Telefónica's Responsible Business Plan 2020

Our future. Our aspiration.

Responsible business

We are a fair and trustworthy partner for our stakeholders.

In the years leading up to and including 2020 we achieve consistently good to very good results in relevant external assessments and our stakeholder surveys.

Supply chain

Employer

Compliance

Customers

Strengthening life in the digital world

We succeed in encouraging all people to embrace the digital opportunities available and develop their skills in everyday digital life according to their individual requirements and wishes.

In the years leading up to and including 2020, over 50 million people benefit annually from our products and programmes, enabling them to live digital and independent lives.

Sustainable innovations

Digital inclusion

>50 million
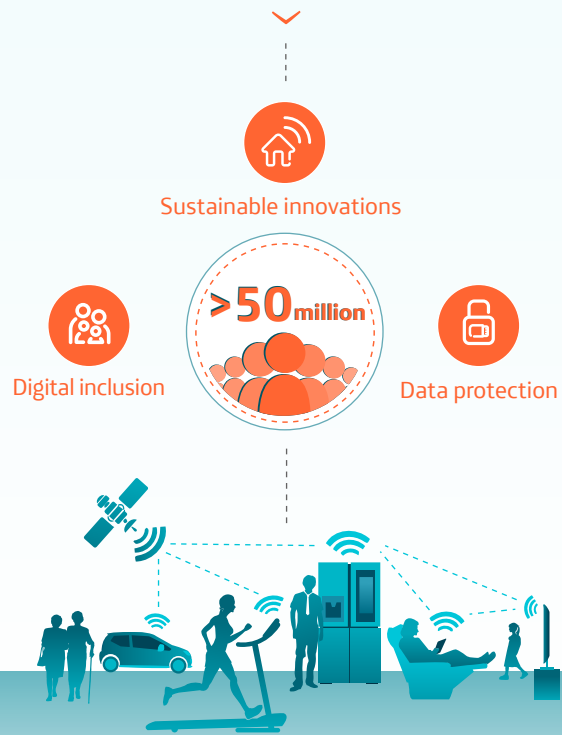
Data protection

Environmental and climate protection

We harness the opportunities provided by digitalisation to cut raw-material and energy consumption.

By 2020 we aim to have reduced our direct and indirect CO_2 emissions by 11 % compared with 2015.

Energy & CO_2 reduction

Conservation of resources

CO_2

↓11%

Telefónica
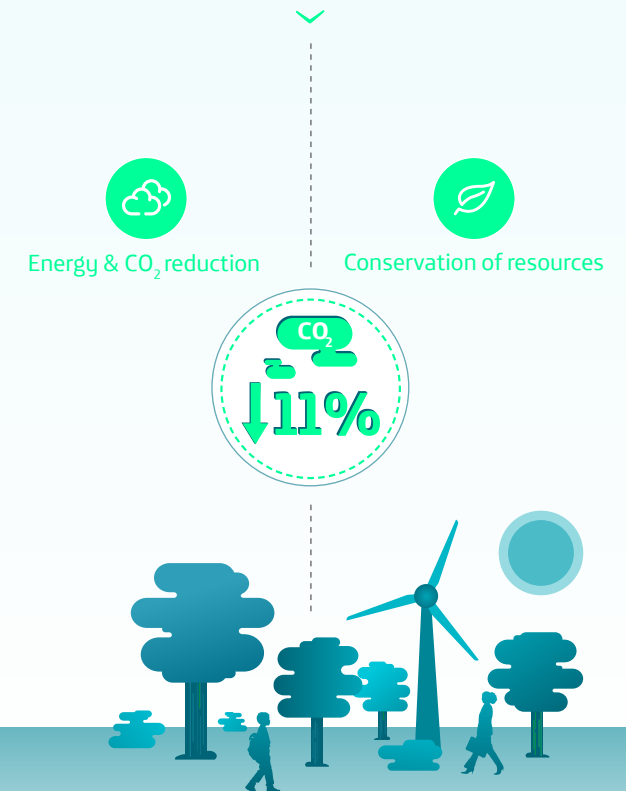
Responsible business

⌄

Compliance
100 % We act in accordance with all laws, societal guidelines and values. In the years leading up to and including 2020 we will strive for externally recognised certification of our compliance management system.

Supply Chain
100 % We promote sustainable procurement management and supplier management. In the years leading up to and including 2020 we will take CR criteria into account in 100 % of the purchasing processes with our most important suppliers.

Employer
Attractive In the years leading up to 2020 we will position ourselves internally and externally as an attractive employer and achieve generally good to very good results in our employee surveys.

Customers
Top We offer our customers the best product and service experience, the latest innovations and a modern network infrastructure. By 2020 we will offer one of the best customer services in the industry with a high level of customer satisfaction.

Strengthening life in the digital world

⌄

Digital inclusion
10 million We make people of all age groups fit for the digital world. With Germany-wide support programmes such as Think Big, Digital mobil im Alter - Tablets für Senioren and our O_2 Gurus, we will in the years leading up to and including 2020 provide inspiration and support to 10 million people.

Sustainable innovations
Promote In the years leading up to 2020 we will push technologies to simplify linking up people, devices and machines in the private and industrial world. The goal is to support our customers in the realisation of new digital products and business models.

Data protection
100 % We are working to ensure customers retain sovereignty over their data and remain the masters of their digital lives. We protect the data of our clients, employees, partners and investors in all products and processes, and ensure that Telefónica Deutschland's business activities comply with data protection. Our actions in this are straightforward and transparent, and we communicate with all the relevant interest groups about innovations early on.

Environmental and climate protection

⌄

Energy & CO$_2$ reduction
- 40 % We will reduce our energy consumption per data volume by 40 % by 2020 compared with 2015 and annually purchase from green electricity sources 100 % of the energy we procure and control ourselves.

Conservation of resources
+ 1 In the years leading up to and including 2020 we will annually implement at least one further relevant measure for protecting resources in our structures and processes.