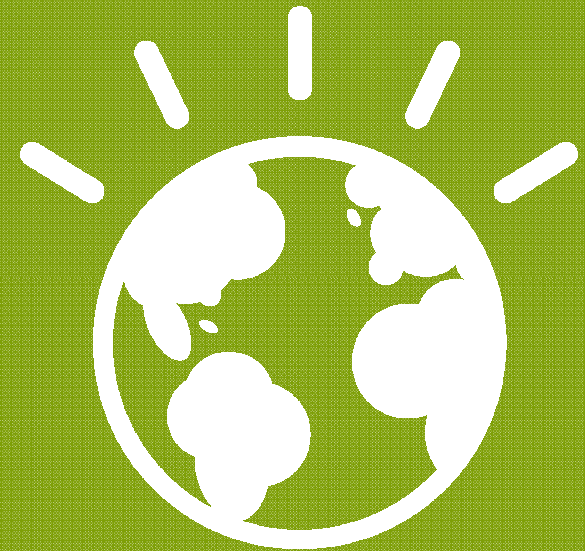




Ciudadanía Corporativa:

**Comunicación y Alianzas Estratégicas
en América Latina**



Patricia Menezes

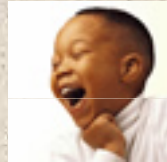
IBM Latin America Ciudadania Corporativa, Executive



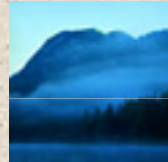
Ciudadanía Corporativa



Ética y
Gobierno
Corporativo



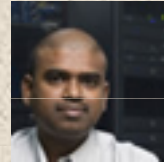
Comunidad



Impacto
Ambiental



Bienestar
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Empleados



Recursos
Humanos
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Cadena de
Valor



Programas
con
Gobiernos



Relaciones
con la
Universidad





Ciudadanía Corporativa

- Ciudadanía Corporativa agrega gran valor a la comunidad, a la empresa y funcionarios

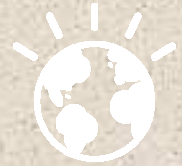


Ciudadanía Corporativa

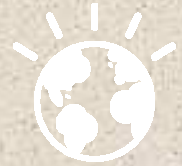
- Ciudadanía Corporativa agrega gran valor a la comunidad, a la empresa y a la vida de los funcionarios
- El rol de comunicaciones como agente transformador y divulgador de todas las actividades ciudadanas llevadas a cabo por la empresa es clave para la

SUSTENTABILIDAD

Ciudadanía Corporativa y la importancia de estrategias claras de comunicación



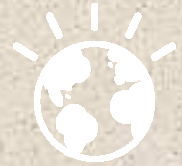
- Comunicación Externa
- Comunicación Interna



Ciudadanía Corporativa y la importancia de estrategias claras de comunicación

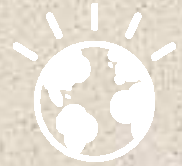
- Comunicación Externa
- Comunicación Interna
- **Colaboración** entre las diferentes unidades de la empresa como factor de suceso
- Foco principal: **funcionarios**

EDUCACIÓN



Comunicaciones bien planificadas y implementadas pueden:

- Ampliar las posibilidades de la empresa en los mercados donde opera o va a operar



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- Atraer la atención de nuevos medios de comunicación y por lo tanto más recursos para causas claves e importantes para la comunidad
- Provocar el desarrollo de nuevas alianzas sociales que van a beneficiar a la comunidad como un todo



Comunicación y Acción en IBM



IBM On Demand Community

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On Demand Community Home 12 Jun 2009

welcome
bem vindo
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bienvenue

on demand community

register to join on demand community

Already registered? Sign in here

IBM Corporate Citizenship and Corporate Affairs has launched a new website showcasing IBM's commitment to the communities where it conducts business: Corporate Citizenship Central. This resource leverages IBM corporate responsibility resources such as On Demand Community to help client-facing IBMers tell our story. It's also great information for anyone. [Check it out.](#)

Glancing at the television one day, Linda Adams, this month's [Volunteer of the Month](#), discovered that her son's elementary school was in lock down — a frightening discovery for any parent. See how she applied "[Technology planning](#)", to implement a new automated communications system to benefit her community.

Stan Zimmer was born and raised in China. Today, he lives in the U.S. but continues to give back to his childhood homeland. [See](#) how his use of Reading Companion in rural schools in that nation continues the legacy of education started by his parents.

And finally... looking for an opportunity for personal growth this summer? IBM's "[Take Time](#)" program being piloted this summer in the United States may be your chance to make a difference in your community. And by leveraging the resources available through On Demand Community, you can truly maximize the impact of your time away from the world of work.

Our top three solutions

[Share project management skills:](#) Help not-for-profits become familiar with the value project management brings.

[Mentor a student:](#) Provide academic assistance to students online.

[Technology planning:](#) Teach not-for-profits the skills to leverage technology.

[More solutions](#)

Corporate Citizenship Central
Citizenship as a winning differentiator [\[LEARN MORE\]](#)

Join us!

In November 2007, On Demand Community celebrated its 100,000th member.

Internet



IBM On Demand Community

On Demand Community | Technology planning - Microsoft Internet Explorer

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12 Jun 2009

Technology planning

What is Technology planning for the not-for-profit?

Technology is as vital to not-for-profits as it is in the business world, but many lack the skills to plan effectively technology purchasing and use. You can help – by introducing a not-for-profit to technology planning, or even by working with its staff to develop a plan.

Solution step-by-step

Click the tabs to explore, prepare for, and use this solution.

1. Overview 2. Prepare yourself 3. Prepare materials 4. Participate Downloads & resources

Title Technology planning for the not-for-profit

Description What can volunteers do? Five things: form a technology committee; create a vision and goals; review the current environment; make an evaluation plan; and complete a technology plan document. In other words, understand the not-for-profit's technology needs.

Share your story
Tell us about your volunteer success.
[Learn how!](#)

At-a-glance

Time
4 to 30 hours per project

Audience
Not-for-profit staff

Skills
Knowledgeable in technology, consulting, team building; some business writing

Tasks
Technology planning assistance and project management

Impact/goals
Help not-for-profit organizations plan for and use technology

Portal de Ciudadanía Corporativa de IBM



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Corporate citizenship as a winning differentiator

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In the News

IBM ranks #3 on Corporate Responsibility Officer (CRO) Magazine's 100 Best Corporate Citizens list. This is the top ranking in our industry and puts us first among all of our competitors.


IBM goes to D.C., IBM recently received very significant national recognition for its global community service efforts related to On Demand

IBM Service Corps



World Community Grid






world community grid.
technology solving problems

member name: password:

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Who We Are



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World Community Grid's mission is to create the largest public computing grid benefiting humanity. Our work is built on the belief that technological innovation combined with visionary scientific research and large-scale volunteerism can change our world for the better. Our success depends on individuals - like you - collectively contributing their unused computer time to this not-for-profit endeavor.

How You Can Help



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- [Submit a Proposal](#)
- [Tell a Friend](#)
- [Spread the Word](#)

Donate the time your computer is turned on, but is idle, to projects that benefit humanity! We provide the secure software that does it all for free, and you become part of a community that is helping to change the world. Once you install the software, you will be participating in World Community Grid. No other action must be taken; it's that simple! To learn more and join, click the button below.

[download now](#)

SUBMIT RESEARCH

World Community Grid's Advisory Board is looking for new research projects that can benefit from grid technology and have a positive impact on humanity.

[learn more](#)

What We Do

Exciting work is now under way on projects that hold tremendous potential to benefit humanity.


What's New

World Community Grid would like to spotlight the following 5 teams for contributing the most run time


BECOME A MEMBER

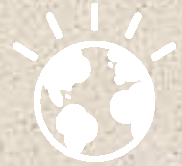
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Alianzas Estratégicas

Alianzas sociales con:

- Gobiernos
- Organizaciones sin fines de lucro
- Fundaciones de Clientes
- Socios de Negocios
- Proveedores
- Funcionarios

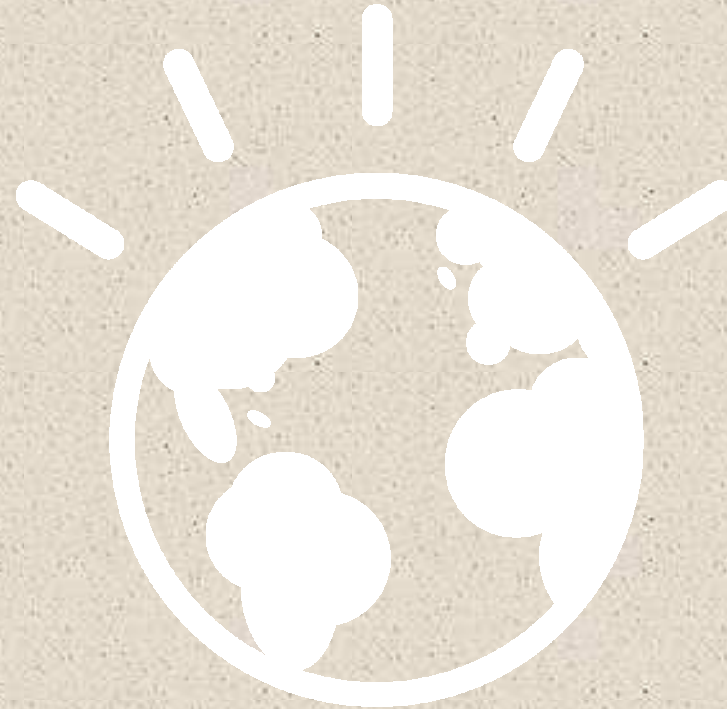


IBM Smarter Planet Approach





Muchas Gracias !



Patricia H. Menezes

patricia@br.ibm.com