

How we manage our corporate responsibility

Our business strategy and how we deliver it has social and environmental implications. By focusing on key topics we can make a positive difference in the communities where we work.

We continually work to understand and monitor the social and environmental topics that rise from our business operations or that pose concern to our different stakeholder groups – from investors to customers and the wider communities where we operate.

We identify our most material social and environmental impacts through internal risk and impact assessments and external stakeholder engagement.

In 2016, we carried out a formal survey and interviews with key stakeholders and identified eight topics with significant importance both to our stakeholders and to the successful execution of our business strategy.

Each issue has dedicated resources, policies, action programs and targets in place to achieve improvement over time, to mitigate associated risks and increase positive impacts.

Ongoing stakeholder dialog

As well as monitoring each topic internally, we maintain regular dialog with stakeholders at both global and country level – including responsible investors, industry peers, NGOs and governments.

This dynamic engagement enables us to put our priorities and initiatives to the test on a regular basis. We have established long-term partnerships with a number of organizations. At country level, we have various platforms such as Voice of Customer committees, social media, and Brand Tracker surveys to engage with our customers, and we also engage with local governments and NGOs.

Our social and environmental priorities

High importance for stakeholders

- Disaster preparedness and response
- Land acquisition and management for our network: community engagement, fair pricing and anti-corruption measures
- Tax transparency
- Right to join trade unions and freedom of association
- Living wage
- Conflict minerals
- Raising awareness on health impacts of electromagnetic frequency
- Employee training

- Talent attraction and development
- Local recruitment and ethnic diversity
- Responsible marketing
- LGBT rights
- Safe use of mobile phones while driving
- Employment of disabled persons
- Digital inclusion of blind and deaf people
- Executive and Board remuneration

- Privacy and freedom of expression
- Child protection
- Anti-corruption compliance
- Health and safety of employees
- Responsible supply chain management
- Social innovation through our products and services
- Clarity of pricing and billing

- Reducing our environmental footprint
- Promoting diversity
- Social investment
- Stability and reliability of the network

High importance for our business strategy

 [Read more about our corporate responsibility program starting on page 60](#)