



As an important player in Hungary's telecommunications market, Magyar Telekom carefully considers its relations with regions, standards organisations, innovation organisations and higher education institutions that are closely connected to the telecommunications industry.

9.1. PROFESSIONAL COOPERATION

We are active members of the Mobility and Multi-media Cluster, established in 2007 to coordinate Hungarian mobile and multimedia technology players and Hungarian research and development capacity, and, based on this capacity, to introduce Hungarian inventions to the domestic and global markets. MMCluster has now become one of the most important organisations in Hungary, with members ranging from large telecommunication and IT companies to small and medium-sized enterprises focusing on infocommunication innovation, as well as universities and research centres.

We take an active role in the work of Hungarian scientific organisations like HTE (Scientific Association for ICT Hungary), MISZ (Hungarian Association for Innovation) and IVSZ (ICT Association of Hungary).

Our relations with institutions of higher education are diverse. We contribute to the practice-oriented training of students by donating equipment and by presenting case studies, as well as by organizing series of lectures and local site visits. We nurture a close professional relationship with the Mobile Innovation Centre and regularly take part in and deliver lectures at their professional conferences.

In recent years, international cooperation among DT companies has also moved to the

forefront in order to exploit synergies within the group. We are playing an important role in the international programme that aims to transform our company's operational model. The main goal of this is to create a future-proof infrastructure and service palette, supporting future operations, contributing to the goal of making DT Group the leading service provider of Europe, and to achieve the optimization of network infrastructures and resources on the group level.

Besides that, we prioritize and work hard on the adaptation of development results to the Hungarian market, sharing product-rollout experiences and coordinating vendor relations and purchases (provided they are justified in business terms). Within the framework of the regularly-held domain meetings, we take part in joint projects, the results of which efficiently support the tasks of the technology area, promote the strengthening of our competitiveness in terms of technology, and help the improved exploitation of our financial capacities.

We continue to nurture close relations with our strategic vendors, which enable us to harmonize technology roadmaps, mutually join development phases and familiarize ourselves with market experiences in other countries. We are continuously striving for an improvement in quality, having regular bilateral meetings with our strategic vendors, where we jointly evaluate our experiences.

9. COOPERATION

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9.2. COOPERATION IN THE FIELD OF ENVIRONMENTAL PROTECTION AND SOCIETY

In addition to professional challenges, the company group is also looking for possibilities to cooperate in order to solve social and environmental issues.

The company group is a member of the Hungarian Business Leaders Forum (HBLF) in several areas:

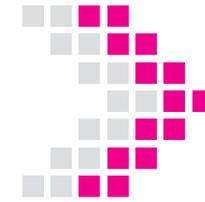
- Partnership and Volunteering Working Group
- HBLF for Diversity HR Working Group
- Equal Opportunities Working Group
- Health Working Group
- Environmental Protection and Sustainability Working Group
- Community Programmes Working Group
- Business Ethics and Transparency Working Group

The company group has been an active member of the Sustainability Working Group of ETNO (European Telecommunications

Network Operators) for many years. Members support each other in addressing the most divergent problems pertaining to sustainability. In addition to meetings, organized three times a year, an internet portal supports joint work and the sharing of best practices.

In relation to the hello holnap! tariff packages, we held a couple of forums with stakeholder organisations (SINOSZ, MGVYOSZ, MEOSZ, ÉFOÉSZ, AOSZ). The communication with them is active, and we have been able to improve our communications with people with disabilities and improve our services based on their recommendations.

We contributed to the scientific work of the Presidential Committee of Environmental Sciences of the Hungarian Academy of Sciences and the National Adaptation Centre with our expertise. Our colleagues keep contact with several institutions of higher education: acting as dissertation consultants, enhancing the awareness of students writing their dissertations, and delivering lectures about the industry.



In the increasingly complex system of modern civilization, there are an ever-growing number of dependencies. Living beings, communities, states, as well as organic and economic systems, depend on each other; and the more complex the system is, the more prone it will be to losing its balance and collapsing. The 7th Sustainability Day (FN7) on 27 September in Millenáris Park, Budapest was all about dependencies.

In 2014 we organized the 7th Sustainability Day. We have got used to a host of dependencies within the system we have created. Different dependent relationships offer amenities, security and gain in the present, but can lead to discomfort, exposure and helplessness in the more distant future. How then does this system come into being, what feeds it and keeps it alive, and is there

any way out of it? And should we even look for a way out? Energy politician and banker, sociologist and writer, comedian and psychologist, toxicologist and film director: they all probe into this for a whole day on the same stage, each of them in their own particular field, with their own particular skills, ideas and sense of humour.



Róbert Ormódi, Managing director of the Hungarian Association of the Deaf and Hard of Hearing and Ádám Kósa, elected Member of the European Parliament



Keynote speaker Dr. Gábor Zacher at the 7th Sustainability Day

As always, the host of the FN7 events was Péter Novák. The programme opened at noon with an inspiring lecture by Dr. Gábor Zaher, senior physician and toxicologist, then there was the usual interactive series of discussions in sections: in 2014 the topics were energy dependence, economic dependence and social dependency relationships. Attending the forums were Rita Galambos, strategic and development director of the Foundation

for Democratic Youth; Richárd Hegyeshalmi, journalist of the Index.hu website; Kristóf Horváth, alias Bob the Actor; Ágnes Kelemen, psychologist and associate of the Autonomy Foundation; Péter Küllői, one of the founders of the Smile Foundation and chairman of the Bátor Tábor (Camp for the Brave) after a successful banking career; József Péter Martin, the managing director in Hungary of Transparency International; Béla Munkácsy,



Participants of the environment section at the 7th Sustainability Day



Kristóf Horváth aka Actor Bob slamming at the 7th Sustainability Day



It was possible to listen and to ask questions, but also to send anonymous messages, just like in a conference. There were things to see and touch, it was possible to observe alone in the semi-dark and to make new friends, bombard the exhibitors with everyday questions and also taste this and that.

teacher, environmental manager and doctor of geographic sciences; Györgyi Orosz, journalist, community builder and leader of the Hősök Tere (Heroes' Square) project; cultural anthropologist Flóra Pócze, who became known for her book on the homeless people of Moszkva tér; Attila Prácser, one of the founders of Oszkár telekocsi (Oscar Car Pool); film director Gábor Rohonyi; colourist Csaba

Szegedi; and Annamária Tari, special clinical psychologist, psychotherapist, psychoanalyst. István Dombóvári's stand-up comedy provided a break from the serious content.

The +1 section meeting in the afternoon looked back at the past and into the mirror of the present, but most of all it was about the future, our common future, which is of interest to all of us.



BMWi3 at the Sustainability Day