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Le programme énergétique d'IBM permet d'économiser 43 millions de dollars et d'éviter 175 000 tonnes d'émission de CO2

Le rapport RSE 2011 met en lumière les progrès d'IBM dans son engagement auprès de l'environnement, des villes, de la société, de l'économie, des employés, de la communauté et des clients.

Paris, Europe-France - 03 juil. 2012: IBM a publié son 9ème rapport RSE annuel aujourd'hui. La responsabilité d'entreprise fait partie intégrante de la culture d'entreprise d'IBM et guide la façon avec laquelle l'entreprise s'engage auprès de ses clients, de ses employés, des ses actionnaires et de ses communautés.

D'après le rapport RSE 2011 d'IBM, qui est d'ores et déjà disponible sur www.ibm.com/responsibility/2011/, s'engager à adopter un comportement socialement et environnementalement responsable permet de nombreux bénéfices : diminuer la consommation d'énergie, créer un nouveau modèle d'études secondaires, et utiliser technologie et expertise afin d'aider les petites entreprises à se développer.

Toutes ces réalisations et d'autres ont été détaillées dans le rapport RSE 2011 d'IBM. Ce rapport offre notamment une comparaison annuelle des projets citoyens et philanthropiques de l'entreprise, de ses partenaires communautaires, de la gestion environnementale et des pratiques et politiques d'embauche. L'ensemble a été évalué d'après des standards établis par le Global Reporting Initiative (GRI).

IBM'S ENERGY PROGRAM SAVES \$43 MILLION AND AVOIDS 175,000 METRIC TONS OF CO2 EMISSIONS

2011 Corporate Responsibility Report outlines progress of IBM's commitment to environment, cities, society, economy, employees, community and clients

ARMONK, NY, July 2, 2012 -- IBM (NYSE: IBM) released its ninth annual Corporate Responsibility Report today. Corporate responsibility is an integral part of IBM's corporate culture and drives how the company engages with clients, employees, shareholders and communities.

According to the company's 2011 Corporate Responsibility Report, which is now available at www.ibm.com/responsibility/2011/, commitment to socially and environmentally responsible behavior yielded a broad range of benefits: reducing energy usage, creating a new model for secondary education, and using technology and expertise to help small businesses grow.

These and other accomplishments were detailed in IBM's [2011 Corporate Responsibility Report](#), a year-to-year comparison of the company's citizenship and philanthropic projects, community partnerships, environmental stewardship, and employment policies and practices. It was prepared according to the standards established by the [Global Reporting Initiative](#) (GRI).

Sustainable Practices are Good for Business

IBM achieved strong sustainability results in energy conservation, data center energy efficiency and environmental responsibility last year. The company saved more than US\$43 million in electricity expenses and conserved 378,000 megawatt hours of electricity last year, enough to power almost 34,000 average U.S. homes for a year. IBM's energy conservation projects delivered savings equal to 7.4 percent of the company's total energy use, significantly exceeding the annual goal of 3.5 percent. This was the result of an ambitious ongoing program involving 2,300 conservation projects at more than 364 IBM facilities around the world. Building on decades of environmental leadership, IBM will continue these conservation efforts and aim to eliminate 1.1 million megawatt hours of energy consumption by the end of 2012.

In 2011, IBM and the World Environment Center formed the Innovation in Environmental Sustainability Council to explore how innovation in business process and technology can enable strategic solutions to major challenges involving energy, materials, water, infrastructure and logistics. Charter members also include Boeing, CH2M HILL, The Coca-Cola Company, The Dow Chemical Company, F. Hoffman-La Roche AG, General Motors, Johnson & Johnson Family of Consumer Companies, and The Walt Disney Company.

IBM's long-term sustainability policies are paying off, literally. From 1990-2011, the company's energy conservation efforts have avoided 5.8 billion kWh of electricity consumption, nearly 3.8 million metric tons of CO2 emissions, and saved the company a total of \$442 million.

"In order for sustainability to be more than a passing fad, it must be sustained over the long term," said Wayne Balta, vice president of Environmental Affairs and Product Safety at IBM. "At IBM, environmental leadership is at the heart of our corporate values, and it shows in how we engage with clients, employees and communities in our efforts to make the planet smarter. From the impact of our operations and products on the environment, to how we manage our global supply chain, environmental leadership is a strategic imperative, backed by the conviction that good environmental management makes good business sense."

A Year of Advances in Corporate Responsibility

"For more than a century, IBM has served the community to make the world a better place," said Stanley Litow, vice president of Corporate Citizenship and Corporate Affairs at IBM. "But in recent years our technology innovations coupled with IBM's best talent have taken those results to new levels of performance. We continue to work with a global network of stakeholders from governments, businesses and society but are now increasing the level of real sustainable change in communities worldwide."

The report also details how IBM in 2011:

- Held the largest corporate community service event in history, Celebration of Service, yielding more than 1,000 years worth of service by engaging more than 300,000 IBMers from 120 countries. They worked on 5,000 different projects ranging from improving education and healthcare to disaster relief response and conservation.
- Increased corporate donations of cash, technology and services to US\$196.1 million, the 11th consecutive year that IBM donations increased.
- Pioneered a new model for economic development and education by opening Pathways in Technology Early College High School, or P-TECH, in New York City. It is the first grades 9-14 school, linking high school, college and career in one.
- Helped to fuel economic growth and job creation in the U.S. by creating a consortium of 16 companies that have a collective supply chain spend of \$300 billion and make it easier for small businesses to become suppliers to large companies.
- Convened more than 100 IBM leaders from around the world for the first Global Diversity and Inclusion Summit, continuing IBM's commitment to diversity.
- Launched the Pro Bono Privacy Initiative, a group of privacy and legal professionals who engage with human services agencies to help them with privacy and data protection.
- Sent 115 IBM employees to 24 cities, from Johannesburg, South Africa to St. Louis, Mo., as part of its Smarter Cities Challenge, helping city leaders devise strategies to improve efficiency, spur economic growth and engage citizens.
- Increased its global spending with diversity-owned suppliers to \$3.2 billion, providing more global opportunities to diversity-owned businesses.

To download the 2011 IBM Corporate Responsibility Report, visit www.ibm.com/responsibility/2011/. For more information on IBM's Corporate Citizenship efforts, please visit www.citizenibm.com. Follow the conversation on Twitter at #THINKCSR

Registered journalists and bloggers can download b-roll associated with IBM's Corporate Responsibility efforts at www.newsmarket.com
