

The ETNO Sustainability Charter

An example of co-operation
in a highly competitive market

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Continuous Improvement



- It all began 8 years ago, on a cold but sunny November day in Frankfurt...

- ... and against all odds, Charter Signatories have demonstrated commitment and progress.



ETNO Environmental Charter

- The ETNO Environmental Charter has gained wide recognition over the years and has contributed to raise awareness.
- It shows that cooperation is possible even in a highly competitive marketplace
- By working together Charter Signatories have significantly improved their performance



The Environmental Charter has offered its Signatories:

- Better dialogue with European legislators.
- Access to a strong information network of like-minded companies and individuals.
- Access to industry best practices.
- Reduction of time and effort required to digest complex environmental issues.
- Increased transparency and provision of benchmarking opportunities.
- Enhanced reputation and credibility.
- Increased shareholder value through rating agencies and 'green' investment funds.
- Closer cooperation with third parties.

Sustainability: a business driven strategic issue

“ Every corporation is under intense Pressure to create ever-increasing shareholder **value**. Enhancing environmental and social performance are enormous **business opportunities** to do just that.”

Gary Pfeiffer - CFO, Du Pont

The ETNO vision

- Sustainable development *is a global strategic goal*, which seeks to achieve economic growth that promotes a fair and just society while conserving the natural environment and the world's scarce, non-renewable resources for future generations.
- It is our belief we can play an important part in making this happen.

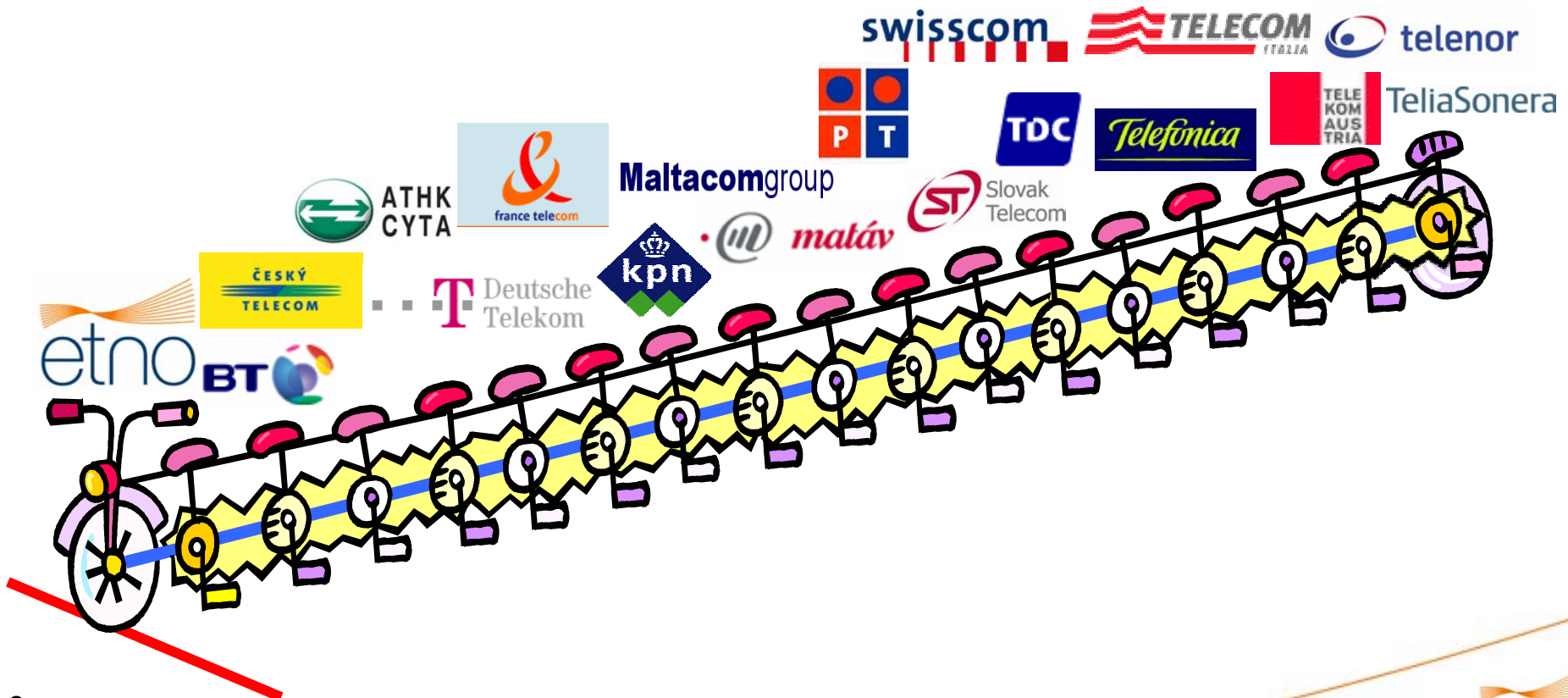


The ETNO Vision (2)

- We believe that today's world demands close attention to *business principles and ethics, employee relations, human rights, environmental management, community investment and general working conditions*, within a company and regarding its outside suppliers.

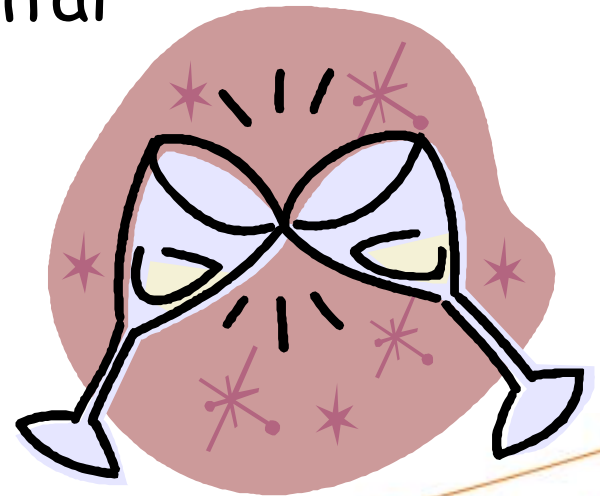


Starting the new stage of the Race!



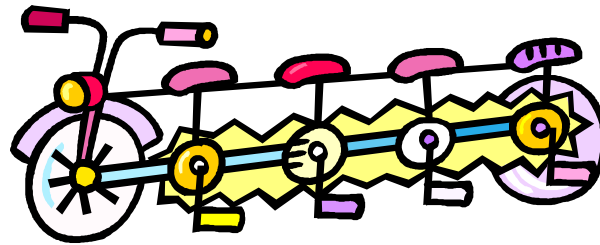
ETNO Sustainability Charter

- Signed, up to now, by 17 major European telcos
- Signed by Presidents/CEOs or just one level below
- Will replace the Environmental Charter
- Will be the reference for future reporting



Tomorrow...

- New Signatories will be welcome on board at any time



- Our stakeholders will judge our performance, and decide upon our success



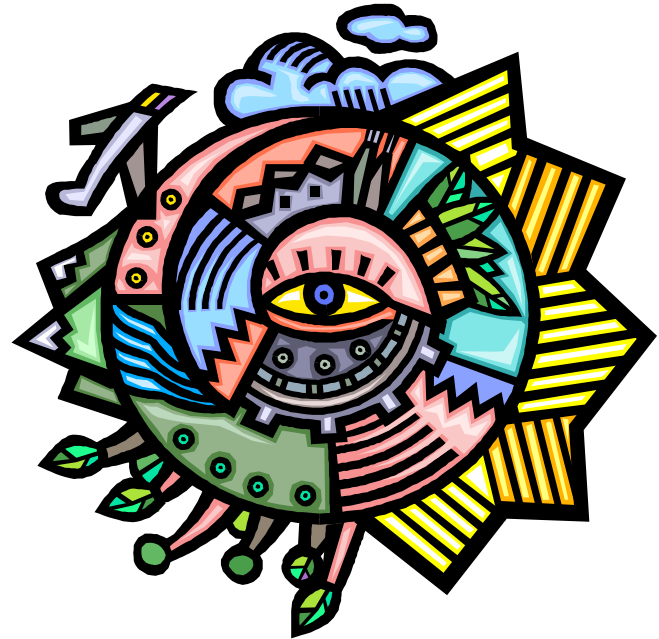
The ETNO Way

- While the “business of business” remains the primary goal for corporations worldwide, of course, the way the business is carried out can make a real difference.



Globalisation: a challenge

- Globalisation does offer the possibility to fulfil humankind's basic economic needs, respecting human rights, while fostering creative opportunities for development.



Deeds, not words

- Our commitment to Sustainability means:
 - taking responsibility, and being accountable
 - creating value for stakeholders
 - turning risks into opportunities
 - contributing to building society's future quality of life now.



The way forward...

- Profit



- Planet

- People



... towards a sustainable future

- And we shall move forward together....
- ... because only together we can make a real difference.

