

# Sustainability Strategy and Goals in Deutsche Telekom

## How to implement Sustainability into our Company Group ?

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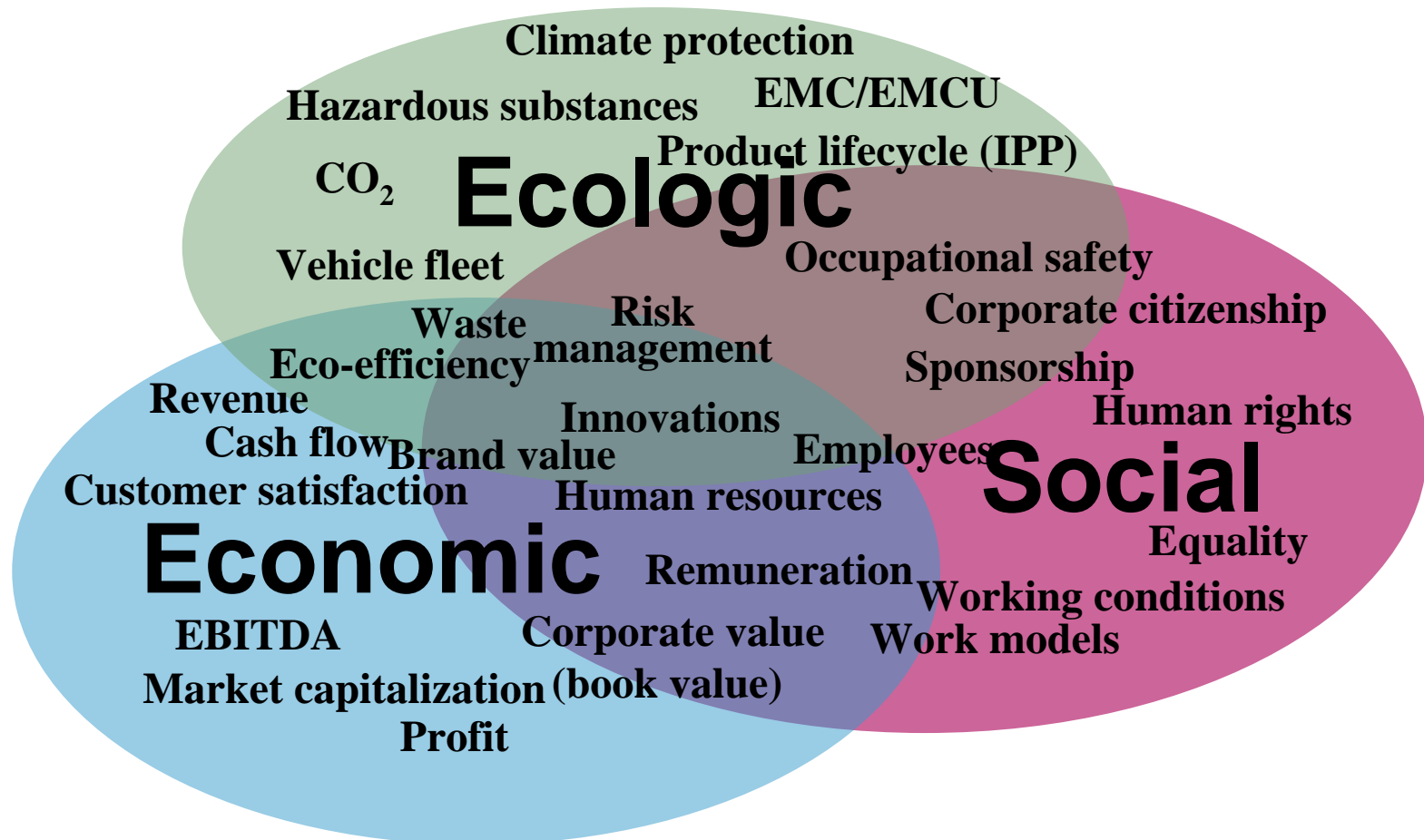
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# Sustainability has many facets.

The individual areas of sustainability.



# Developing a Sustainability – Strategy

**For the Management or with the Management ?**

## **Examples of Basic Questions**

- How to get the relevant people on board ?
- How to consider the different Business areas (Internet, Fixed Net, Mobile)
- How to make sustainability areas visible ?
- How to transfer the strategy into the daily business life
- How to identify action areas and actions out of the strategy ?
- How to monitor the implementation and progress ?
- How to make actions and activities transparent ?
- How to make the strategy transparent ?

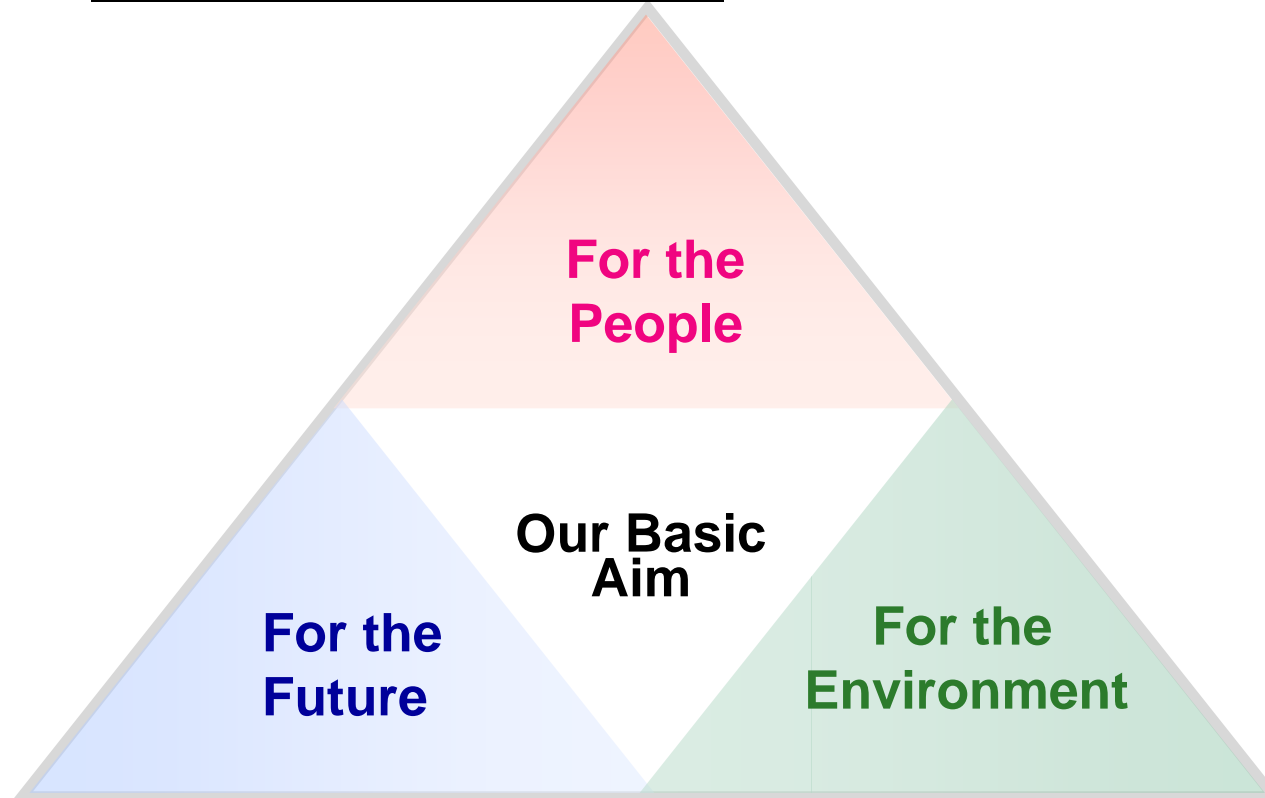
# Targets and Opportunities of the Strategy

## **The sustainability strategy shall (e.g.).....**

- express corporate responsibility and enhance credibility and reputation
- provide concrete answers to the question of what sustainability means to us
- contribute to superior value and hence improving the Group's positioning, both  
within society and in the market
- maximize the potential of our services en route to a resource-efficient society
- minimize potential risks
- highlight ways for the Group to position itself in the face of escalating demands from various interest groups
- provide business opportunities

# The Sustainability Strategy

## Framework for our 8 Strategic Sustainability Guidelines



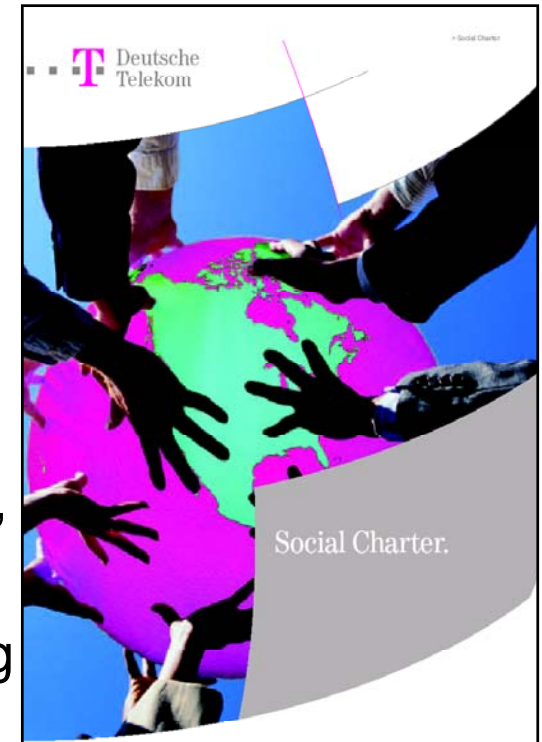
# Implementation Concept and Action Areas

Strategic guidelines	T-Com	T-Systems	T-Mobile	T-Online	Group HQ
To be financially successful and to enhance trust through honesty and transparency	X	X	X	X	X
To assess the social consequences of our actions	X	X	X		X
To implement the requirements of the Global Compact					X
To respect the differences between peoples and cultures		X	X		X
To promote ecological resource efficiency and climate protection	X	X	X		X
To reduce environmental impacts	X		X		
To develop sustainable services and practise the implementation there of	X	X	X	X	
To further develop the work environment, the knowledge society and to overcome the "DD"	X			X	X

# Example 1: Group-Social Charter

**Deutsche Telekom embraces basic social principles under the following conditions:**

- Bearing in mind its responsibility as an international corporate group
- Respecting the cultural, ethical, social, political and legal diversity of the nations and societies in which we operate as a corporate group
- Aware of the necessity to satisfy today's needs in a socially, economically and ecologically well-balanced manner which takes due account of the protection of the living and working conditions of future generations
- In compliance with internationally recognized norms, directives and standards, in particular those of the ILO, OECD and the Global Compact



# Example 2: Climate Protection Principles

To increase the efficiency of the ecological resources within society and contribute to the protection of the global climate.

## Action Areas:

- **Data Management**
- **Technology**
  - Boosting efficiency:
    - ICT, Buildings, Vehicle fleet
  - Decarbonization of the energy supply:
    - Electricity purchasing, Fuel Cell, Regenerative energy sources
- **People and society:**
  - Products and services
  - Raising awareness
    - amongst customers
    - amongst employees
    - amongst the society





# Example 3: "Sustainability Compass"

**The "Sustainability Compass" is a PC-based user-friendly tool for a systematic assessment of services of the Deutsche Telekom Group.**

It takes into consideration all three areas of sustainability:

- social, ecological and economic aspects

## **What are the Benefits ?**

- To use the results for product improvement and to initiate a stakeholder dialogue
- To raise awareness on sustainability within the Deutsche Telekom Group by discussing and communicating the results
- To provide the framework for estimating the social consequences of our products, services and technologies, thereby facilitating early risk minimization
- To be economically successful



# Example 4: “Sustainability Action Wall”

How to make Sustainable actions perceptible and visible:



Examples of actions and action areas according the strategic guidelines of  
the  
Group Sustainability Strategy

# Example 5: Group Sustainability Indicators

## Ecological indicators

- Annual CO<sub>2</sub> emissions relative to energy consumption
- Annual Fleet Service CO<sub>2</sub> emissions relative to mileage
- Percentage of waste recycled

## Social indicators

- Employee commitment
- Percentage of women in managerial positions
- Percentage of female employees
- Percentage of disabled persons
- Percentage of 25 largest suppliers that fulfill social criteria
- Trainee ratio
- In-company further training expenses relative to total personnel costs
- Percentage of part-time employees
- Health rate

## Integrated indicators

- Number of services identified with potential to contribute to sustainability
- Number of measures implemented to promote Global Compact
- Number of telework jobs
- Internal online training programs
- Participants in “x online” schemes to overcome the digital divide

## Economic indicators

- EBITDA (adjusted for special factors)
- Free cash flow (before dividend payment)
- Net income/(loss)
- Net revenue
- Number of sustainability indices/funds in which company shares are listed

# Sustainability Strategy Implementation into Deutsche Telekom Group

Thank you for listening