

# Swisscom's commitments to communities

## Our contributions to communities

Outside our core business and outside the central contact groups of our economic activities, we go further and drive forward various projects. In doing so, we are making important contributions to several communities throughout Switzerland.

### a) Local communities & access to essential services

Swisscom enables local communities to access essential communication services. The aim is to promote participation in the digital society by ensuring universal (i.e., equitable for all) access to essential digital infrastructure and reducing the “digital divide” between urban and rural areas.

Our contributions:

- Building and maintaining national network coverage with high minimum capacities (e.g., transmission speed), including in rural and mountainous areas. See: [Swisscom's Universal Services](#)
- Invests in **fibre and mobile networks** so that people, schools, hospitals, small businesses and public services stay connected. See: [Cablex \(Swisscom's subsidiary\)](#)
- Digitalises administration (e-services, online forms, secure communication. See : [Innovative web \(Swisscom's subsidiary\)](#)

### b) Digital inclusion of vulnerable groups

Swisscom is committed to supporting communities that could be excluded from digital transformation. It promotes inclusive digital participation by providing not only accessible internet or mobile connections for all, but also the means to acquire digital skills. This involves, in particular, developing media literacy through various training programs aimed at different potentially vulnerable groups.

Our contributions:

- **Media & digital skills programmes** for:
  - Children and young people. The Swisscom Campus initiative aims to promote digital literacy and responsible media use in Switzerland by providing information and training for everyone. It provides resources,

advice and tools on how to navigate the digital world safely and effectively.

See: [Swisscom Campus](#)

- Parents and teachers (media pedagogy, digital parenting). “Elternabend” is a series of television debates on various digital topics that concern parents (e.g. screen time, sharenting, education about fake news). See: [Elterne Abend](#).
- Seniors. Through Swisscom Campus, Swisscom offers senior citizens training in basic skills for using smartphones and the internet.
- **Partnerships with schools, NGOs, social organisations**
  - Swisscom delivers trainings and provides technical support for schools, NGO and other social organizations. The Internet for Schools initiative offers all public and private schools a free internet connection and a security solution. See: [Internet access for Schools](#)
- **Programmes for women in ICT.**
  - "Digital Days for Girls" encourages girls to pursue careers in ICT by having female apprentices share their experiences. See: [Digital Days for Girls](#)
- **Accessibility for people with disabilities**
  - Commitment to promoting and implementing accessibility for persons with disabilities to Swisscom products and services. See: [Accessibility at Swisscom](#)

### c) Community engagement & stakeholder dialogue

Swisscom is committed to maintaining a dialogue with communities affected by its operations. It works with public authorities and local communities to strike a balance between infrastructure needs, health and environmental concerns, and the quality of its networks.

Our contribution (conceptually):

- Dialogue with **municipalities, cantons, regulators** on network expansion, antenna locations, etc. See : [Mobile telephony and society](#)
- Collaboration with **cities and local utilities** on smart city and infrastructure projects. See: [Swisscom's partnership for urban waste management](#)
- Feedback channels for customers and communities (consultations, info events, digital platforms). See: [Swisscom Community](#)

**d) Social contribution: volunteering, solidarity and Sponsorship,**

Swisscom is committed to various social and environmental causes that are not related to its core business. It contributes in terms of time, financial support and skills of its employees to community projects, thereby improving quality of life and social cohesion. Our contribution:

- **Corporate volunteering.**
  - Through the corporate volunteering programme, Swisscom employees can devote one paid day per year to social or environmental projects within local communities. This may include providing support in retirement homes, environmental work, or assisting NGOs or people with disabilities. See: [Swisscom's Give and Grow initiative](#)
- **Solidarity initiatives**
  - The support for solidarity initiatives aimed at helping socially and financially vulnerable communities. We develop these specific initiatives:
    - Mobile Aid: Donations from the recycling programme for old smartphones benefit an SOS Children's Village project in Nicaragua. See: [Swisscom's Mobile Aid](#)
    - RLA helps: Property owners whose land we use to build our network are invited to donate the offered fee to a good cause (collaboration with crowdfunding platform 'There for you'). See: ["There for you" website](#)
    - The organisation Swiss Solidarity launched the Rapid Response Network in 2024 to make emergency aid an even faster reality. Swisscom is part of this network and is proud to continue its almost 80-year collaboration with Swiss Solidarity. See: [Swiss Solidarity website](#).
- **Sponsoring**
  - Swisscom commits to support partnership and sponsoring toward sustainability. See: [Sustainability sponsorship](#).
  - Swisscom supports various cultural communities by sponsoring cultural and sports initiatives that strengthen social cohesion and wellbeing. See: [Swisscom engagement for musical experience](#). See also: [Swisscom sponsorship for football](#)

**e) Workforce wellbeing**

Swisscom is committed to promoting inclusion, participation, and well-being among its employees. Diversity programs and identity-based communities have been developed. Our contribution:

- Inclusion & diversity programmes
  - Swisscom offers several inclusion and diversity programmes both within and without the company:
    - Swisscom offers various measures relating to the topic ‘Diversity, Equity and Inclusion’. See : Talent promotion program and Work-Life-Integration in [DE&I website](#)
    - Several diversity initiatives are about integration programmes of employees with disabilities. Swisscom commits that “at least 1% of jobs” are reserved for employees with special needs, to support their integration into the labour market. See : [DE&I website](#)
- Internal communities.
  - Swisscom’s employees themselves form identity-based communities (e.g. women's networks, ‘Proud Swisscom’, which supports the LGBTQIA+ community, neurodiversity) These internal networks promote solidarity and a shared identity. See : [DE&I website](#)