

Flexible Working – Win-Win

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From Distance Working to Flexible Working

- Until 2000, **Distance Working** – Bad reputation, prejudices
 - Doomed to be at home or isolated
 - Attitudes: out of sight ...out of mind ...out of controlout of promotion.. out of everything...
 - Transport / movement of material, computer etc – data security risk
 - Not very flexible or efficient
 - Required significantly new ways to work
- After 2000, **Flexible Working** – More positive attitudes
 - New opportunities with broadband & mobile : faster, better coverage, cheaper
 - Ability to work **like** at your office – without drawbacks
 - At home, on the move, in the telework centre ...it is up to you
 - Efficient and flexible

Based on Studies: Winners and Benefits?

Employees

- Improved work-life balance

Employers

- Increased employee satisfaction
- Increased productivity
- Decreased number of sick leave days
- Improved real estate management – fewer square meters per employee
- Increased flexibility in re-organisations
- A competitive edge ?

Environment

- Reduced CO2 emissions
- Dematerialization - Improved use of infrastructure (roads, houses)

Society

- More competences to the market
- Greater equality

Case 1: TeliaSonera Finland

Proposal at the Parliament of Finland in 2001

- Challenge to make telework 20 % of total working time by 2010
- On a voluntary basis in agreement with your employer

Employees

- The existing situation: 20.8 % of employees e-worked at least 2.6 days / month
- Questionnaire: 87 % wanted to e-work 5.6 days / month....1-2 days a week

Employers

- Estimated potential reduction of real estate area theoretically: 30 %

Environment

- Total CO2 emissions in Finland would be reduced by 0.12 %
- Reduced traffic congestion

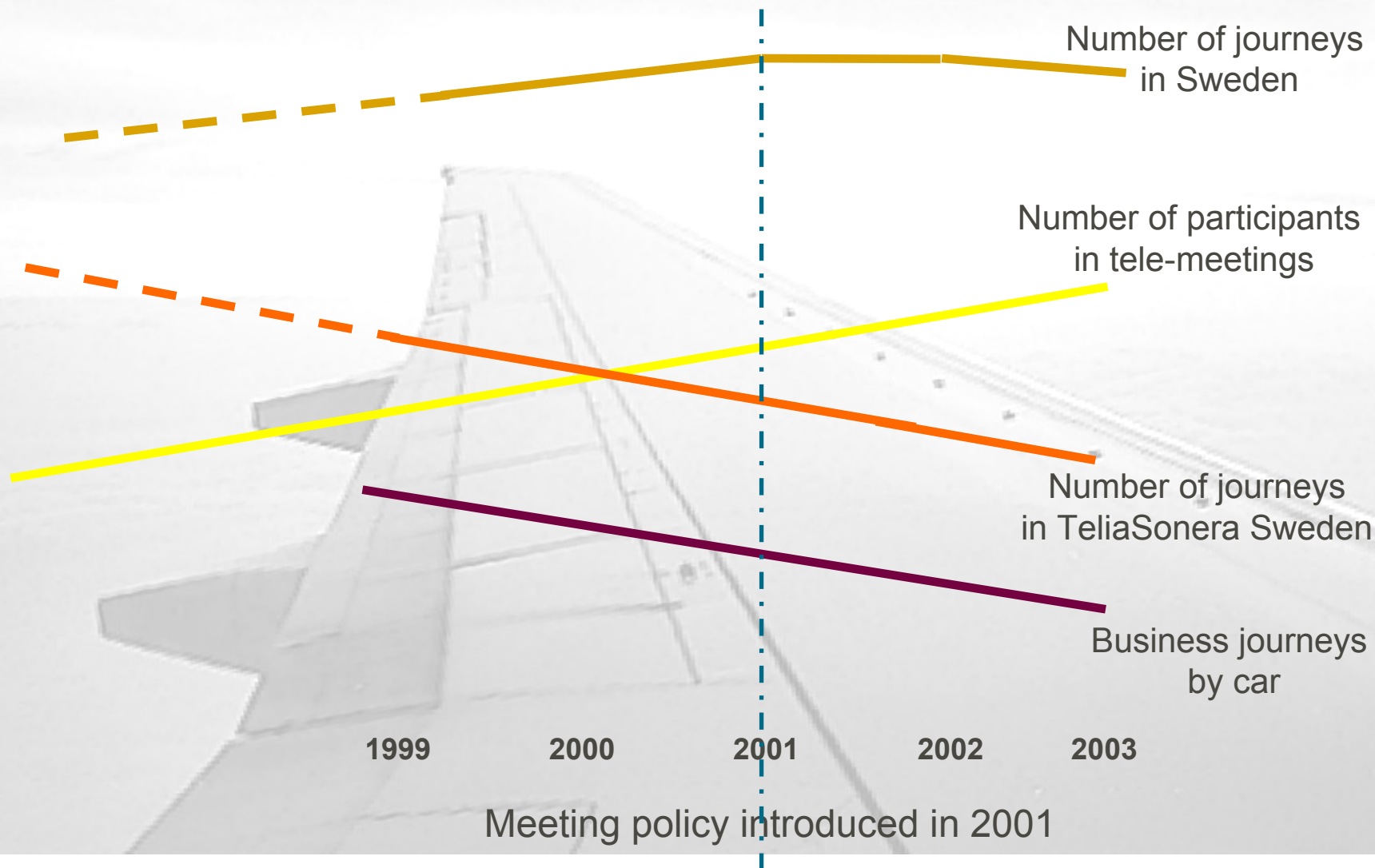
Society

- We contacted several potential user groups which had been more or less excluded from the labour market, e.g. young mothers, refugees, disabled people, people in rural areas, etc
- All in all, we estimated that e-work could provide the labour market with approximately 100 000 man-years of new competences ...an increase of around 5 %

Case 2: TeliaSonera Sweden

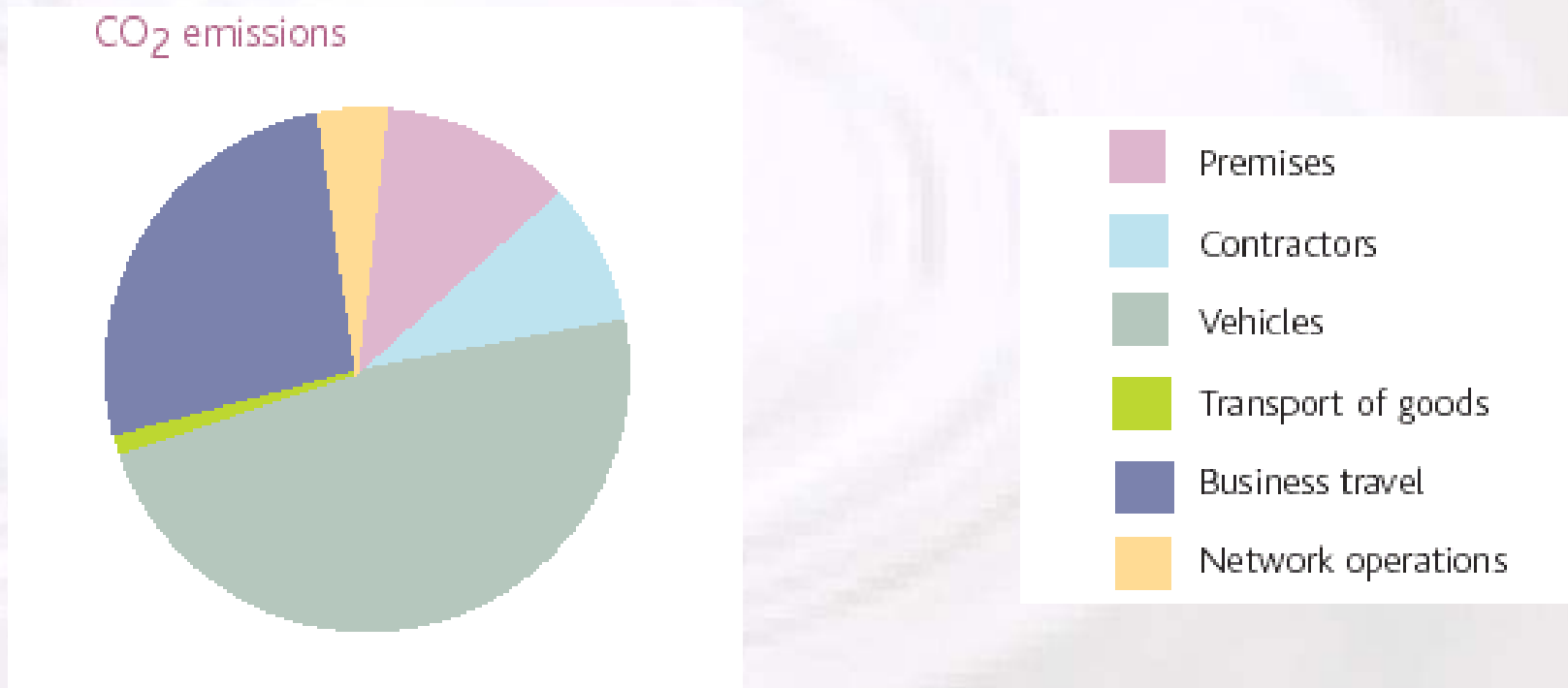
- Meeting policy introduced in 2001
 - "...is it possible to arrange the meeting virtually..."
 - People in Nordic countries ring a local number (= low cost) to be connected to the meeting
- Employees
 - Great opportunities, but the employee has to set the limits for working hours
- Employer
 - Significantly reduced business travel and travel costs
 - "The Mobile Boss" –study in 2004: A clear connection between increased mobility and profitability
 - 76 %: opportunities for better profitability
 - 80 %: more stimulating and facilitates more frequent contacts with employees
- Environment & Society
 - Reduced CO2 emissions

Business Travel in TeliaSonera Sweden



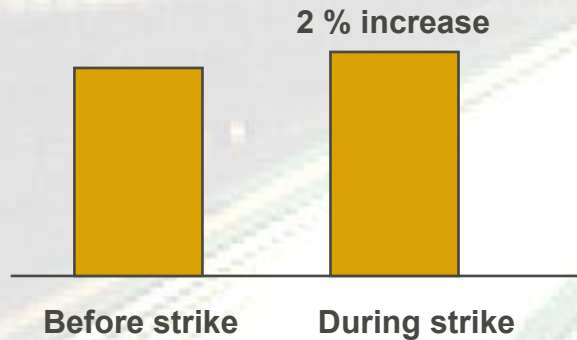
TeliaSonera Sweden: CO₂ emissions

80% of CO₂ emissions come from travel and transport

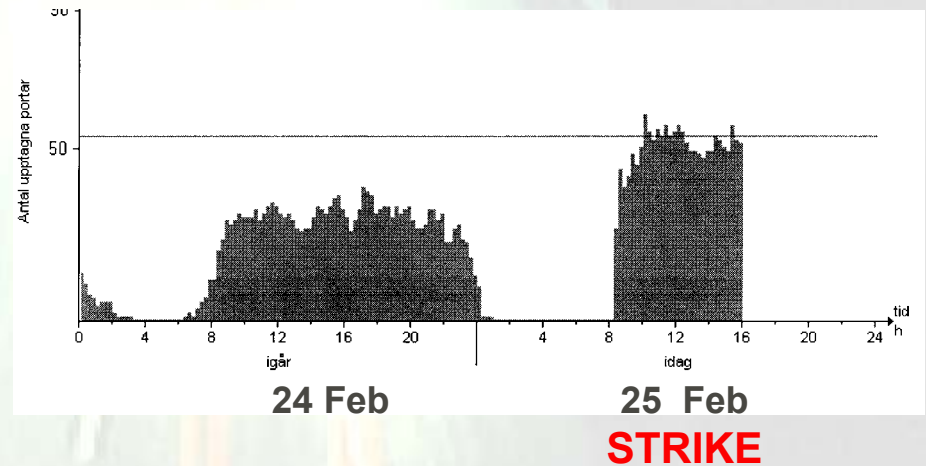


Bus strike in 1999 – Consequences

Vehicles in Stockholm

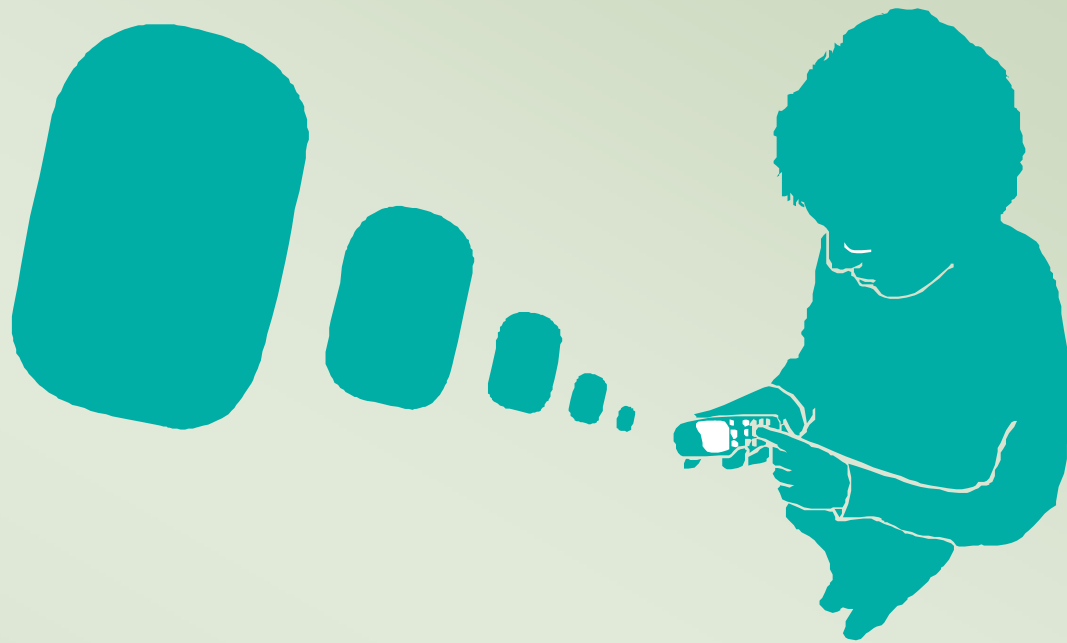


Data traffic in Telia's servers



Fuel for Change?

- Employees
 - New opportunities for improved work-life balance
 - An example from TDC: Paid leave is granted to a reasonable extent when this is necessary for the care of the employees' sick children under the age of fourteen living at home.
- Employers
 - Productivity, savings, reputation
- Regulators
 - Benefits of reduced travel and of dematerialisation
 - Competitiveness of the nation



The Nordic and Baltic telecommunications leader

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