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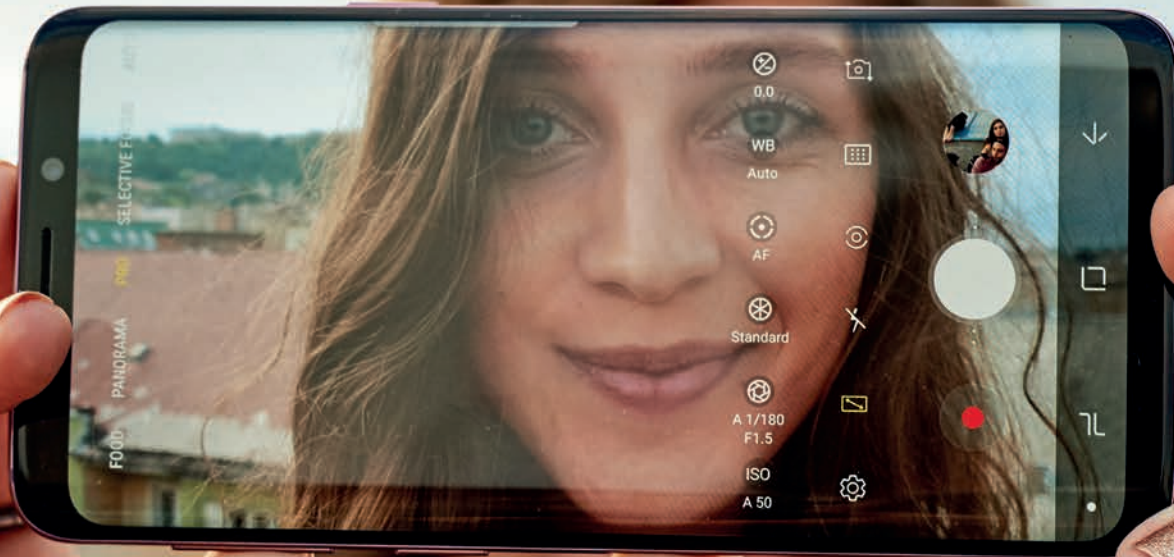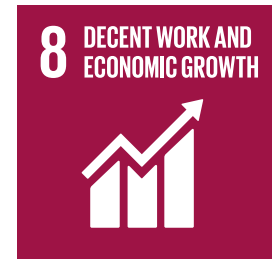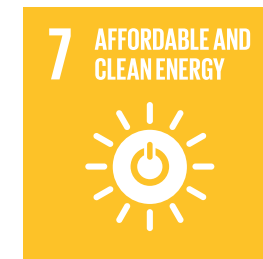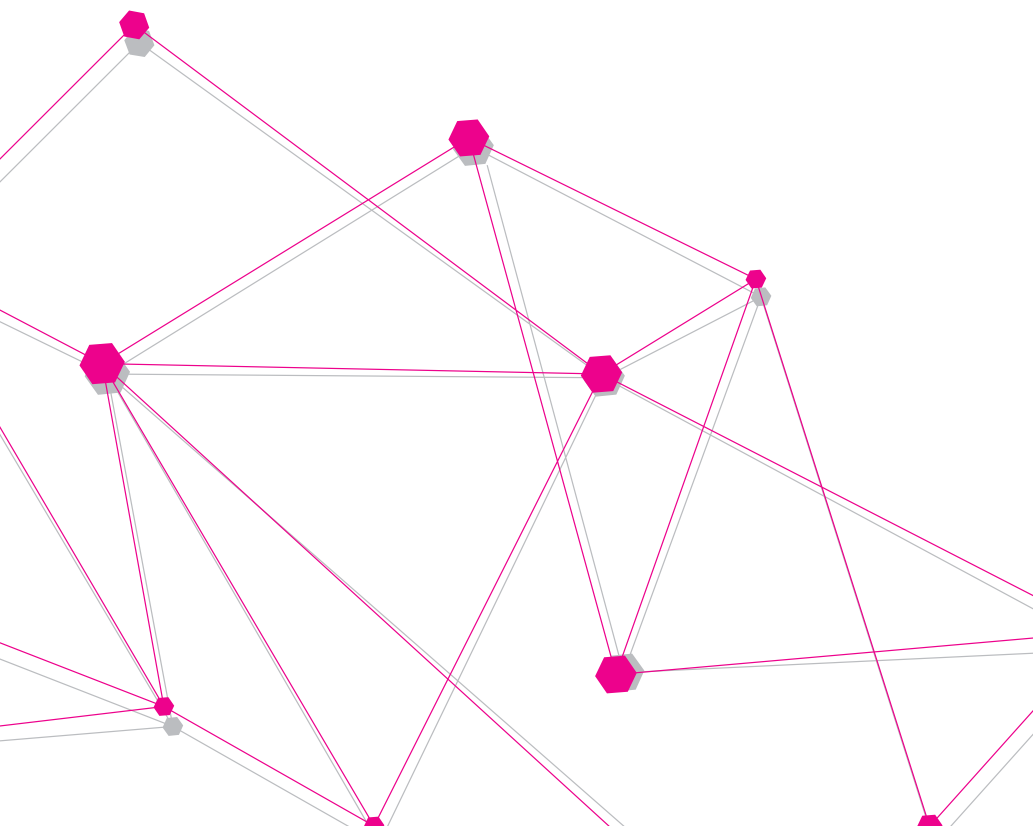
BE SMARTER

Embrace the potentials of the digital world
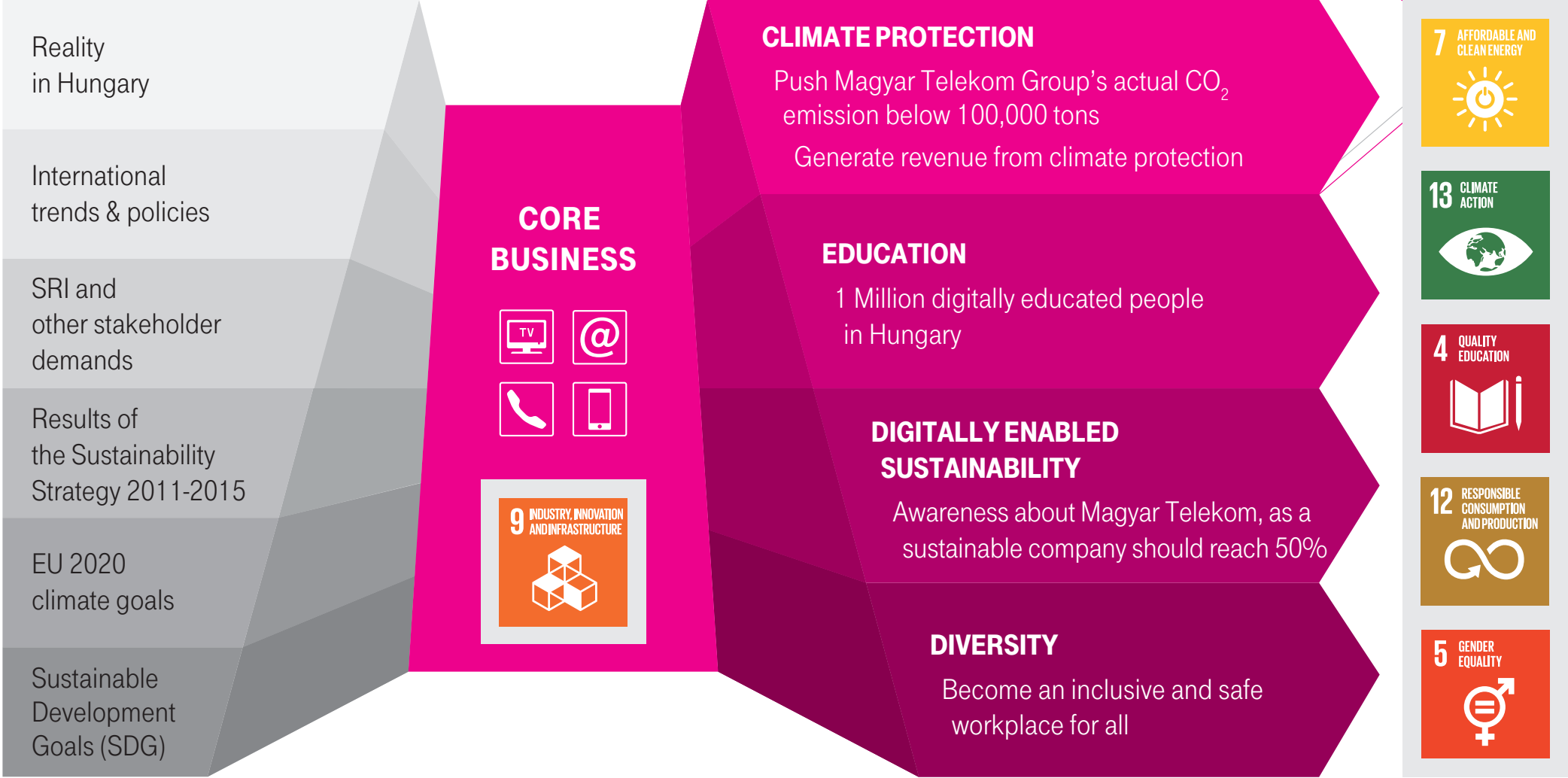in service of the Sustainable Development Goals

**SUSTAINABLE
DEVELOPMENT G☉ALS**

SUSTAINABLE DEVELOPMENT GOALS (SDG)

In 2015, the UN adopted its sustainable development blueprint to be implement by 2030. These 17 goals and 169 targets determine the main direction towards resolving the most urgent problems posing a threat to humanity and the planet.

Magyar Telekom elaborated its Sustainability Strategy encompassing the period from 2016 through 2020 along these SDGs.

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION
5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS			

SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABILITY STRATEGY 2016-2020 OF MAGYAR TELEKOM GROUP

Reality in Hungary

International trends & policies

SRI and other stakeholder demands

Results of the Sustainability Strategy 2011-2015

EU 2020 climate goals

Sustainable Development Goals (SDG)

CORE BUSINESS

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

CLIMATE PROTECTION

Push Magyar Telekom Group's actual CO_2 emission below 100,000 tons

Generate revenue from climate protection

EDUCATION

1 Million digitally educated people in Hungary

DIGITALLY ENABLED SUSTAINABILITY

Awareness about Magyar Telekom, as a sustainable company should reach 50%

DIVERSITY

Become an inclusive and safe workplace for all

7 AFFORDABLE AND CLEAN ENERGY

13 CLIMATE ACTION

4 QUALITY EDUCATION

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

5 GENDER EQUALITY

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

SDG 9 – INDUSTRY, INNOVATION AND INFRASTRUCTURE
Build resilient infrastructure, promote sustainable industrialization and foster innovation

Target 9.1
Develop quality, reliable, sustainable and resilient infrastructure.

Target 9.4
By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes.

Target 9.5
Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries.

Based on their measurements, the independent tech-consultant firm P3 **ranked Magyar Telekom's overall mobile network performance as first for the third time** among Hungary's mobile providers ("Best in test" 2018/8) in terms of voice and data services.

In July 2018, we were the first in Hungary to demonstrate **the 5G network under real-life conditions.**

VANDA, Telekom's new, virtual assistant enables our client service to become faster and even more efficient.

The digital welfare basic package provides high-quality internet access to those beginner users of the net who have not subscribed to mobile or fixed-line internet, so far, (mainly) for financial reasons. Where fixed-line internet networks are not yet in place, users can subscribe to so-called "SZIP" mobile internet tariff packages in the framework of the **Super fast Internet Program.**

13 CLIMATE ACTION

SDG 13 – CLIMATE ACTION
Take urgent action to combat climate change
and its impacts

Target 13.1

Strengthen resilience and adaptive capacity to
climate-related hazards and natural disasters in all
countries.

Target 13.3

Improve education, awareness-raising and human
and institutional capacity on climate change
mitigation, adaptation, impact reduction and early
warning.

Magyar Telekom Group has conducted **carbon-neutral** operations **in the past 4 years.** In 2018,
all of our devices installed at the premises of
Magenta1 subscribers have also run carbon-free.

Our company is dedicated to the **Science Based
Targets initiative (SBTi)** and has committed an
emmision decrease to be achieved by 2030.

In 2018, **20% of our fleet** consisted of **hybrid and
electric cars.**

As part of our climate protection efforts, our
colleagues **planted 1000 trees,** as volunteer work.

Since the launch of the strategy, **we have neutralized
300 000 tons of CO$_2$ emission.**

7 AFFORDABLE AND CLEAN ENERGY

SDG 7 – AFFORDABLE AND CLEAN ENERGY
Ensure access to affordable, reliable, sustainable and modern energy

Target 7.2
By 2030, increase substantially the share of renewable energy in the global energy mix.

Target 7.3
By 2030, double the global rate of improvement in energy efficiency.

Magyar Telekom provides **100%** of its Hungarian subsidiaries' electric power from **renewing energy sources.**

We were the first in Hungary to launch a **community solar panel project,** in the framework of which 100 colleagues can rent solar panels from us each year. In 2018, the solar panel system generated **33.5 MWh clean energy from a renewing source.**

We measure our energy efficiency through 3 indicators: the energy efficiency of data transmission, the fuel consumption of vehicles and energy consumption per revenue. In terms of all three indicators, **our energy-intensity concinuously decreases.**

Choosing the **Greeen1GB** data extension option, **our ustomers can aslo contribute to the production of renewing energy.**

4 QUALITY EDUCATION

SDG 4 – QUALITY EDUCATION
Ensure inclusive and equitable quality education
and promote lifelong learning opportunities for all

Target 4.3
By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education.

Target 4.5
By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable.

Target 4.7
By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development.

Our child protection website informes children and their parents about the inherent threats of using digital interfaces by providing verified content, advice and education.

Since the launch of our Strategy in 2016, more than **1 000 000 people have become more conscious, responsible, informed and digital** due to our mindset changing efforts.

At our **Girls' day event,** girls studying in highschools were invited to meet women who have already built successful careers in the areas of research or engineering.

As part of our **Choose an IT career! Program,** we draw on our collective corporate expertise and volunteer spirit to demonstrate to children who plan to choose a career what opportunities are offered by IT. Since the launch of the program, **our volunteers have reached more than 28 000 children.**

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

SDG 12 – RESPONSIBLE CONSUMPTION AND PRODUCTION
Ensure sustainable consumption and production patterns

Target 12.5

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

Target 12.6

Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.

Target 12.8

By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.

Our annual **Sustainability day festival conference has been attended by a total of 20 000 visitors since its launch in 2016.**
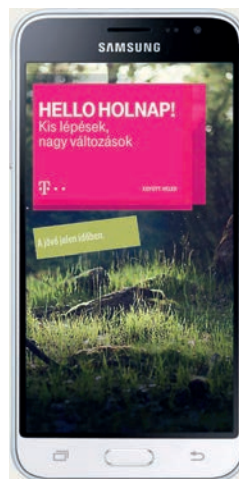
The **hello holnap! sustainability consciousness mobile app** exceeded **20 000 downloads.** since the launch of the strategy in 2016, **users donated huf 157 million using this platform** to NGOs working for a sustainable future.

In 2018, **vendros representing 60% of our total purchase volumes** held **valid sustainability certifications.**

We have made sure that our product development processes take into account sustainability aspects, so we achieved by 2018 that **35% of our sales come from products and services promoting sustainability.**

In 2018, **we recycled 59% of our non-municipal waste,** and by 2030, **we shall decrease our waste by 30%.**

5 GENDER EQUALITY

SDG 5 – GENDER EQUALITY
Achieve gender equality and empower all women and girls.

Target 5.1

End all forms of discrimination against all women and girls everywhere.

Target 5.2

Eliminate all forms of violence against all women and girls in the public and private spheres.

Target 5.4

Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate.

Target 5.5

Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.

We were the first Hungarian major corporation to create its very own, local environment-based **unconscious bias course to raise awareness on fighting discrimination.**
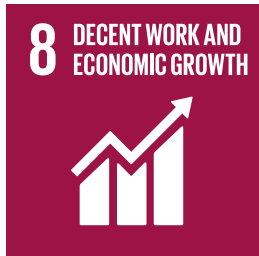
Our **carework support program** aims to reduce the threats of possible career backlash for women, who often still carry the majority of emotional labor.

In Magyar Telekom Plc.'s senior management, **the ratio of women was 27.5% in 2018.**

Our human rights course, mandatory for employees, have been completed by more than **10 000 people.**

8 DECENT WORK AND ECONOMIC GROWTH

Target 8.5
By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value.

Target 8.6
By 2020, substantially reduce the proportion of youth not in employment, education or training.

We apply a scaled wage structure transparent for every employee and continuous monitoring to avoid any potential **unjustified wage differences.** The average wage difference **decreased to 5%** (the average in hungary is 14%, in the eu it is 16%).

The group offers many **youth new to the job market** their first workplace as part of an Intern Program developed for them.

10 REDUCED INEQUALITIES

Target 10.2
By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

Target 10.3
Egyenlő esélyeket biztosítunk és csökkentjük az egyenlőtlenségeket, megszüntetve minden hátrányosan megkülönböztető jogszabályt, politikát és gyakorlatot, illetve előmozdítva a célravezető szabályozást, politikai és gyakorlati cselekvést.

Target 10.4
Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard.

Our diversity and equal opportunity concept was developed on the basis of an anonymous employee surveys.
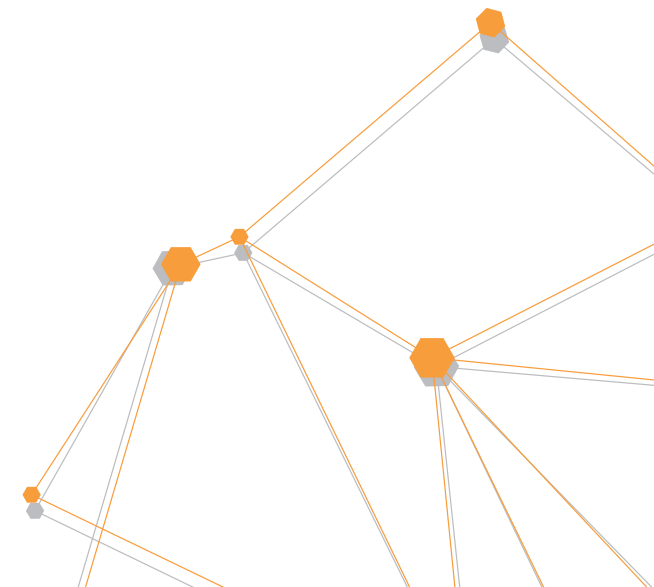
Our equal oportunity principles are laid down in the Code of Human Rights and Social Principles.

11 SUSTAINABLE CITIES AND COMMUNITIES

Target 11.6
By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.

Close to 30 smart solutions, developed by Magyar Telekom Group, run **in 15 cities,** including energy management systems, public WiFi solutions, community card systems, smart poles and smart benches, e-ticket systems and e-car charging stations.