We are building the future in the present. It involves, on one hand, the continued management of sustainability along the strategy prepared and approved for the 2011–2015 period, on the other hand it incorporates into the company’s identity.

We also support the effort to build futures by more direct means, too. Throughout our internship program, we help following generations to gain experience they will have to be in possession of. From 2008 through 2014, we welcomed university and college students of active status to our Telekom Internship Program. From January 2015, it is the joint internship program of Magyar Telekom Plc. and Tokai Systems Hungary that offers the same opportunity to close to 500 active daytime students.

We also build the workplaces of the future, including the possibility of flexible, atypical ways to work. In 2014, 1,481 colleagues have put in a total of 27,227 telework days, thus saving close to 1 million kilometers and 5 years of commuting, not to mention the related environmental effects.

The most important goal set for the Future Work project launched last year is to establish working methods and culture that can ensure employees’ commitment and motivation in the long run.

As in the present, we remain committed to sustainability in the future, too, and our primary objective is to make an integral part of the company’s identity. For that, colleagues must be aware of the concept, which 72% of them were in 2014, while they also have to identify with the fact that Magyar Telekom is the most sustainable company, which close to 74% of them already do.

The future will not work without sustainability, just like it will not work without our employees. In 2015, we focus on the last year of the existing strategy and the elaboration of the next one along with the efforts made to build the future for people, for the company and for the society.

We consider corporate sustainability a business approach that increases share price in the long run by exploiting opportunities and alleviates risks surrounding economic, environmental and social progress. In other words, by minimizing the negative environmental impact, we act responsibly towards employees and the society, while we seek innovative solutions beneficial for people and the environment alike, while offering business potential for the future. That’s what we mean by the concept of present in the future.

Since 2003, we have achieved the objectives of sustainability along strategies which are approved by Magyar Telekom’s Management Committee, which also monitors the implementation of the strategies and modifies them, if necessary.

The greatest professional recognition of the relevant investments, in addition to the performance of the strategic KPIs and increasingly good results, is the Deloitte responsible investor assessment achieved in 2014, where out of 108 telecommunications companies audited around the world, Magyar Telecom came in third. To beat 106 Telecoms of the world and be beaten only by two of them from the aspect of sustainability, we needed lots of hard work, a systematic approach and continuous control, not to mention the joint and continued enthusiasm of our colleagues.

This result is not only unparalleled, but it is also inspiring enough for us to perform even better in the last year of the strategy than we did in 2014 and to create a new five-year strategy; thus building the future in the present, as we have done from the beginning and, even after the 10 years that have passed, still striving to demonstrate professionalism, leadership and comprehensiveness.