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# Corporate Volunteering in the Digital Age

Michael Evason, IBM

31 August 2015



# Corporate Volunteering at IBM

## on demand community

Our values, your skills, real impact.

IBM's flagship EV program since 2003

250,000 registered volunteers

## Corporate Service Corps



2,500 employees: global development projects

Leadership development, community impact, business



E-Mentoring program since 2001

Several thousand students supported with career coaching



## world community grid

Virtual volunteer super computer supporting humanitarian research

700,000 global volunteers, 3 million devices, 1 million research years



Pro bono technology and consulting program

500 NGOs supported in 2014



## Smarter Cities Challenge

Pro bono consulting program for smarter cities and citizens

150 cities supported since 2011 across range of issues

# ▶ IMPACT | 2030

CEV   
European Volunteer Centre



## world community grid

World Community Grid enables anyone with a **computer, smartphone** or **tablet** to donate their unused computing power to scientific research on **health, poverty** and **sustainability**.



[worldcommunitygrid.org](http://worldcommunitygrid.org)



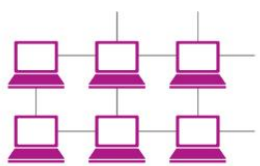


677,000  
volunteers

in 80  
countries



using  
over 2.8  
million computers,  
smartphones and tablets



By pooling resources, IBM  
World Community Grid PCs  
have performed computations  
in the equivalent of over



1 million  
years

to help  
process 23  
research projects





# Current research on World Community Grid

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**Outsmart Ebola Together:** Ebola is a deadly virus that kills up to 90% of infected victims. Use your computer or Android device to help scientists find the most promising drug leads to fight the Ebola virus



**Uncovering Genome Mysteries** expects to examine close to 200 million genes from a wide variety of life forms, such as seaweeds from Australian coastlines and microbes found in Amazon river samples



**Mapping Cancer Markers** aims to identify chemical markers associated with various types of cancer. This will help researchers detect cancer earlier and design more personalized cancer care



The mission of the **Clean Energy Project** is to find new materials for the next generation of solar cells and later, energy storage devices



**FightAIDS@Home** is a project focused on using computation methods to identify candidate drugs that have the right shape and chemical characteristics to block HIV protease

# Employee volunteering trends

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- Many models and definitions of corporate / employee volunteering – community and social benefit underpin all
- Increasingly, governments are recognizing the real contribution of employee volunteering
- There's an element of 'digital' in most volunteering: as part of an enabling infrastructure for 'traditional' activities or intrinsic to the volunteer activity itself
- Employee volunteers have more choice than ever – in their communities and further afield
- CSR teams must balance volunteers' desire for choice with need to act with strategic purpose
- Trends in social media and mobile connectivity present an opportunity to rejuvenate the volunteer offer

