2. RESPONSIBLE SERVICE

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2.1 CLOSING THE DIGITAL DIVIDE

Digital divide is the phenomenon when different groups of society have differing opportunities to access information technology (due to geographical location, social or other reasons).

In our age access to information and communication technologies is crucial for economic development. The transformation of social relations and communication makes it important for us to be familiar with new technologies and the opportunities offered by them.

Supporting people living with disabilities

Magyar Telekom set an objective to offer comprehensive services for the disabled. Together with the relevant disability organizations, we jointly created the hello holnap! tariff packages that are available to people with mental health problems or autism (MEOSZ, SINOSZ, MVGYOSZ, ÉFOÉSZ). The tariff packages (people with mental health problems or autism) have been available since 1 November 2013. From 2014 we have 50 active sites remaining for these Egálnet offers help in their daily operation.

By the end of 2015 we realized that the Egálnet site is not up-to-date and didn’t meet the needs of the modern websites, thus we suspended the service. We informed the remaining users and with our help they could transfer their sites to their own Facebook page or to our new webkönnyen service to remain on the internet free of charge.

Supported isolated, disadvantaged settlements and groups of society

The Digital Bridge program was designed for small settlements and has been running since 2004, offering free lectures by voluntary Telekom employees on topics related to the use of the internet, like how it can bring geographically remote people closer to each other or how it can help our everyday lives by making secure online payments or protecting our personal data.

With its digital competence program Magyar Telekom tries to overcome the digital divide and support the positive effects of the spreading of information and communication technologies.

On March 21 our volunteers organized the Digital Bridge Fest in Kóta and Buj villages where, besides attending the plenary and personal training sessions, local people could present their artistic skills. Several generations and arts were represented at the event, showing their skills in modern and folk dancing, singing, playing music and performing literary arts. Almost 100 people took part in the event in both villages.

Under the Digital Bridge for Small Settlements program (Digitális Híd Kitötelepüléseken) the volunteer team of Magyar Telekom visits disadvantaged settlements with fewer than 3000 inhabitants to give them efficient, customized IT education.

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Within the frame of the Digital Bridge initiative enthusiastic Telekom volunteers organized a Digital Daycare event in Debrecen, in the Bolyai primary school, offering programs for children, like live coloring books, virtual tales or detective work on the internet.

The volunteers gave hints and showed tricks on the safe use of the internet in a playful way, e.g. while searching for SpongeBob pictures or popular Hungarian children’s songs on the web.

The Digital Bridge event series was organized in the 200th settlement on the first Saturday of November. On the jubilee day our volunteer employees gave presentations to the local people of Mikepécs and Kaba on the safe use of the internet.

Videos, pictures and further information about the Digital Bridge program:
https://www.telekom.hu/about_us/society_and_environment/society/digital_bridge

Our objective is that future generations should not simply use the internet but also be able to grab the opportunities offered by the digital world in a smart and conscious way. We also would like to encourage our children to turn to adults if they have any questions on the digital world therefore we give lectures to parents, teachers and the elderly generation too. This is the basis of the Telekom Smart digital Program with which we promote Hungary’s digital maturity and literacy.

Within the frame of its own investments in 2015 Magyar Telekom increased the number of households (with 464 thousand) that have access to broadband internet service. Parallel to this and customized to the individual needs of the respective settlements the company offered various training programs for the citizens.

Smart Digital Program for primary school children: Magyar Telekom volunteers visit schools and discuss the conscientious, safe and ethical use of mobile phones and the internet at lessons.

Smart Digital Program for secondary school students: There are lessons for more mature students as well where our volunteers discuss the smart and safe use of the internet to consciously design and shape one’s personal brand.

Telekom Smart Digital program for parents: We teach parents how they can pay attention to their children in the digital space. Besides basic information on safety we also discuss cyber bullying.

Telekom Smart Digital program for teachers: During the 2 x 45 minutes training sessions we convey the knowledge that teachers may need to be able to help and support their students in the online world.

Telekom Smart Digital Program at municipalities/Digital Bridge Fest: We also visit communities to show the opportunities that lie in the internet. With this we would like to reduce and eliminate the existing digital gaps. During the Digital Bridge Fest event the participants may discuss various topics with our volunteering experts where we also offer talent management programs that can be followed online.

Telekom Smart Digital program for beginners - intensive course: the series of presentations is comprised of five lectures where the participants start learning from the basics and by the end of the course they get to e-administration and making online purchases.

Telekom Smart Digital program for beginners - basic course: in this type of training our volunteers try to answer questions and solve problems raised by the participants.

Smart Digital Program in Telekom-shops: Our “Mobile Scientists” help customers in Telekom shops to use latest technology solutions and services.
As a result, Hungary could achieve the objectives specified for 2020 in the Digital Agenda for Europe before the deadline, and could serve as an example for other member countries.

Magyar Telekom is strongly committed to innovation, and keeps developing its newest and most advanced services. Besides the full implementation of a high-speed broadband internet network, future plans include a number of other developments that could elevate the domestic digital infrastructure and the associated services to be among the best in the world by 2018. Magyar Telekom’s subsidiary, T-Systems Hungary serves business and public administration customers and therefore actively contributes to enhancing the digital economy and utilizing EU funds spent on ICT projects that could increase the competitiveness of Hungary’s economy.

Plans include improving the safety of homes and residential areas with intelligent and user-friendly solutions; providing devices that ensure simple management of energy needs for the population and businesses; introducing convenient and secure mobile payment solutions; and making business and public administration processes simpler, more transparent and faster with the help of the most up-to-date internet-based services. In addition, Magyar Telekom significantly supports the acceleration of digitalization processes at enterprises and SMIBs by means of the latest ICT technologies ranging from IT infrastructure to application solutions.

As a result, Magyar Telekom is pushing forward the development of the internet in Hungary. In cooperation with its partners, Magyar Telekom aims to make Hungarian broadband internet as fast and reliable as its European counterparts. Magyar Telekom’s efforts in the mobile broadband market have been rewarded with the “Best in Test” certification.

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Our revenue from sustainable products and services increased year by year, but in 2011 it was only 13% in 2015 we reached the 21% ratio. Our revenues originate 16% from devices an 84% from services.

List of the most important products and services groups with a sustainability impact in 2015:

- Technology for health
- Climate-friendly and cost-effective business
- Sustainable digital solutions
- Equal chances in a digital world
- Sustainable products

For years we have been using the same methodology for the sustainability assessment of our products and services, based on three pillars of sustainability:

- Social pillar: assessment of the contribution of the product/service to sustainable consumption, competitiveness and actual needs.
- Economic pillar: assessment of the contribution of the product/service to sustainable consumption, competitiveness and actual needs.
- Environmental pillar: assessment of the contribution of the product/service to the preservation of resources, reduction of the environmental footprint and climate protection.

For further details please read the Sustainability Report of 2009.

At Crnogorski Telekom ICT sustainability also represents the responsible acquisition, installation, use and disposal of information and communications technologies and services in order to utilize resources more effectively, improve efficiency and increase productivity, and reduce the environmental impact of operations. It also includes the effective use of information and communications technologies and identifies the steps of applying available environmental standards in ICT industry, in order to promote more sustainable practices in the community.

In the way that we are working, it means raising the skills and knowledge of staff responsible for the purchase, deployment and disposal of ICT equipment and consumables.

Some activities in that direction are:

- Managing energy consumption in sense of power usage effectiveness (for example, VDI instead of traditional PC devices),
- Energy savings (LED lighting instead of traditional bulbs) with Smart cities, homes and offices projects,
- Reducing the number of equipment in data center by consolidating and virtualizing servers,
- Reduced hardware obsolescence,
- Deploy wireless networks to facilitate more flexible work environments and reduce cabling and power requirements,
- Replace power-hungry cathode ray tube (CRT) monitors and televisions in hotel industry with more efficient Light Emitting Diode (LED) monitors,
- Intelligent energy management in buildings, etc.

One of the strategic priorities in Makedonski Telekom is to assure sustainability also with the products from the portfolio as well as with the activities and projects in the system integration area. Aligned with our best technology network, we do tend through our products to assure sustainability in the business but also in the environment. Within ICT, we are designing the products portfolio relying on cost efficient solutions, offering to the business community possibilities to reduce their daily operational costs, by utilizing our data center and managed cloud services. Within ICT, we also offer to the local market community possibility to use our network of sales forces, while putting their products on our central infrastructure, reduce in infrastructure investment, utilize one platform on different tenants for different customers, save on energy, save on environment, contribute to the growth of local business and economy. While preparing the technical system integration designs and concepts, we investigate the sustainability for them from three major aspects:

One of the key priority tasks of the sustainability strategy 2011-2015 of Magyar Telekom is to increase the percentage of sustainable products in its portfolio.

2.2 ICT FOR SUSTAINABILITY

In 2011 we incorporated the product sustainability analysis into the regulation of the sustainability coordination process; defined the process players as well as their tasks and their layers; then in 2012 the sustainability assessment of our handset portfolio was also made part of the regulations so that this information is accessible to our customers, in line with our current sustainable strategy. Within the frame of the revision the sustainable product database was updated, i.e. cancelled products are no longer part of the regulations so that this information is accessible to our customers, in line with our current sustainable strategy. Within the frame of the revision the sustainable product database was updated, i.e. cancelled products are no longer part of the regulations so that this information is accessible to our customers, in line with our current sustainable strategy.

At Crnogorski Telekom along with offering the most advanced technologies, both services and products, the company continued enabling the internet to become a part of everyday life for the majority of Montenegrin citizens. By integrating the digital divide are the followings:

- 98% of the households are covered with fixed access network. In rural areas where we do not have coverage, any customer request for Voice service is served with an FSGM solution.
- With 398 locations where xDSL equipment is installed, broadband access is provided in the whole territory of Macedonia with 92.8% overall coverage (more than 3Mbps). Additionally, in the next years starting from 2016 we will install VDSL equipment that standalone/combined with LTE can provide increased BB access speed for households in already covered low speed areas.
- We continue the development of the >40Mbps fiber network.
- Mobile BB access is provided using 3G network with 98% coverage and 4G network with 70% coverage.
- Additionally, BB access in rural areas will be improved with the implementation of UMTS 900 ad LTE 800 MHz.

In the way that we are working, it means raising the skills and knowledge of staff responsible for the purchase, deployment and disposal of ICT equipment and consumables.

http://www.telekom.hu/rolunk/
forrastarthatasag/gyoletesk/mokin (only in HU)
http://www.t-systems.hu/home-page
2.3 INNOVATION FOR SUSTAINABILITY

Research and development

Tender Project

In 2015, Magyar Telekom research development activity has been completed with the support of National Research- Development and Innovation Base which was expanded to the sustainability of R&D tender project. In 2015, several prototypes had further development, within the framework of a tender project so called “Info communication RAND伞” implemented by Magyar Telekom. Such an “JNFC based ticket purchase and information obtaining in transportation” or a “trustworthy, anonymous voting and opinion declaration from home (e-voting)”, the conception test of it was taken place within the framework of T-City in Szolnok in 2015.

Own Risk based Research and Development

In 2015, we have started the implementation of some smaller, independent R&D projects, which has been contributed to key projects, like Big Data or drone technology. Big Data themes research had been structured based on the usability of anonymized, already existed data in Magyar Telekom, driven by social value like disaster recovery or epidemiology. Henceforth, within the framework of this experimental development has created a kind of application prototype, which provides the ability for the cellular examination of mobile phones and WiFi usage habits for the purpose of analysis. Within the framework of applied research, the usability of drone technology has been tested in the agriculture and in the geo-informatics border area.

R&D cooperation

The research and development projects are implemented by national innovated SMEs and Magyar Telekom’s own product and service developers and researchers. Furthermore, the internal and external knowledge base synergy effects have been exploited by the company that further pursues to create relationships with well known innovation centres, with institutions of higher educations and with associations.

Our main partners are very famous Hungarian universities, research institutions, like Budapest University of Technology and Economics and Corvinus University of Budapest, University of Szeged, University of Debrecen, and Hungarian Academy of Sciences, furthermore we are also active members of Hungarian Association for Innovation.

TeleBike

In 2015, TeleBike (the Magyar Telekom employee bicycle renting system) could successfully close the third operation year. TeleBike, Magyar Telekom’s bicycle rental service for employees, was launched on 24 May, 2013. The company’s employees may rent bicycles free of charge from uniform design, well recognized docking stations to commute between various office buildings more swiftly and with a smaller environmental footprint. In 2015, the TeleBike system was working with 53 bicycles, from which six bicycles got electronic support (PEDelec) as a trial base. The employees use the bicycles between the Magyar Telekom’s and the T-system Magyarország Co.’s sites.

With this exemplary initiative Magyar Telekom expressed its commitment to sustainable development and innovative solutions. TeleBike is not a profit oriented project, and the development is not simply a convenience service for our employees, but also an environment-friendly solution to support sustainable growth.

Thanks to our TeleBike initiative, Magyar Telekom was again proudly wearing the Bike friendly workplace title in 2015.

Mobil Wallet

After launching Mobil Wallet in November 2014, Telekom promoted the service with communication campaigns in 2015. With the Android application you can store your bank card on your smartphone to pay with your mobile not only at the 50K contactless terminals at shops in Hungary but also at the cashless festivals throughout the country in 2015. Telekom created the first interactive online advertisement on YouTube to publicize Mobil Wallet payment at festivals.

Besides the bank card you can store the virtual card of the most popular loyalty program of Hungary in your Mobil Wallet application. With the virtual loyalty card not only collecting of loyalty points but also the redemption is possible with tapping the phone to the terminal. On ‘Double Point Day’ in November 2015 every virtual card user could redeem their previously collected loyalty points on double value.

Thanks to the service we can also store our concert or event tickets in Mobil Wallet application so we can get in to the events paperless and convenient.

With our new services under development and with reducing barriers of entry we are going to provide the plastic card – and paper free shopping experience to much more customers in the future.

T-CITY, THE CITY OF THE FUTURE

The T-City project has been running in Szolnok since May 2009. The 78,000 inhabitants of the city can benefit from the possibilities offered by the pilot project, experience the impact of the latest ICT technologies on the quality of life, and learn about the community services of Magyar Telekom.

In 2015 the following services and tests were continued or introduced in the city:

- School card
- City Card
- Safe Party Zone
- eVoting module

The cooperation between the company and Szolnok is a long-term innovation program, focusing on the spread of digital literacy and on the development of transport public security, tourism and energy efficiency.
The T-City Kids courses bring closer the novelties of mobile phones and the internet to primary school students, and provide information to children about the dark side and dangers of the internet: how to prevent them and which tricks can be used for safe internet access.

The cooperation between the company and the municipality of Skopje. With the Smart City project we enable smart transport as the main focus of the travelers in the city transport, focusing on the spread of digital literacy and more sustainable and conscious lifestyle.

The cooperation between the company and Skopje is a long term innovation program, focusing on the spread of digital literacy and the development of communication technology. Usage of these technologies does not only make their lives easier but also contributes to them shaping a more sustainable and conscious lifestyle.

Ideas are the key success factor in the 21st centuries’ Hungary and to freely develop such ideas one needs dedicated workshops. The Kitchen Budapest (KIBU) is an experimental, spiritually innovative incubator laboratory, which has been established with the support of Magyar Telekom, in 2007.

We have been working for nine years to support young, talented people with knowledge, networking and infrastructure. KIBU is incentivized to work on problems that have a global, mass culture impact and transform ideas into tangible products that can be successful in the market of products and services.

KIBU started a Startup Program in 2012. They are considering it as an important milestone, which provides opportunities for startups with good ideas and to make their dreams come true.

From 2016 we plan to launch the KIBU Lift program, trying to find individuals who could share their ideas and knowledge within the frame of an international exchange program, among the delegates of foreign partner institutions.

These investments and business opportunities can help Magyar Telekom Group to develop innovative products and partnerships. The idea is to give our colleagues who work in the business development area the opportunity to present themselves in the closing Demo Day. Further information on SmartDigital Program is in 2.1 Closing the digital divide chapter.

Child protection efforts of the Telekom

Magyar Telekom recognized the importance of responsible corporate citizenship in the area of child protection and makes its best efforts to live up to the relevant expectations. The child lock on TV, the free downloadable content software are good examples of these efforts.

There is much demand for the protection of young generations both from parents and teachers. Parallel to the rapid digitization of our world the number of exposures also increase and an increasing number of dangers are lurking through various communication channels. This is why we think it is important to empower the customer service with skills and competences to protect children.

Our objective is to ensure that our customer service can give an answer to children and adults alike on any security related question on the use of the internet, mobile phones or any Telekom service.

Magyar Telekom is committed and uses its best efforts to help children, their parents and teachers to learn the safe use of the internet. The company’s child protection website, launched in 2013, offers support for this effort with controlled content, advise, education and promoting events organized for children and their parents to prepare for the exposures and dangers of the digital world.

Our objective is to contribute to the digital maturity of Hungary and our children’s safe and conscious use of the internet.

Magyar Telekom, as a company listed in the stock exchange, complies with all requirements of the Hungarian law and actively participates in the industry’s self regulation efforts and the work of NGOs.