

Sustainability goals for 2020

3, 2, 1 – let's get involved together. We believe in a future in which everybody makes careful use of resources. We therefore set six binding sustainability goals: three for our customers, two for our employees and partners and one for our country. Our responsibility towards the environment, society and the economy is an integral part of our corporate strategy. In this document we will explain what we would like to achieve and what we have already accomplished.

Welcome to the land of possibilities.



What we want to achieve

3 for our customers

Climate protection



Our goal: Our aim is to work together with our customers to save twice as much CO₂ as we emit throughout our entire company including our supply chain. Some examples of these initiatives include home offices which reduce commuting and our set-top boxes which now use 40% less power. Because we see a Switzerland in which we work together to protect the climate.



Work and life

Our goal: By 2020 we want to reach one million customers through our commitments in the healthcare sector and offer another one million customers the opportunity to take advantage of mobile working models. Examples here include our health platform and WorkAnywhere offers. Because we see a Switzerland that offers room for living.



Media expertise

Our goal: By 2020 we aim to be the leader in terms of data security and want to help promote the safe, responsible use of media among one million people. One way we intend to do this is through the use of our Internet box which you can configure with age-appropriate surfing times. Because we see a Switzerland in which online curiosity does not pose a threat.

2 for our employees and partners

Attractive employer



Our goal: We feel that our responsibility extends far beyond day-to-day work. As a result, we offer our employees flexible working models as well as healthcare promotion and opportunities to attend training courses. This also applies to the next generation, in particular. Because we see a Switzerland in which everybody can grow.



Fair supply chain

Our goal: We are committed to improving the working conditions of over two million people. To do so, we entered into international partnerships which ensure that improvement measures are implemented in close cooperation with suppliers. Because we see a Switzerland that promotes fairness all around the globe.

1 for our country

Networked Switzerland



Our goal: We want to achieve ultra-fast broadband coverage of 85%, and 99% of the population should be able to enjoy ultra-fast mobile broadband. We therefore indirectly contribute around CHF 30 billion to the country's GDP and help to create and preserve some 100,000 jobs. Because we see a Switzerland that is competitive.

What we have achieved so far

As at April 2015

Climate protection

As one of Switzerland's ten largest purchasers of power, we are aware of our special responsibility. We are therefore doing everything in our ability to develop innovations which will enable us to use our resources more efficiently – so that future generations will have the same possibilities and opportunities as we do.

We measure the ratio between CO₂ equivalents that were saved through the use of our services and the emissions caused by our operations and supply chain. Savings are impacted by a wide range of different factors: reductions in the need to travel thanks to web conferencing and home office services, the replacement of data carriers such as DVDs, CDs and newspapers through the use of online services, the reduction of retail spaces made possible by online shopping as well as new ways of increasing energy efficiency in transportation, buildings and electrical networks through the use of M2M (machine-to-machine) services. Emissions arise not only through the operation of buildings or vehicles but also when generating the electricity required to operate networks and devices. The supply chain is another source of emissions which arise during the manufacturing of smartphones as well as other devices and network components.

What is the current status of the goal?

The ratio between savings and emissions at the end of 2014 was around 1:0.77. Our goal is 2:1.

Who checks the assessment and target achievement?

The method used to assess savings and emissions was developed in cooperation with myclimate and was backed and verified by WWF Switzerland. SGS Switzerland reviews the CO₂ savings and emissions assessments on an annual basis.

Work and life

Employees who have the choice of structuring their workday flexibly are not only more satisfied and productive, they also avoid commutes during peak hours, thereby making a valuable contribution toward easing pressure on the traffic infrastructure and conserving resources.

Swisscom networks the Swiss healthcare sector through secure solutions for the digital exchange of information. To do so, Swisscom pursues three main strategies. First it helps service providers such as doctors and hospitals improve their efficiency by digitalising medical and administrative processes and by providing solutions for securely exchanging information. Second, Swisscom promotes the standardisation of the exchange of medical information and the development of an eHealth infrastructure for a healthy, future-oriented Switzerland, thus contributing toward a sustainable healthcare system. Third, Swisscom offers its customers new technological opportunities to lead a more health-conscious life.

What is the current status of the goal?

One out of every three people employed in Switzerland is currently engaged in mobile working. Around 54% of these work via our broadband connections (around 750,000 people).

Together with its Datasport subsidiary and its products Evita and Swisscom Health Center, Swisscom Health AG helped 874,000 people live a healthier life in 2014. Included in this number are:

- Participants of Datasport events (especially recreational sports)
- Users of the free Evita personal health record
- Users of the Swisscom Health Center (tool aimed at prevention and the promotion of physical activity)

Currently, some 2,000 doctors and 200 hospitals use Swisscom services as customers. Several thousand private individuals also use Evita, Swisscom's digital personal health record.

Who checks the assessment and target achievement?

In 2014 we conducted a representative study among 1819 people, aged 15 to 64, who work in German-speaking and French-speaking Switzerland. This survey on the topic of flexible working received scientific support from the University of Applied Sciences Northwestern Switzerland (FHNW) and was conducted by InterVista AG. We plan to repeat this survey at least every two years.

The number of customers using Swisscom Health services is assessed as part of an internal review of corporate KPIs.

Media expertise

The digitalisation of media and new communications technologies presents both enormous opportunities and risks. Not only do we offer access to everybody, we are also committed to promoting the responsible, safe use of new media and thus the media skills of the Swiss population. In October 2013 we launched the Medienstark online platform to promote media skills in families. Our efforts are thus in line with the federal government's strategy to promote a healthy, value-enhancing information society.

What is the current status of the goal?

By the end of 2014, around 295,000 people had taken advantage of the Swisscom offerings aimed at changing usage behaviours. At media training courses offered at schools, 25,000 pupils, parents and teachers were made aware of issues related to media skills.

Who checks the assessment and target achievement?

We measure progress toward our media skills goal on the basis of customer contacts through all existing and new measures taken in the areas of media skills and media protection for minors; current baseline values are cumulated with figures from subsequent years. Here we differentiate between knowledge goals and behaviour goals. Target achievement is measured internally on the basis of sales, bookings, feedback and customer surveys.

Attractive employer

Swisscom operates in a dynamic, challenging market environment characterised by swift technological development and ever-changing customer requirements. Demographic and social trends are also influencing human resources. Swisscom is therefore committed to forward-looking human resources management, fostering a performance and development culture and creating a working environment that motivates its employees to realise their potential in line with the company's guiding principles. In a multimedia society, employees' expertise, flexibility and a willingness to change are pivotal factors in a company's ability to implement its corporate strategy.

What is the current status of the goal?

- Professional ranking in 2014: 3rd place
- University ranking in 2014: 5th place

Who checks the assessment and target achievement?

We measure target achievement based on Universum's IT rankings (professional and university rankings). Both of these rankings were performed by Universum.

Fair supply chain

Every year around 6000 partners deliver goods and services to us which are valued at more than CHF 4.5 billion. We attach importance to maintaining a fair, efficient partnership with suppliers who share our social and environmental goals and values. Together we strive to protect the environment and improve working conditions.

That the working conditions at our suppliers in the Far East and developing countries are worse than here in Switzerland is an indisputable fact. As part of a cooperative arrangement with JAC (Joint Audit Corporation), numerous corporate social responsibility (CSR) audits are performed at selected suppliers every year. These are

conducted by professional audit firms in accordance with clearly-defined guidelines and checklists. Half-yearly reports document the status of these efforts and provide information about the number of audits performed, outstanding and corrected shortcomings (corrective action plans) and other details including the number of employees affected in the factories audited.

What is the current status of the goal?

- 10 telecommunication service providers have joined JAC (and rising)
- 146 CSR audits have been performed since 2010 (and rising)
- 3,700 employees per audited supplier or production facility
- Audits have covered 540,000 employees since 2010

Who checks the assessment and target achievement?

The figures are collected via the JAC database, checked internally and referenced in the annual report. Swisscom checks the achievement of targets based on the corresponding reports provided by JAC.

Networked Switzerland

A reliable, high-performance communications infrastructure forms the foundation for today's increasingly digital economy. We do our very best every day to help make Switzerland competitive by providing the best network, a secure cloud and All IP. We measure our goal based on a model developed by the Boston Consulting Group (BCG; as at: summer 2013) based on eleven scientific studies. With a total of CHF 6.5 billion in investments planned in Switzerland from 2014 to 2020 (CAPEX), Swisscom not only generates direct added value but also makes an indirect contribution of around CHF 30 billion to the country's GDP. We create or preserve 100,000 jobs in Switzerland through our investments.

What is the current status of the goal?

- CAPEX Swisscom, 2014 financial year: CHF 2.436 billion, CHF 1.75 billion (72%) of which have an impact in Switzerland. Outside Swisscom, these CHF 1.75 billion contribute CHF 5 billion to the GDP in Switzerland and either create or preserve 17,000 jobs.

Who checks the assessment and target achievement?

The CAPEX figures are assessed in the annual report and on the basis of quarterly results and checked externally. The impact on GDP and jobs is calculated using the formula from the BCG model. This model can be reviewed by BCG if necessary.

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