



GOLD MEDAL JURY CITATION EXCERPT

The Jury is pleased to award the 2012 Gold Medal for International Corporate Achievement in Sustainable Development to IBM for its longstanding commitment to all areas of corporate and global sustainability through its concept of 'serving our interest is best when serving the public interests'. IBM's strategy empowers them to operate according to high global standards of the core values of environmental stewardship, social responsibility and governance. Innovative corporate citizenship programs are focused on the Signature Contribution—Smarter Planet and Smarter Cities Solutions—that enables cities to enhance citizen skills, knowledge and creativity in order to build a more sustainable future.

This approach has been an integral part of the company's business model and global management system. Commitment to being an admirable corporate citizen was established in the IBM Principles in 1960. This commitment represents a strategic imperative that information technology be a driver of economic and societal progress. As the company strives to give back to society, IBM has company has pioneered science and technology along with progress on work force policies, environmental protection and community service. Environmental programs include climate protection, energy, water conservation, pollution prevention, waste management, and product stewardship.

IBM's Smarter Planet and Smarter Cities initiatives are helping cities realize more sustainable growth. Smarter Cities' vision is clear: progress lies in an accurate and complete view across urban infrastructure to optimize resources, integrate information, anticipate and respond to events. Smarter Cities programs are dynamic, transparent and inclusive, and integrate the complex core systems of education, health care, public safety, and infrastructure networks. IBM has helped clients build Smarter Cities in over 2,000 engagements worldwide, achieving notable results in smarter energy, water, transportation, buildings, policing and emergency response.

The Jury is greatly impressed by IBM's long-standing and continuous commitment to corporate responsibility, sustainability, and the ability to create and absorb innovation. The very robust Signature Contribution—Smarter Cities, Smarter Planet Solutions—will enable cities to better leverage and apply advanced information technology, analytics and system thinking to develop a more citizen centered approach to anticipate, service, and resolve complex problems. The Jury unanimously selects the IBM as the 2012 WEC Gold Medal Awardee and feels confident that its bold and creative approaches will empower the innovative and sustainable growth of cities.