

# First European Conference on Telecommunications and Sustainability

## Duet

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# The Magic of Sustainability

- We are convinced that the model of sustainability will help us to achieve a better future for our companies, our industry and our society.
- We have a common vision and we are strongly committed.
- And we have fun in our work!

**We fulfil the requirements for being successful!!!**



# Putting our view up to the horizon

	Impact
Direct	small
Indirect	medium
Systemic	big

**We have to fasten the migration from the dealing with the direct impact over the indirect impact to the systemic impact!**

**We need a discussion about what is sustainable and what is not sustainable!**



# We live in a non-sustainable Society

- We understand that the way is the target. There is no known way towards sustainability. We make the way ongoing.
- Some stakeholders are impatient because the world is developing very fast.

**We need strong strategies, robust policies and credible targets!**



# Involving our Customers, NGOs and Politics

- The market is not interested in "sustainable products".
- Politics believes more in the power of consumption than in the power of sustainability.

**We have to participate more intensively in the discussion about our consumption behaviour and about sustainable consumption!**



# Innovation is the Key

- We need technological/technical innovation for moving towards sustainability.

**We have to convince the Innovation Departments in our companies that the inclusion of sustainable principles will increase their/our success!**

**Important areas are: education, dematerialization, climate protection, mobility, access to the market, e-medicine etc.**



# Our Allies

- We need allies on the way to sustainability. Our allies are socially responsible investment (SRI), several initiatives of the financial market, raters, NGOs and other critical stakeholders accompanying us on the way towards sustainability.

**We have to continue/intensify the stakeholder dialog for making our strategies and our policies more sharp!**

