



Gefördert durch:



aufgrund eines Beschlusses
des Deutschen Bundestages



PRAXISTAGE FÜR MITTELSTÄNDISCHE UNTERNEHMEN

Lieferketten verantwortlich gestalten
Über Nachhaltigkeit berichten

20. November 2017, Deutsche Telekom, Bonn

Veranstaltungspartner

Ministerium für Wirtschaft, Innovation,
Digitalisierung und Energie
des Landes Nordrhein-Westfalen



Industrie- und Handelskammer
Bonn/Rhein-Sieg



Corporate
Social
Responsibility

Die Integration von Supplier Development und SDG's in die Unternehmensaktivitäten der Deutschen Telekom AG

Silke Thomas
Deutsche Telekom AG



**DEUTSCHE TELEKOM
ACT RESPONSIBLY – ENABLE SUSTAINABILITY**



LIFE IS FOR SHARING.

DEUTSCHE TELEKOM PROFILE

Customers & Markets



Customers

- **165 m** mobile customers
29 m fixed-network customers/
19 m broadband customers
- Approx. **6.9 m** TV customers
- Some **1.8 m** managed workplace systems



Markets

- Present in > 50 countries
- **Germany, Europe and the USA:** with own infrastructure
- **T-Systems:** global presence & alliances via partners

Facts & Figures



Telekom in figures, 2016

- Revenue **€ 73.1 bn**
- Adjusted EBITDA **€ 21.4 bn**
- Free Cash-Flow **€ 4.9 bn**



Employees & responsibility

- Employees worldwide: 218,300
- 7,500 trainees and cooperative degree students in Germany
- Pioneer of social issues (climate protection, data privacy, diversity, etc.)

Source: DT 2016 annual report/TMUS annual report to shareholders 2016

OUR STRATEGY

An aerial photograph of Europe, showing the continent's green and brown terrain, the Mediterranean Sea to the south, and the Atlantic Ocean to the west. The sun is visible in the upper right, creating a bright glow over the northern part of the continent. Overlaid on the image are several magenta rectangular boxes containing white text. The largest box is on the left, covering the British Isles and France. Four smaller boxes are arranged horizontally in the lower right quadrant.

LEADING EUROPEAN TELCO

**INTEGRATED
IP NETWORKS**

**BEST
CUSTOMER
EXPERIENCE**

**WIN WITH
PARTNERS**

**LEAD IN
BUSINESS**

CORPORATE RESPONSIBILITY

DEUTSCHE TELEKOM - MISSION



“We, Deutsche Telekom, are more than just another company that provides society with infrastructure.

We are a **trusted companion**, whatever the circumstances, **always and everywhere.**

We take our responsibility to society and the environment very seriously.

We live corporate responsibility. Every day.

We intend to play a leading role, both in terms of climate protection and in the field of sustainable supply chain management, while also ensuring equality of participation in the information and knowledge society.

Making life easier for people and enriching it for the long term is the very essence of what we do.”

(Timotheus Höttges, CEO)



BEING ONE OF THE LEADING EUROPEAN TELECOMMUNICATION PROVIDERS

CR-Mission	Act responsibly. Enable sustainability.			
CR fields of action	... in our processes	... with and for our employees	... for our customers	... for society
Our Understanding of CR	<p>We are committed to responsible behavior along our value chain and to take responsibility in the face of the environmental, social and economic challenges of our time. The possibilities that arise thanks to digitization will change society. We will accompany this change and simplify and enrich people's lives sustainably. We enable sovereign and safe actions in the digital world, promote a low carbon and environmentally friendly society, work on a more sustainable and transparent supply chain and strengthen our efforts to be a responsible employer.</p>			

COVERING THE THREE PILLARS OF ESG-CRITERIA

Environment



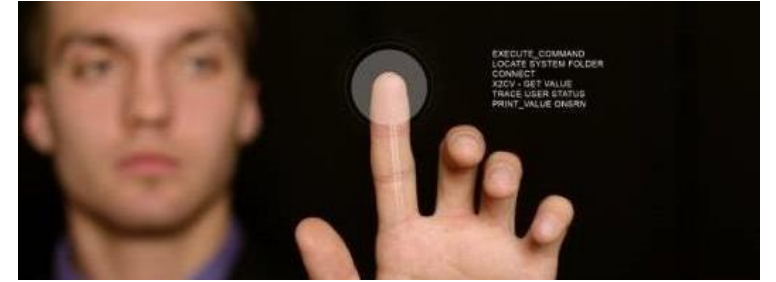
- Climate Change
- CO₂-Reduction and energy efficiency
- ICT as enabler
- Product and company footprint
- Product responsibility
- Environmental management
- Circular economy

Social



- Responsible employer
- Human rights
- Broadband expansion
- Digital Inclusion
- Corporate volunteering
- Refugee aid

Governance



- Digitization
- CR Policy and Governance
- Data security and privacy
- Corporate Digital Responsibility
- Compliance
- **Sustainable Supply Chain**
- Risk management

WHY SO IMPORTANT FOR DEUTSCHE TELEKOM?



DID YOU KNOW THAT...

- 91%** ... global consumers are likely **to switch brands** to one associated with a good cause, given comparable price and quality¹⁾.
- 90%** ... want companies to **go beyond the minimum standards** required by law to operate responsibly and address social and environmental issues¹⁾.
- 48%** ..is the yearly (average) increase of the number of **investors demanding** and using environmental, social and governance data since 2009¹⁾.

1) Source: Bloomberg, 2013 & 2014 Cone Communications / Eco Global CSR Study

SUSTAINABLE DEVELOPMENT GOALS (SDG'S)

DT BUSINESS DIRECTLY OR INDIRECTLY SUPPORTS SDG



Access to basic services & new technology



Smart Agriculture: water/fertilizer usage



eHealth systems, access to healthcare



eEducation, MOOCs



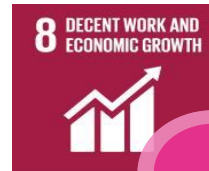
Empowerment of women by ICT, fair share



Water-use efficiency



SmartGrid, intelligent energy management



New business models based on ICT; training, development, fair remuneration etc.



universal/affordable access to ICT



ICT enables social, econom. and political inclusion



Smart Cities (energy, public transport, eMobility,...)



ICT products & services, ICT in production (digitization, efficiency)



Impact reduction, climate friendly business



Smart agriculture; marine technology



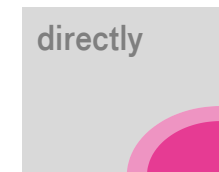
Cartography, big data, smart agriculture



ICT enables connectivity, transparency & participation



Promote Environmentally sound technologies



CR-REPORTING & STAKEHOLDER MANAGEMENT

ACT RESPONSIBLY. ENABLE SUSTAINABILITY.

Reporting:

- Annual CR Report
- Global Compact Communication on Progress
- German Sustainability Code
- CR in Annual Report/integrated reporting

Stakeholder management:

- Responsibility portal: www.telekom.com
- Publications in various media
- "We Care" magazine (app and web-page)
- Figure of the Week and "Good to know" newsletter
- Intranet and Telekom Social Network
- NGO Radar
- Materiality analysis
- Stakeholder events
- ...



LIFE IS FOR SHARING.

QUESTION 1 OF 15

HAS ANYONE EVER TURNED OFF THE ENTIRE INTERNET?

CR REPORT →

Yes No



THE BASIS FOR OUR SUCCESS

STRONG COLLABORATION AND PARTNERSHIP

DEUTSCHE TELEKOM



DUAL LEADERSHIP & STRONG
COLLABORATION BETWEEN
CR & PROCUREMENT



TRUSTFUL RELATIONSHIP AND
EFFECTIVE COOPERATION
WITH **SUPPLIERS**



LIFE IS FOR SHARING.

WHY IS SUSTAINABILITY SO RELEVANT FOR SOURCING?

Manage Risk

- Most sustainability issues related to procurement
- Supply chain disruption costs
- Remediation costs

Reduce costs

- Apply TCO approach → reduce lifecycle costs (e.g. waste)
- Reduce consumption (e.g. CO2, Energy)
- Improve product's default rates

Increase revenue

- Product differentiation (green products)
- Access new markets/ customer segments
- Increased productivity & quality due to higher worker satisfaction

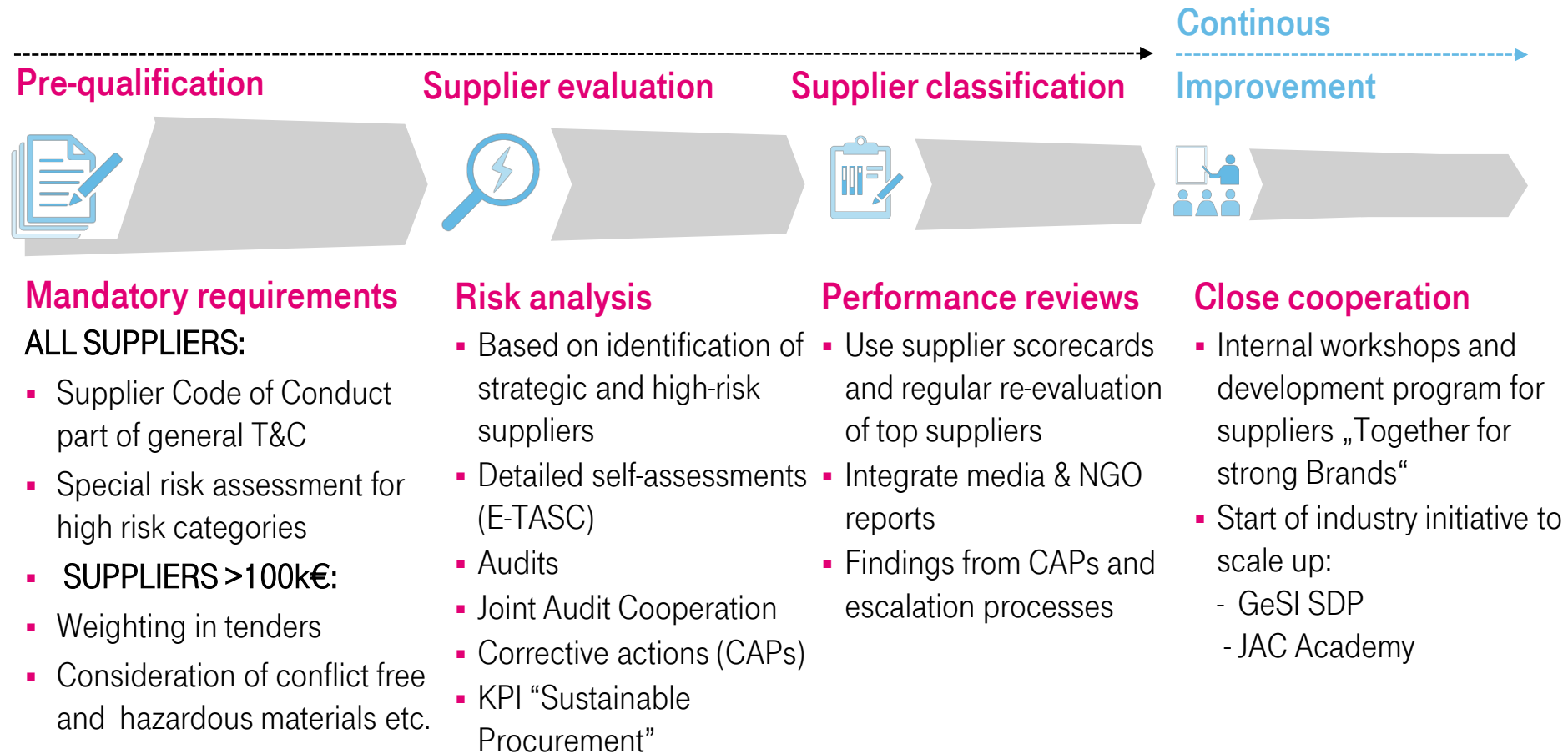
Firm value

- Market value & higher reputation
- Brand value increase
- Long term value (sustainable investors)



SUSTAINABLE SUPPLY CHAIN MANAGEMENT

ENSURING SUSTAINABILITY IN OUR SUPPLY CHAIN



OUR SUPPLIER DEVELOPMENT PROGRAMME



Suppliers engage in mutual partnership with DT to generate economic benefits, meet stakeholder requirements, and deliver competitive advantage to both, DT and the supplier through the implementation of CR best practice approaches .



KEY FUTURE TOPICS IN SUPPLY CHAIN

Cross-industry collaboration

BIG DATA & Digitalization

Supply Chain transparency

Supply Chain emissions

Major topics representing...

CHALLENGES & OPPORTUNITIES





**MANY THANKS FOR
YOUR ATTENTION!**