COMMIT TO THE CAUSE, PUSH FOR CHANGE,
ANSWER THE CALL.
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?
ABOUT
2018 is the inaugural year of the Call for Code Global Initiative, created to inspire developers around the world to help address pressing global problems, specifically natural disasters, with powerful software solutions. After consulting with leading charitable organizations, program creator David Clark Cause (DCC) selected industry leader IBM as the Founding Partner of the Call for Code Global Initiative.

The Call for Code Global Challenge asks developers to create software-driven solutions that can have sustainable impact. We’re empowering these “change agents” to dedicate their unique skills to innovation for social good and ultimately, to create solutions that elevate the human condition.

GLOBAL CHALLENGE & PRIZE
The Call for Code Global Challenge is an international developer challenge that will reward a winning team and two runners up. The inaugural challenge launched in May, with submissions closing at the end of August. Judging will commence immediately, with each winning team being recognized at a globally broadcasted Award Event and Concert on the International Day for Disaster Reduction, October 13, 2018.

In addition to the global recognition, winners receive a cash prize, introduction to the official Call for Code VC Firm—all with the intention that their solutions can be developed further and taken to market. We believe this will create the greatest social impact possible. The winning team will also have the opportunity to implement their solution as part of an IBM Corporate Service Corps assignment in areas that need it the most.

INTERNATIONAL PRESTIGE
The Office of the United Nations High Commissioner for Human Rights and an IBM Senior Executive will present The Call for Code Global Prize, lending the program added international prestige. The winner and finalists will pass several rounds of vetting from a panel of judges comprised of eminent developers.
"We have had great success in reducing the number of lives lost to disasters, thanks to early warning systems, preparedness, and more efficient evacuations. Now we must focus on reducing human suffering and the number of people affected."

- United Nations Secretary-General, António Guterres

Natural Disasters are Among the World’s Greatest Challenges

Natural Disasters are neither inevitable nor unavoidable, yet 2017 was one of the worst years on record for fires, floods, earthquake and storms.

- **2 Billion** people directly affected since 2000
- **$1.5 Trillion** economic impact since 2003
- **Up 240%** over 30 years

Mitigating disasters and helping communities to be resilient has never been more critical.
AWARD EVENT/CONCERT
The Call for Code Global Prize will be presented annually at a benefit concert headlined by a world-class band at a renowned University. Event attendees will include the Call for Code Global Prize Finalist teams, representatives of the United Nations Human Rights Office, The American Red Cross, IBM, sponsors and students. In addition to the music, a short film package on the Call for Code Global Prize winner will be shown and featured on the project website to spread their story of hope and innovation and inspire future developer teams.

FOUNDING PARTNER - IBM
After an international search and selection process, IBM was approached to be the Call for Code Global Initiative Founding Partner. IBM has a long history of enabling developers to create groundbreaking solutions using leading technologies, as well an ongoing commitment to using technology and expertise to solve problems for social good.

DISASTER RELIEF & PREPAREDNESS
The inaugural Call for Code Global Challenge is designed to encourage global technology developers to compete and create effective and sustainable applications to overcome threats, reduce health risks, and increase community resilience in the face of natural disasters. Our aim is to create lasting solutions to serve communities that face frequent threats from natural disasters.

2018 CHARITABLE PARTNER
The United Nations Human Rights Office and The American Red Cross are the Call for Code Charitable Partners. In addition to promoting the NGOs via the global broadcast and social-media Cause Flash, 100% of the benefit concert net proceeds will be split between them. The Charitable Partners will also have access to the new technology created.
PROGRAM AFFILIATE
The Linux Foundation will be providing a strong ecosystem, as well as the necessary tools to ensure the finalists are equipped to open source their solution under a new project.

THE LAUNCH
Call For Code was launched on May 24th at the Viva Tech Conference in Paris by IBM CEO, Ginni Rometty. At the event, IBM and DCC officially issued the Call for Code inviting the 22 million developers worldwide to compete in the inaugural Call for Code Global Challenge.

AWARD CONCERT BROADCAST
The winner of the 2018 Call for Code Global Prize will be presented on October 13, 2018, the United Nations International Day for Disaster Reduction. The Award Event and benefit concert will be held at a prestigious University.

#CALLFORCODE - CAUSE FLASH
During the Award Event and concert, the #CallforCode global social media blitz will be launched to promote the issue and its beneficiaries. The overall social media reach is projected to hit 1 billion people (see appendix for more information) as celebrities, dignitaries, brands, and the public will be encouraged to go to the Call for Code project page at CauseFlash.org and lend their social voice to the initiative.
CHARITABLE PARTNERS

UNITED NATIONS HUMAN RIGHTS
The United Nations Human Rights Office, headed by the UN High Commissioner for Human Rights, represents the commitment of the international community to promote, protect and realize the full range of rights and freedoms set out in the Universal Declaration of Human Rights, whose 70th anniversary is being celebrated in 2018.

The Office advocates for and supports the implementation of international human rights standards worldwide; it helps empower people to realize their rights and assists those responsible for upholding such rights to ensure their implementation. In doing so, the Office develops and carries out human rights education and training programmes and provides assistance to all actors in this area. For more info, visit www.ohchr.org.

AMERICAN RED CROSS
The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or visit us on Twitter at @RedCross.
ABOUT IBM

When disaster strikes, rather than solely focus on monetary donations to humanitarian groups for short-term aid, IBM provides the time and talent of its employees, along with the company’s technology, to provide lasting support. Although technology and expertise has changed over time, the underlying strategy is the same: deliver meaningful help for long-term prosperity and health. Today, IBM provides expertise before disaster strikes, equipping vulnerable communities with the skills, tools, and know-how to deal with emergencies.

To-date, IBM has responded to over 70 disasters and counting since 2001 with grants, donations, and/or volunteer activities. As such, the type of assistance that IBM provides surrounding disasters has evolved much like IBM's business. For many years, the company donated and shipped laptops and other supplies to relief organizations, but IBM also has long understood that crises impacting humanity require person and professional assistance, which includes strategic services to decision makers and administrators.

Over the years, IBM has frequently donated education-related technology to disaster-impacted communities worldwide. In many instances, the education process for children was disrupted after floods, eruptions and earthquakes. As a response, IBM provided a long-term investment in various geographic regions: free education software developed by its research scientists so local students could keep up with skills critical to economic development: math, science, and literacy.

In the mid 2000s, data came into focus as a valuable commodity for relief agencies. By this time, IBM was long known for providing business services, aided by technology, to its commercial clients. Recognizing that this expertise could be useful for long-term disaster recovery, the company began sending teams of consultants to places that had experienced earthquakes and floods, such as Japan, India, China, and the Philippines.

Today, IBM also provides know-how for more than highly local, sudden, natural and human influenced phenomena. The company now helps communities prepare and overcome a range of widespread health, environmental, social, and humanitarian issues. For example, IBM has:
- Created apps to make European health organizations more efficient when working with refugees
- Furnished analytics technology to organizations that fight human trafficking
- Provided know-how to scientists at the Italian National Institute for Geophysics looking to develop an early warning system for earthquakes
- Given the Shenzhen China Center for Disease Control and Prevention sophisticated analytics technology to predict and minimize infectious diseases like Dengue Fever
- Developed an app and methodology for Panama officials to track and contain the Zika virus
- Crowdsourced supercomputing power for researchers studying Ebola, malaria, and climate change
- Launched an online course for IBM employees to help them be more useful volunteers for disaster relief and recovery

IBM is currently executing a $4 million comprehensive response package following 2017’s Hurricanes Harvey, Irma, and Maria, including grants delivering:
- A Cognitive Agent "chatbot" for the United Way to support disaster-related communications with the public
- Business process consulting to American Red Cross and Points of Light
- Resiliency consulting and assessments, in partnership with Bechtel, for the Puerto Rico Department of Education
- Innovative prototypes on the IBM Cloud, leveraging blockchain and situational awareness tools.

With the Call for Code Global Initiative, IBM is once again doing its part to help and enable the tech community to create new tools that can help communities better prepare for the impact of natural disasters.
PROGRAM AFFILIATE

THE LINUX FOUNDATION
The Linux Foundation is the organization of choice for the world's top developers and companies to build ecosystems that accelerate open technology development and industry adoption. Together with the worldwide open source community, The Linux Foundation is solving the hardest technology problems by creating the largest shared technology investment in history.

Founded in 2000, The Linux Foundation today provides tools, training and events to scale any open source project, which together deliver an economic impact not achievable by any one company.

More information can be found at www.linuxfoundation.org.
Commit to a cause. Push for change.

**Program Supporter - Designation and Rights**

- Program Supporter to have the right to Call For Code 2018 Program Supporter badge to promote through their communication and social channels

**DIGITAL/SOCIAL MEDIA BENEFITS**

- Program Supporter to be displayed on Call For Code website
- Program Supporter to be acknowledged from @CallforCode
- Access to a digital kit to activate developers and run a Call for Code day,
Appendix
ABOUT CAUSE FLASH
Created by David Clark Cause, *Cause Flash* is a unique digital platform that aggregates the social-media voices (Twitter, Facebook followers) of renown celebrities, dignitaries, organizations and the public at large, to raise maximum awareness and funds for important causes around the world. By amplifying the power of followers, friends and fans, *Cause Flash* launches focused appeals. For more information, visit [www.CauseFlash.org](http://www.CauseFlash.org).

#CallForCode
To raise global awareness about the need for disaster preparedness and resiliency, a global Cause Flash will be launched to support it. Based on participating celebrities, dignitaries, brands, and the public at large, the social voice is expected to top 1 billion people.

UNITED NATIONS CAUSE FLASHES INCLUDE:

**2018 Clean Water Here**
Social Voice - 769 Million People
The *Clean Water Here* cause flash promoted the need for clean water in the US and abroad. With the support of UN Water it was launched on UN World Water Day 2018. Supporters included Pitbull, Bruno Mars, Demi Lovato, Britney Spears, Avril Lavigne, P!nk, Maroon 5, Ryan Seacrest, Seal, Nick Jonas, Andra Day and Monica.

**2017 Clean Water Here**
Social Voice - 794 Million People
The *Clean Water Here* cause flash promoted the need for clean water in the US and abroad. With the support of UN Water it was launched on UN World Water Day 2017. Supporters included Bruno Mars, Ed Sheeran, Shania Twain, Fergie, Pitbull, Pharrell Williams, Sting, P!nk, Maroon 5, Christina Aguilera, Britney Spears, Kesha, Ryan Seacrest, Seal, Jason Derulo, Nick Jonas and Pentatonix.

**2016 Water Now**
Social Voice - 754 Million People
Launched in support of UN World Water Day with UN Water in 2016, the *Water Now* cause flash was supported by Lady Gaga, Pharrell Williams, Alicia Keys, Jennifer Hudson, Pitbull, Maroon 5, Justin Bieber, Foster the People, Jason Derulo, Juanes, Meghan Trainor, 5 Seconds of Summer, Jason Mraz, Robin Thicke and Sesame Street.

**2015 Water Now**
The inaugural *Water Now* cause flash in 2015 was the largest celebration of UN World Water Day to date. With re-posts, the social media voice topped one billion people. With the support of UN Water, participating celebrities included Pharrell Williams, Alicia Keys, Pitbull, Kesha, Britney Spears, Fergie, Nick Jonas, Justin Bieber, Ne-Yo, One Direction, Sia, Jason Derulo, Robin Roberts and Aloe Blacc.
DAVID CLARK CAUSE (DCC)

Call for Code creator David Clark is the CEO of DCC. Clark has been creating cause brands for over twenty three years that leverage the iconic stature and cultural currency of world-renowned individuals and organizations. Regarded as an international thought leader in cause branding, Clark is noted for the quality of his groundbreaking ideas which have raised millions of dollars and unprecedented awareness for some of the greatest causes of our time.

Select initiatives include:

MANDELA - 46664

Clark partners with President Nelson Mandela to link HIV/AIDS and Human Rights for the first time, by rebranding the disease as a Human Rights crisis since people around the world die because they cannot afford life-saving drugs. Clark stated, "AIDS is no longer just a disease, it is a human rights issue." President Mandela agreed, and re-branded the AIDS crisis with this message at a 2002 launch event in Cape Town hosted by President Mandela and David Clark, attended by Oprah Winfrey and Archbishop Tutu, and Chaired by President Bill Clinton and Sir. Richard Branson. The first 46664 benefit concert spearheaded by Clark was broadcast worldwide via MTV on December 1, 2003. The event featured performances by Bono and The Edge of U2, Beyoncé, Queen, The Eurythmics and Peter Gabriel.

MUHAMMAD ALI - HEALING

Clark creates the “HEALING” brand, logo and launch strategy for Muhammad Ali’s first book and named the volume "HEALING: A Journal of Tolerance & Understanding." Published by Harper Collins, the book reflects upon the issues of tolerance and understanding vs. bigotry and prejudice. In support of Mr. Ali’s “Healing” book and initiative, Clark secure support from renowned individuals such as President Bill Clinton, Bosnian President Haris Silajdžić, Michael Jordan, Magic Johnson and Prince.

ABOVE & BEYOND CITIZEN HONORS

In honor of Abraham Lincoln who created the Medal of Honor in 1861, Clark creates the Above & Beyond Citizen Honors for the Congressional Medal of Honor Society which General Colin Powell launched on the steps of the Lincoln Memorial by asking fellow Americans to nominate ordinary citizens in their local community who have gone “above and beyond” for others. That the civilian honorees are elected by all the living Medal of Honor recipients, is what gives this award its unique authority. The initiative is supported by every living U.S. President and every branch of the U.S. Armed Forces.

INSTANT KARMA

As the CEO of Dublin based Art for Amnesty, which coordinated the international art and music initiatives of Amnesty International, in 2004 David Clark asked Yoko Ono for the rights to use John Lennon’s catalogue so a benefit CD “Instant Karma” could be created to help alleviate the crisis in Darfur. As a long time supporter of Amnesty along with her husband, Yoko graciously agreed and bands including U2, Green Day, R.E.M. Christina Aguilera, Avril Lavigne, Aerosmith, Lenny Kravitz, Black Eyed Peas, Willie Nelson, The Cure, Jack Johnson and Snow Patrol record new versions of John Lennon’s iconic songs. Instant Karma has gone double platinum and raised over $4 million dollars for Amnesty’s Campaign To Save Darfur.
CONTACT
Rob Vogel
Sponsorship Director
Call for Code
(303) 850-0984
rvogel@j5partners.com
www.J5partners.com