

Responsible Business Plan 2025: CR targets from 2021

In the context of our further developed strategy – RBP 2025 – we have set ourselves the following targets starting in 2021, which we make available in detail [on our website](#)

GOVERNANCE PRINCIPLES

Mission for 2025: our business as a digital company is founded on the principles of governance for responsible corporate management that we rigorously and systematically apply to all our business processes.

	COMMITMENT	OUR FOCUSES AND CR TARGETS STARTING IN 2021 AT A GLANCE
Transparency and dialogue	As a trustworthy partner, we engage in transparent dialogue with our relevant stakeholder groups.	<p>Maintenance of good dialogue with all the relevant stakeholders regarding strategic topics by means of events and online publications and development of a communication regulation policy.</p> <p>Publication of a non-financial report and a corporate responsibility report and ESG rating management.</p>
Governance	Corporate responsibility is firmly enshrined in all our divisions. We will manage its implementation and target attainment by means of the Responsible Business Plan 2025.	<p>Governance for responsible corporate management: adoption of a remuneration system and report with ESG criteria and ongoing improvement of our business continuity management system.</p> <p>Further integration of sustainability aspects into existing management systems and boosting of their visibility within the company.</p>
Compliance and ethical principles	We will act in accordance with all applicable laws, societal guidelines and values.	<p>Ongoing improvement of our compliance management system and of the internal compliance training concept in order to effectively and preventively counteract compliance risks.</p> <p>Risk assessments regarding the legal obligations concerning money laundering and the subsequent establishment of an internal control framework.</p> <p>Further development of the human rights complaints channel and drawing up guidelines to strengthen children's rights and prevent child labour.</p>
Data protection and information security	We work to ensure customers retain sovereignty over their data and remain the masters of their digital lives.	<p>Further digitalisation of data protection management with a corresponding software solution and updating the Group's standards in view of the current and new challenges.</p> <p>Proactive dialogue with the stakeholders, in particular with the regulatory authorities, and open transparent coordination.</p> <p>Ongoing optimisation of the information security management system and realisation of security assessments.</p>
Supply chain management	We will take sustainability criteria into account in our purchasing processes and be dedicated to environmental, social and, above all, human rights standards throughout our supply chain.	<p>Ongoing performance of human rights risk analyses for certain product groups (as needed) and implementation of measures in connection with the results of the human rights risk analysis for services and works.</p> <p>Establishment of company-wide processes and structures to ensure compliance with Germany's planned due diligence law.</p> <p>Promoting the standardisation of consultations and guidelines regarding sustainable supply chain management.</p>

ENVIRONMENT AND CLIMATE

Mission for 2025: we offer our customers the greenest network.

	COMMITMENT	OUR FOCUSES AND CR TARGETS STARTING IN 2021 AT A GLANCE
Energy and CO₂	We will use the options offered by digitalisation in all areas to reduce energy consumption and avoid carbon emissions.	<p>By 2025 at the latest, the Telefónica Deutschland Group will achieve net zero carbon emissions and improve the quality of its green electricity. In addition, the fleet will be electrified further.</p> <p>Prioritisation of energy efficiency not only through the installation of a more efficient 5G network, but also by continuously improving the existing systems.</p> <p>Reduction in carbon emissions all along the supply chain.</p> <p>Development of an eco-smart strategy to reduce the customers' personal carbon emissions on the basis of products and services.</p>
Circular economy	We will align more and more aspects of our business activities with the principles of the circular economy.	<p>Product cycle: designing products, logistics and digitalisation of business processes according to the principles of the circular economy, for example to avoid plastic waste and to reuse products such as DSL routers.</p> <p>Own office locations and shops: continued switching of use-based office materials to sustainable products and measures in the area of end customer hardware such as expanding sales of used and sustainable smartphones.</p>

CUSTOMERS AND BUSINESS PARTNERS

Mission for 2025: we offer our customers products and services which support a sustainable lifestyle.

	COMMITMENT	OUR FOCUSES AND CR TARGETS STARTING IN 2021 AT A GLANCE
Product and service experience	We will offer our customers the best value for money and service experience, and we will enable them to live their lives more sustainably.	<p>Boosting customer satisfaction by continuously optimising the service channels.</p> <p>Strengthening the sustainability-oriented product and service portfolio.</p> <p>Boosting the visibility of the topic of sustainability for our customers.</p>
Network quality and coverage	We will offer our customers a modern network infrastructure and afford them network access from anywhere and at any time.	<p>Development and roll-out of the 4G and 5G networks in line with the legal obligations; 5G coverage for more than 30 % of households.</p> <p>Safeguarding high network quality by investing in network infrastructure in order to offer the best network experience for Germany.</p>
Digital sustainability innovations	We will play a part in solving societal challenges and will align digital innovations with ethical principles.	<p>Promoting sustainable digital business ideas through Wayra Germany. Corporate responsibility/sustainability is a focal point of its scouting activities.</p> <p>Taking advantage of digital opportunities for sustainability together with our B2B customers, among other things with smart devices, contributing to the digitalisation of the energy transition, networked mobility and the possibilities of the new mobile communications standard 5G.</p> <p>Applying our ethical digitalisation principles to the use of digital tools.</p>

EMPLOYEES

Mission for 2025: we want to advance tomorrow's digital working world as an attractive employer.

	COMMITMENT	OUR FOCUSES AND CR TARGETS STARTING IN 2021 AT A GLANCE
Future employability	We will create a framework which enables employees and executives to utilise their diverse skills in the best possible way and further develop on an ongoing basis, thereby boosting their long-term employability with future-oriented skills. Amid the ever-changing demands of the digital world, it is also particularly important to us to maintain and promote our employees' health and safety by being a responsible employer.	Qualification and skills management: among other things developing and expanding digital and data-centred skills and embedding mobility and agility in the company. Leadership in the new working world: leadership development and renewal, in particular against the backdrop of digital or hybrid working models. Health management: providing a safe work environment and maintaining and promoting the health of all our employees based on an integral health management programme to implement the targets and principles of our health policy.
Designing the work environment	We will focus on interactions founded on fairness, equal opportunity and working together as partners to jointly shape tomorrow's working world. We will see our diversity as a strength and offer new ways of working which support our employees' dedication and enable them to reconcile work with a range of lifestyles.	Shaping tomorrow's working world: consistent implementation of the 5 Bold Moves with the aim of ensuring productivity via a hybrid working model, boosting staff engagement and loyalty by offering greater flexibility, and fostering diversity through digital collaboration, making it easier to reconcile work with a range of lifestyles. Utilising the full potential of all employees: strengthening engagement and tapping into the diverse individual potential of all staff members, whatever their gender and generation. Responsible approach to the transformation: acting as a responsible employer by creating an environment in which staff members enhance their long-term employability, maintain their well-being and can use the opportunities presented by digitalisation to their advantage.

SOCIETY

Mission for 2025: we facilitate participation in the digitalised world by affording people access and skills.

	COMMITMENT	OUR FOCUSES AND CR TARGETS STARTING IN 2021 AT A GLANCE
Digital inclusion	We will afford everyone access to the digital world by means of special offerings.	We make it easier for people from abroad who are based in Germany and tourists to access mobile communication in Germany. To this end, we are continuously expanding the digital access channels and are making simplified and 24/7 digital payment methods available.
Digital skills	We will make people fit for the digital world.	Offering our customers optimum support regarding digital topics remains a key element of our service strategy. In conjunction with our digital assistants, our comprehensively trained staff help our customers with new developments and challenges relating to the use of digital services and digital products. Measures as part of our anti-cyberbullying initiative WAKE UPI, including the development of an online advice platform and workshops for schoolchildren. Measures as part of our "Digital mobil im Alter" (Digitally Mobile in Old Age) initiative with the expansion of our existing offering to include discussion events and digital guides.