



IBMers for the Environment

Project Overview

Position: Program Manager, Disaster Resiliency,
IBM 2019-2020

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Project Overview

An Internal Environmental Initiative

Goal

Created an initiative to harness the passion and energy of IBMers who are contributing, or want to contribute, to **environmental causes**.

Players

Coordinated with teams like Environmental Affairs and Global Real Estate to create a **far-reaching, strategically-aligned** initiative.

Initial Release: **4 months**

My Role

My role in this project was to help IBM **identify strategic partners and technologies to highlight and use.**

- Highlighted **4 strategic partners**
- **Integrated** the use of **Slack** and a **social media monitoring platform**
- Offered employees the chance to take part in **community science.**



Program Manager: Daily Role

My daily duties included:

-**Led** an Agile workstream team, held **regular meetings** to discuss **task assignments, success criteria, progress, review, and process improvements.**

-**Coordinated** with other workstream leads and internal strategic partners not active in the initiative work such as **internal interest groups** and IBM businesses like **Red Hat and The Weather Company** to **leverage resources, align** with in-progress activities, **co-create**, and **increase buy-in.**



Human-Centered Design

We practiced Design Thinking, human-centered design, to make meaningful improvements.

I helped organize and facilitate a human-centered design session for this project. I analyzed session data and used it to inform my workstream's goals:

Highlight Strategic Partners:

Workshop data showed that employees didn't know who IBM's environmental partners were, despite long-standing, fruitful partnerships.

Offer quick and easy ways to act:

IBM employees wanted to get involved but weren't sure how to get started or find flexible opportunities that met their needs.

Help share stories:

Employees wanted to share their passion, success stories, and resources with others. Workshop data showed that they preferred to communicate via Slack internally and social media externally.

Measurable Value

Outcome	Project Objective	Above & Beyond Achievement
Designed and Deploy Initiative in 4-Months	X	
Prioritized User Unmet Needs Based on Human-Centered Design Data	X	
Employee Story-Sharing Platform	X	
Centralized Corporate Environmental Information	X	
Employees Gained Easy Access to 4 External Strategic Partners	X	
Access to 3 Relevant Micro-Volunteering Opportunities		X
Volunteer Credit Incentive for Environmental Micro-Volunteering Opportunities		X
Company-Wide Slack Channel		X
Access to Social Media Monitoring Platform: Stackla		X



Penguin Watch: Identify the effects of environmental conditions on penguin populations in Antarctica [here](#).