



Call for Code Founding Partner



CALL FOR CODE

COMMIT TO THE CAUSE. PUSH FOR CHANGE.

NATURAL DISASTERS

ARE AMONG THE
WORLD'S GREATEST
CHALLENGES



**2017 WAS ONE OF
THE WORST YEARS
ON RECORD FOR
NATURAL DISASTERS;
WHILE WEATHER EVENTS
MAY BE INEVITABLE,
THEY DON'T HAVE TO
BECOME DISASTERS**



2.5
BILLION
PEOPLE
DIRECTLY
AFFECTED
SINCE 2000



\$1.5
TRILLION
ECONOMIC
IMPACT
SINCE 2003





UP
240%
OVER 30 YEARS

**MITIGATING
DISASTERS,
MAKING COMMUNITIES
MORE RESILIENT, AND
SAFEGUARDING HUMAN
LIFE HAS NEVER BEEN
MORE CRITICAL**



TECHNOLOGY—AND THOSE WHO
WIELD IT—HAVE THE POWER TO
FUNDAMENTALLY CHANGE THE WORLD

HOW WOULD
22 MILLION
DEVELOPERS SOLVE
SOME OF THE
WORLD'S GREATEST
PROBLEMS IF
GIVEN A CHANCE TO
ANSWER THE CALL?





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Call for Code inspires developers to solve **pressing global problems** with **sustainable software solutions**, delivering on their vast potential to do good.

Bringing together NGOs, academic institutions, enterprises, and startup developers to compete build effective **disaster mitigation solutions**, with a focus on health and well-being.

The American Red Cross, and the United Nations Office of Human Rights combine for the ***Call for Code Award*** to elevate the profile of developers.

Award winners will receive **long-term support** through **open source foundations**, **financial prizes**, the **opportunity to present their solution to leading VCs**, and will deploy their solution through **IBM's Corporate Service Corps**.

Developers will jump-start their project with dedicated **IBM Code Patterns**, combined with **optional enterprise technology** to build projects over the course of three months.

Judged by the world's most **renowned technologists**, the **grand prize** will be presented in **October** at an Award Event.

LAUNCHING MAY 2018!

COMMIT TO THE CAUSE. PUSH FOR CHANGE. ANSWER THE CALL.

COMMIT TO THE CAUSE.

YOUR ORGANIZATION WILL BE SOCIALIZED AND RECOGNIZED AS A COMPANY WHO COMMITTED TO THE CAUSE, YOUR DEVELOPERS RECEIVE A PERSONAL THANK-YOU FROM OUR HUMANITARIAN AFFILIATE

IBM WILL SEND A COMPLETE MESSAGING AND ANALYTICS KIT TO DISTRIBUTE TO YOUR DEVELOPERS – ASKING THEM TO PARTICIPATE

PASS TO YOUR DEVELOPERS THE KEY MESSAGE OF CALL FOR CODE – ENCOURAGE THEM TO BECOME SKILLED IN CLOUD, AI, DATA, AND BLOCKCHAIN TECHNOLOGIES

EVERY COMPANY WHO BELIEVES TECHNOLOGY CAN OVERCOME TRAGEDY MUST PARTICIPATE IN CALL FOR CODE:

VISIT callforcode.org/commit

PUSH FOR CHANGE.

ASSIGN A “CODE CAPTAIN”—
A DEVELOPER WHO WILL LEAD
THE CHARGE INSIDE YOUR
ORGANIZATION

IBM WILL WORK WITH YOUR CODE
CAPTAIN, TO DELIVER A PHYSICAL
AND DIGITAL KIT – FILLED WITH
EVERYTHING NEEDED TO LAUNCH
A CALL FOR CODE DAY “IN A BOX”

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[VISIT callforcode.org/commit](http://callforcode.org/commit)

CODE CAPTAINS RECEIVE
DEDICATED TRAINING AND
OFFICE HOURS TO BE A
LEADER IN CLOUD, AI, DATA,
OR BLOCKCHAIN.

YOUR ORGANIZATION WILL BE SOCIALIZED
AND RECOGNIZED AS A COMPANY WHO
PUSHED FOR CHANGE, THE CODE CAPTAIN
WILL RECEIVE PERSONAL REWARDS

THE PRIMARY TASK OF YOUR
CODE CAPTAIN IS TO HELP
TURN PROJECTS INTO VIABLE
SOLUTIONS THAT ARE SUBMITTED

TO IBM FOR REVIEW.

PUSH FOR CHANGE INSIDE YOUR ORGANIZATION:
[VISIT callforcode.org/push](http://callforcode.org/push)

ANSWER CALL.

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SUPPORT WILL AMPLIFY AND
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STAND AND ANSWER THE CALL
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ENT ON-SITE, OR
AND IN MULTIPLE
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HAVE YOU
UTILIZED
CODE IN
TO DEVELOP

TECHNOLOGY OR APIs
PART OF THE CALL FOR
IVE, GRANTING EXPOSURE
RS WORLDWIDE

PRIZES, INCLUDING ON-LOCATION DEPLOYMENT
WITH IBM'S CORPORATE SERVICE CORPS

**IBM
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DIST
- ASH**

COMPLETE
ANALYTICS KIT TO
DEVELOPERS
PARTICIPATE

DEVELOPERS THE KEY TO INNOVATION IS STANDING UP AND ANSWERING THE CALL FOR CODE – ENCOURAGE YOUR TEAM TO CONTRIBUTE BACK TO OPEN SOURCE PROJECTS AND LEARN FROM THEM. LEARN HOW TO USE THESE SKILLED IN CLOUD, AI, AND DATA SCIENCE TO TRANSFORM YOUR BUSINESS. EXPLORE THE LATEST IN HIGHLIGHTED TOPICS LIKE ML, DATA ENGINEERING, AND MORE.

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NITARIAN AFFILIATE.

SIGN UP YOUR DEVELOPERS TO PARTICIPATE. ITM WILL PROVIDE YOU WITH A COMPREHENSIVE REPORT ON THE STATUS OF YOUR TEAM'S ACTIVITIES.

IT callforcode.org/commit

CONTRIBUTE TO THE JUDGING OF CALL FOR CODE

OUR ORGANIZATION WILL BE SOCIALIZED
AND RECOGNIZED AS A COMPANY WHO
ANSWERED THE CALL

ANSWER THE CALL FOR CODE:
forcode.org/answer



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