through education
- Improve marketing and communications
- Improve fund raising efforts
- Develop strategy and recommendations for effective organizational management and service delivery
- Value = >\$2.6M

CSC Projects or Community Service Events from 2008 - 2015

	2008-2015	
Country	Total CSC Community Events / Projects Count by Country	Total Team Members
Brazil	2	5
Chile	1	12
China	6	22
Colombia	1	3
India	7	14
Indonesia	1	4
Kazakhstan	1	4
Kenya	4	52
Malaysia	3	6
Nigeria	1	13
Russia	1	10
Slovenia	1	10
South Africa	2	29
Tanzania	1	15
Vietnam	5	14
Totals	37	213

Example of CSC Project Work which included IBM team member with mobility challenges



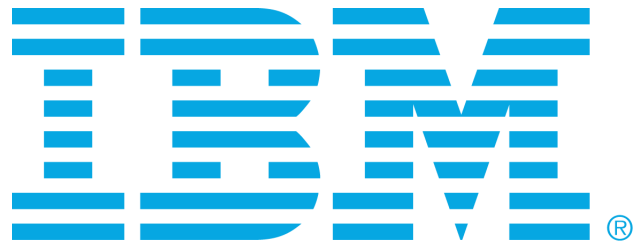
The research study undertaken by the assigned CSC Team helped to specifically identify the needs of the IT sector in terms of employing persons with various disabilities ranging from the mild to the profoundly disabled. In addition, the team recommended opportunities for improving EnAble India's services portfolio.



Salvador's presentation

I was blessed to be selected for this specific assignment. I have a solid HR experience and also have a disability and have been fortunate enough to realize my goals and potential. As such, Enable India's mission and the project goals fully resonated with me. I felt equipped and motivated to help make a difference.

Salvador Segura-Ortega – IBM Mexico – CSC India 26



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