

Company: IBM Bulgaria

Company Description: IBM Bulgaria provides country business coverage, serving all major industries in the areas of Sales, IT Infrastructure, Business Consulting and Technical Lifecycle Services, supporting mobile services, networking, systems, and technical support. The company is working with governments, universities, and different institutions to support the country's national agendas, improve education, etc.

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Community Engagement

Nomination Title: IBM Bulgaria Volunteering Committee – building sustainable community impact, both inside and outside the office



1. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

The program is guided by long-term planning, employee engagement, and a belief that volunteering isn't passive—it's about acting and inspiring others to do the same.

Planning & Goal Setting: Annual planning begins in November with steering committees, initiative prioritization, and data-driven research into Bulgaria's most pressing needs. Employee feedback and volunteer ideas shape each year's focus. Every initiative sets clear goals—e.g., students mentored, children reached, funds raised—measured through qualitative and quantitative indicators.

Creative & Media Strategy: Programs are designed collaboratively by volunteers and sub-teams. Creativity is central—from interactive STEAM activities to emergency-response campaigns. Sustainability is key, with a paperless approach wherever possible. Awareness and enrolment are supported by in-house messaging and visual content shared across internal channels and LinkedIn.

Scheduling & Structure: The program features recurring signature initiatives like Impact Squad and Mentoring, plus quarterly ad hoc events. Emergency-response campaigns activate as needed. Each project is led by a volunteer based on motivation and skillset, supported by a sub-team to ensure accountability and delivery.

A small annual budget is provided by IBM Bulgaria, but the core funding model is unique: for every hour volunteered, employees earn a budget to support a cause of their choice. This fuels long-term impact while rewarding personal commitment.

This model empowers individuals and builds a movement - where collective action drives lasting change.

2. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

1. Videos:

<https://youtube.com/shorts/vgyQ9kgr19k>

<https://youtube.com/shorts/bxz2x-bCNI8>

<https://youtu.be/JvDq8-m-BP8>

<https://youtu.be/9DcCstkNIXc>

2. Articles:

Economy: <https://ibm.box.com/shared/static/su7dntn8jqz bq04lh46d03lagtyjcgya.pdf>

LinkedIn Post – Announcement of the purchase of specialized disaster-response vehicle - https://www.linkedin.com/posts/nadya-kamenski_proudbmer-ibm4impact-ibmimpactsquad-activity-7343776870724698113-pDnN?utm_source=share&

3. Pictures:

Ministry of Labour and Social Policy:

<https://ibm.box.com/s/cntar5y1qv9mk3uc7kf6lfqj7gouqh9d>

BCause Foundation's 2024 CSR awards:

<https://ibm.box.com/s/ej2drgpezwy5uq1n5tws95p56kb5a7p5>

NCTH - blood donation award.jpeg (National Center for Transfusion

Haematology): <https://ibm.box.com/s/wmw8vzfdxuf9a8zmlumwy2x4jrpdku3>

Facebook post from School, Tryavna city - Donation of school furniture:

<https://ibm.box.com/s/a21vgwvyc0x63h0mfq0rtzrh1fcs4ky5>

Map of donations of office furniture around the country:

<https://ibm.box.com/s/52zw7kl1zqed806v7eflw43l2lo7k7u>

UK Alumni reception - Shapers of Tomorrow Programme:

<https://ibm.box.com/s/v2cimkegamcbrulfx0zjb7vv0zyw3ip>

Christmas Stars: <https://ibm.box.com/s/8pbvtvbm0lfnes987ako59ey42xo74sk9>

3. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

5. Specify the date on which this campaign or program was launched:

The IBM Bulgaria Volunteering Committee was established in 2017. The nomination highlights initiatives organized in the period July 2023 to date.

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

The Committee originated from a group of 8 passionate IBM employees who, [REDACTED FOR PUBLICATION], envisioned long-term change through grassroots action. At IBM, volunteering is not just a corporate initiative - it's a core part of our identity.

[REDACTED FOR PUBLICATION] Recognizing the need for a tailored approach, the program was built to transform personal motivation into collective impact, empowering employees to lead change.

Some of the key societal gaps being addressed:

- Critical blood shortages: Bulgaria ranks among the lowest in Europe for voluntary blood donation, with only 25% being voluntary and safe.
- Insufficient civil protection resources: Over 100 annual disasters and wildfires, no firefighting helicopters, and insufficient fire trucks in small towns.
- Outdated/lack of emergency equipment: Many hospitals depend on donations from a NGO that recycles plastic caps to fund life-saving incubators. Modern ambulances and rescue vehicles remain insufficient.
- Neglected vulnerable groups: Including orphans, the elderly people with disabilities, and underserved children.

Volunteering at IBM Bulgaria is employee-driven and personal. Individuals support causes aligned with their values and skills, creating ownership and long-term commitment. Since July 2023, 35 initiatives were organized.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

- **Impact Squad@IBM** was launched Jan'25- a trained disaster-response team in partnership with NGO "Caps for the Future." During the 2025 wildfires (affecting 10+ villages and thousands of citizens), supported evacuations, logistics, and recovery, giving more than 200 hours of volunteering work. In quieter months, a maternity ward was renovated in Bulgaria's biggest maternity hospital - restoring dignity to mothers in an outdated facility.

- Using IBM's volunteer rewards system, employees donated credits to fund Bulgaria's first specialized **disaster-response vehicle** fully financed through volunteer hours - marking the first such initiative in the corporate world. Their efforts also equipped three more trucks, forming a fleet of four - entirely funded by volunteer hours.

- **IBM's blood donation campaign** tackled Bulgaria's low donor rates. A total of 117 IBMers gave voluntary, helping save over 300 lives. By organizing 6 campaigns in the nominated period, safe and voluntary donations were promoted, raising awareness, increasing focus on this critical issue - in a country where only 25% of donations are voluntary, resulting in high rates of unsafe transfusions. Voluntarily developed the national donor platform, now used by people across Bulgaria to enroll in donation campaigns and support safe blood practices.

- In December 2024, the 17th edition of **Christmas Stars campaign**. IBMers collected 653 personalized gifts for children in foster homes, hospitals, and rural communities, contributing over 2,450 volunteer hours.

- To support underserved areas, **462 desks and chairs** were donated to schools across 11 villages.

Attachments/Videos/Links:

[IBM Bulgaria Volunteering Committee – building sustainable community impact, both inside and outside the office](#)

No attachment available for this nomination.