

Magyar Telekom Plc. CSD	Memorandum
Event:	12 <sup>th</sup> Sustainability Roundtable

Date:	06.24.2011.
Venue:	A38 Boat, Budapest
Subject:	12 <sup>th</sup> Sustainability Roundtable
Prepared by:	Attila Kelticska
Verified by:	Áron Benedek, Katalin Szomolányi
Participants:	list attached
To:	Participants

Legend: I = Information, D = Decision, Ac = Achievement, P = Proposal, R = Request, Q = Question, T = Task, A = Answer, DI = Deadline				
No:	Results, outcome:	Responsible:	I,D,E,J,K, Q,F,V	HI
1.	<b>Opening</b> Greeting the audience of the 12 <sup>th</sup> Roundtable	Péter Novák	I	
2.	<b>Introduction</b> What is important about sustainability for MT's CHRO? The social part: equal opportunity, closing the divide, Digital Bridge	Péter Novák Éva Somorjai	I, Q, V	
3.	<b>MT HR changes</b> A few words about the changes and the new People Strategy	Éva Somorjai	I	
4.	<b>DELFIN Award</b>			
4.1.	About the award – currently, MT suppliers are invited to compete, but the scope is planned to be expanded.	Éva Somorjai	I	
4.2.	Introducing the jury	Péter Novák	I	
4.3.	The award's important for MT negotiation – prequalification – sales – sustainability aspects – environment consciousness in the procurement process	Nóra Oláh	I	
4.4.	Introduction of the winners in the different categories, then their presentation s			
I.	<u>Innovation implemented with an aim to promote sustainability</u> In this category were the most contenders, including ones from abroad (Nokia – Siemens) About the deficiencies of projects: innovation projects that have not been implemented but are only planned – no presentable results, local company submitting achievements of global companies <u>Winner: Cisco Systems Hungary Kft.- VideoGate</u>	Katalin Szomolányi	I	

	<u>company introduction</u>	Nóra Oláh	I	
I.	<u>Presentation:</u> Using the presented VideoGate service, the customers are provided an affordable and economical business-level TelePresence and video conferencing link, which can be used not only within the company, but to communicate with any company that uses standard internet technologies globally. VideoGate helps companies to save travel time and cost, while offering real competitive advantage at efficiently exploiting the capacities of their staffs. Cisco has produced two free-of-charge web applications by which companies' CO2 footprint can be calculated.	Ottó Dalos	I	
II.	<u>Promoting equal opportunity and anti-discrimination within and outside of the company</u> <u>Winner:</u> Eurest Restaurants Kft. <u>Company introduction</u> <u>Presentation:</u> Equal opportunity is very important in their internal operations, which is proven by the high ratio of women, handicapped, people above 45, part-timers and Roma among their staff. They also communicate to their clients the importance of equal opportunity and social sensitivity. Last year, at Magyar Telekom's canteen at Infopark, they organized an initiative with Telekom, in the framework of which each guest got an earplug, and was invited to make their orders by sign language. Several sign language interpreters helped them to learn the corresponding signs.	Ernő Simon János Nyerges	I I	
III.	<u>Climate protection investment projects and development</u> <u>Winner:</u> Tonic Budapest Kft. <u>Company introduction</u> <u>Presentation:</u> The company's scope of activities covers the visual and verbal design of different advertising tools, programing online applications and state-of-the-art experience marketing. They have built an environment-friendly office building, which runs on geothermal earth probes. The building runs exclusively on renewing energy with zero pollutant emission. Beyond the above, they strive to apply climate-friendly communication solutions in their daily practice (like digital posters), and also produce educational films.	Péter Bodó Gergely Bódis	I I	
IV.	<u>Education aimed at sustainability</u> <u>Winner:</u> Green Living Hungary Kft. <u>Company introduction</u>	dr. György Pataki	I	
IV.	<u>Presentation:</u> The company offers environment-friendly products to responsible companies for promotion and marketing purposes, Their consumer business unit runs Hungary's largest eco-web-store (www.zoldpolc.hu) and	Tamás Rakonczay	I	

	shop. They have established green work places for their employees and minimized the ecological footprint of their retail division. They continuously educate their customers and partners by presentations, consultation, information leaflets, eco-tests, as well as their products and events.			
4.5.	<u>Award ceremony</u> The awards were handed over by MT's CHRO, Éva Somorjai and Procurement Director, Nóra Oláh together with the jury members.	Éva Somorjai, Nóra Oláh, Péter Bodó, Ernő Simon, Katalin Szomolányi, dr. György Pataki	E	
5.	<b>Carbon neutralizing cell phones</b> It was announced that Magyar Telekom carbon neutralized the participants' cell phones for one year.	Katalin Szomolányi	I	
6.	<b>Lunch break</b>			
7.	<b>Magyar Telekom's year-2010 sustainability achievements</b> (presentation)	Katalin Szomolányi	I	
8.	<b>Magyar Telekom's "hello holnap!" initiative</b> (presentation)	Iringó Novák	I	
9.	<b>Roundtable discussion</b>			
	Opening remarks, inviting questions	Péter Novák	I	
	What is your perception of telework, atypical staffing? Do customers need physical presence or a WEB conference is enough? (Addressed to Tonic Kft.)	Judit Sinkó (CISCO)	Q	
	Our goal is to increase the current 10% of atypical staffing ratio to 20% in 5 years, because it is efficient and the individuals concerned feel that they are appreciated and are ready to work for appreciation. Of course, there are jobs where it is impossible to apply this method, and managers' attitude should also improve.	Éva Somorjai (MT)	V	
	If they applied this more widely, there would be no traffic jams...	Judit Sinkó	J	
	I work in a flexi work scheme, do not leave home in the middle of the morning traffic jam and go home in the evening when traffic lighter. It is also better for the climate. As part of our earlier initiative (Climate Protection with the Speed of Light), we demonstrated that on EU level, flexi-work would eliminate 20 million tons of CO2 emission and video conferencing an additional 20 tons...	Katalin Szomolányi (MT)	V	
	There are different models. For example, in the suburbs of Amsterdam, tele-houses were built (with kindergarten, restaurant, bank, offices) from where people can telework.	Judit Sinkó	I	
	The potentiality of it was addressed by the T-City studies (2008). Out of several towns, only Siófok would have been interested. There is no demand, yet. People should be	Mónika Németh (NFM)	V	

	educated about it. The Ministry has it on its agenda.			
	We need to change the way we keep in touch, which calls for a mindset change and time to get used to the new methods. Many people realize that, and it is great that we have equipment like those of CISCO.	Gergely Bódis (Tonic)	V	
	The example demonstrated by large corporations is important. Feedback could be gathered in relation to hh!	Judit Sinkó	J	
	Educational aspects: Why aren't school text books digitized? It could even be a business opportunity for MT.	Gergely Bódis	I,Q	
	There are opportunities for a better cooperation between the public and business spheres.	Péter Novák	I	
	We wish to remain a politics-free company. Our initiatives are based on partnership. Taking joint actions takes time.	Éva Somorjai	V	
	There are disputes within the Government, e.g. between Development Ministry and the Education Ministry. The development Ministry would like modern training materials, ICT devices, better skills development, efficient teacher training. There is continuous communication with the business sphere. Of course, it helps, if companies come forward with meaningful projects and effect studies, as well as realize common values.	Mónika Németh	V	
	Evaluate the hh! thematic projects that did not win. Explain why they did not win. Stress merits, identify overlaps.	Veronika Móra (Ökotárs Foundation)	J	
	Does Marketing accept that?	Katalin Szomolányi	Q	
	It does.	Iringó Novák	D	
	They won some subsidy for their „Ride your bike to school” project. They appreciate it, and the initiative is successfully on its way in the 16 <sup>th</sup> District and Szentendre. He repeats what has already been motioned at the Mobility Week: Ministries should use bicycle couriers to transfer hard copies: efficient, quick, cheap, environment-friendly...	János László (Hungarian Bicycle Club)	I,J	
	Education should be reformed. (In place of the German method of lexical knowledge, grading, the Anglo-Saxon practical approach is needed.) Does MT have (or will it have) internal sustainability training aimed at employees, an internal greenHR initiative?	Tamás Rakonczay	I,Q	
	Yes, it does: Climate protection campaign, equal opportunity campaign, Telekom Day, hh! campaign, Digital Bridge programs, Jövő/Menő program, Charitable teambuilding exercises, PC Switch Off! started also, which is a good educational approach aimed at decreasing the energy consumption of PCs.	Katalin Szomolányi	V	
	A study has been conducted regarding the interrelation of the companies of + sustainability communication and the - feketelista.hu blacklist, which showed that the ICT sector is	dr. György Pataki	I	

	represented among the negative examples.			
	We watch out for that. Our goal is to have the least possible fines imposed on us. The Competition Office stated at a conference that people should not formulate their opinion based on the amounts of fines, because they protect the SMEs. Multinationals are fined to a much greater extent, and in certain identical cases SMEs are not fined at all.	Katalin Szomolányi	V	
	Fines are sales-proportionate. Keep that in mind when conducting the studies.	Éva Somorjai	V	
	The blacklist shows preliminary fines, not the final ones actually imposed.	Katalin Szomolányi	V	
	Raises the issue that the payment deadlines applied by large companies should better reflect their social responsibility.	Gergely Bódis	J	
	Payment terms are arrived at a result of negotiation between MT and its suppliers. We are open to negotiate.	Nóra Oláh	V	
	Anyone else? Everyone happy?	Péter Novák	Q	
	The first Hungarian large corporation to join the 30% CO2 decrease initiative was MT. It deserves a round applause.	Barbara Stoll (Greenpeace)	I,J	
<b>10.</b>	<b>Closing remarks</b> It is good to have you and to have you here. It was great talking to you. Thank you for sharing your thoughts that we can learn from. Please, do come forward with your comments and questions later, too, and send them to us. We will respond. See you a year from now at the 13 <sup>th</sup> Roundtable (which will definitely not be held on a Friday ☺).	Katalin Szomolányi	I, K	

Szomolányi Katalin	Magyar Telekom CSD	06.24.2011.
Signature	Organizational unit	Date