

CR targets

The most important indicators for the achievement of Swisscom's CR targets

Priority of the CR Strategy	Guidance 2018 ¹	Value 2018 ²	Target 2020	Guidance 2019
Image target / cross-portfolio activities				
Main target: Swisscom's sustainability image		●		
Reprtrak = standardised tool for image measurement of companies Anti-corruption (GRI 205-2)				
KPI: Citizenship points in Reprtrak from the rating by the general public	>70	68.8	>70	-
KPI: Share of "do-not-know"-answers Citizenship in Reprtrak			<10%	
2019 measures:				
<ul style="list-style-type: none"> Establishment of the sustainability label and the topic circular economy in Swisscom Shops Actions with public visibility on media skills, circular economy and smart city «Together we can increase sustainability» on further products 				
Expansion of portfolio of sustainable services (SDG 13)		●		
Services with ecological or social value. These products are given a label. The composition of the portfolio varies over the years.				
KPI: Increase in the number of services with a sustainability label	55	45	60	50
2019 measures:				
<ul style="list-style-type: none"> Evaluation or redesign of suitable services 				
Mobile telephone return (GRI 301-3, SDG 12)		●		
Re-use/recycling of mobile phones that are no longer used				
KPI: Return rate (percentage of sold mobile phones returned for recycling)	12%	10%		12%
2019 measures:				
<ul style="list-style-type: none"> Increase in return rate over 2016 in the "Mobile Aid" and "Mobile Bonus" programs for private customers and "Mobile Bonus Business" for business customers 				
Reduction in paper consumption (GRI 301-3)		●		
KPI: Percentage of residential customers and SME clients using online billing	40%	39%		43%
2019 measures:				
<ul style="list-style-type: none"> Further promotion of online billing Direct mailing for suitable customer segments 				
Training for employees at touch points (shop/call center/sales) (GRI 306-5)		●		
Training in Corporate Responsibility (CR) and in environment and social topics. Touch point training on the protection of minors in the media carried out				
KPI: Conduct training courses on anti-corruption	occurred	occurred	occurred	-
2019 measures:				
<ul style="list-style-type: none"> Touch point training on the sustainability benefits offered by Swisscom products 				
Anti-corruption (GRI 205-2)		●		
Conduct training courses on anti-corruption				
KPI: Conduct training courses on anti-corruption	occurred	occurred	occurred	-
2019 measures:				
<ul style="list-style-type: none"> Only situational training intended 				

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3 target exceeded

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Energy efficiency and climate protection				
Main target: (GRI 305-2) Increase in the ratio between customers' CO₂ savings and Swisscom's own CO₂ emissions ("2:1-target")		●		
Emissions and savings are recorded in accordance with the ISO 14064 standard, verified externally and disclosed in detail in a climate report				
KPI: Ratio of the CO ₂ savings achieved by customers to the sustainable portfolio and Swisscom's own CO ₂ emissions	1.60	1.30	2	1.80
2019 measures:				
<ul style="list-style-type: none"> • Further reduce own emissions from operation, including supply chains • Promotion of existing sustainable services • Expansion of the portfolio of sustainable services 				
Main target: Energy efficiency (GRI 302-3, SDG 7, 13)		●		
Increase in energy efficiency EF EF = (GEV + ∑ ESP) / GEV				
<ul style="list-style-type: none"> • TEC = Total energy consumption • AES = Accumulated energy savings Source: OFEV/FOEN Directive				
KPI: Increase in energy efficiency EF in %		20.5%	35%	27%
2019 measures:				
Implementation of other cost-cutting and efficiency measures (target = 23 GWh) including:				
<ul style="list-style-type: none"> • Dismantlement of analog network and technology improvements • Increase efficiency in data centers • Virtualization of servers 				
Optimisation of CO₂ emissions of vehicle fleet		●		
Focus on direct emissions from fossil fuels (Scope 1)				
KPI: Average CO ₂ emissions per car in g CO ₂ /km according to manufacturer data	102	104	95	101
2019 measures:				
<ul style="list-style-type: none"> • Further implementation of the procurement roadmap 				
CO₂ emissions (GRI 305-1, 305-2)		●		
CO ₂ emissions in operations and in the supply chain (excluding Fastweb, energy offset). Part of the 2:1-target.				
KPI: CO ₂ emissions in tonnes	360,000	437,491	341,000	400,000
2019 measures:				
<ul style="list-style-type: none"> • Implementation of further efficiency measures • Improvements jointly implemented with suppliers 				
CO₂ savings by customers thanks to sustainable ICT services (GRI 305-5, SDG 7)		●		
Sum total of savings achieved by customers through the use of sustainable Swisscom products. Part of the 2:1-target.				
KPI: CO ₂ savings in tonnes	569,000	569,003	700,000	625,000
2019 measures:				
<ul style="list-style-type: none"> • Promotion of existing sustainable services such as in the range of Work Smart and tiko/Swisscom Energy Solutions • Expansion of portfolio of sustainable services particular in the range of IoT and Smart City 				

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Work and life				
Main target: Utilisation of mobile working models ● ³				
Number of people able to work on the move in Switzerland (according to a survey) multiplied by the average share of the fixed network and mobile broadband market				
KPI: Number of customers		1,102,000	1,000,000	
2019 measures:				
• Active participation in the Work Smart Initiative				
Media skills and security				
Main target: Promoting media skills ● ³				
Measurement by reference to the number of courses, visitors media smart platform, reader publications and child protection offerings				
KPI: Number of customers (cumulative)	-	1,056,142	1,000,000	
2019 measures:				
• New issue of enter (16th issue); migration media smart on www.swisscom.ch/stories for the purpose of increasing higher range				
• Awareness campaign media usage (Awareness Day)				
Participation in media skills courses (GRI 413-1) ● ³				
Media skills courses for parents, teachers, pupils (middle and upper school) and Swisscom Academy				
KPI: Parents/teachers	8,000	9,290		8,000
KPI: Pupils	28,000	35,266		37,000
KPI: Swisscom Academy	20,000	15,027		20,000
KPI: Total number of visitors	56,000	59,583		60,000
2019 measures:				
• Expansion of offering by means of an online platform				
• Further marketing of the offering with complementary material				
• Media courses: Increasing publicity with specific communication measures, strengthen capacity of course instructor				
• Swisscom Academy: Expansion of online formats such as help videos and webinars and focus on the new online-format "Info-Café" (informational events)				
Promoting media skills: Visitors to the Media Smart platform (GRI 413-1, SDG 4) ●				
KPI: Number of visitors on the platforms	120,000	18,493	120,000	120,000
2019 measures:				
• Continuation of SEO (search engine optimization) measures				
• Review of the reorientation of the platform				

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Responsible employer				
Main target: Establishing the company's position as one of the most popular employers in Switzerland ●				
The position is measured by reference to the "Universe" ranking by students and professionals http://universumglobal.com/rankings/company/swisscom/				
KPI: Rank students	-	4	2	-
KPI: Rank professionals	-	2	2	-
2019 measures				
<ul style="list-style-type: none"> Step up communication activities (flexibility & health, Employability, Diversity, Corporate Volunteering) Positioning as a responsible employer, new consideration of the dimensions of ethics and CSR 				
Diversity (GRI 405-1, SDG 5, 8) ●				
Increasing diversity among employees, measured by gender distribution, age mix, nationalities and inclusion. The Diversity Index is only carried out every two years.				
KPI: Diversity Index of Superior School of Lucern (rang)	-	4	1	
KPI: share of women in management positions Decision: Increase by 1% annually	-	11.7%	13.7%	
KPI: employees whose performance is impaired due to health problems (inclusion)	-	0.93%	1%	
2019 measures				
<ul style="list-style-type: none"> Promotion of flexible working models for women and men at all levels Specific training opportunities for women in management positions, Women's pools in recruitment for MINT bodies, ICT weeks for girls Inclusion of people with autism in IT testing 				
Occupational health management OHM (GRI 403-1, SDG 3) ●				
Staff absence rate constant or reduced over the prior year				
KPI: Absences in days/target days (weighted by FTE) x 100 Target days are based on standard working hours.	2.8%	3.06%		2.8%
2019 measures				
<ul style="list-style-type: none"> Transverse projects: BGM@CTP (Customer Touchpoint), introducing mental health training and early identification for line manager Learning Lunches Social Media and Food, Mindfulness@Meeting, Mindfulness during Lunchtime, Study iCope (Online Stress Training), Webinar menat health for line manager, self-management courses Ergonomics-mini-consulting, Leadership & Health, health checks for employees with time autonomy, health checks for management staff, Learning-Lunches regulars table (discussion about Burnout), Learning-Lunches nutrition 				
Corporate Volunteering (GRI 413-1) ●				
KPI: Number of volunteer days Give&Grow	1,300	1,072		1,100
2019 measures				
Continuation of the programme in line with the number of volunteer days in previous year				

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Fair supply chain				
Main target: Review of working conditions of employees working for our suppliers (JAC Initiative) (SDG 8)		●		
Number of audits multiplied number of employees at the audited factories JAC = Joint Audit Cooperation				
KPI: Number of employees working at suppliers		1,030,000	2,000,000	-
2019 measures				
• Expanding the audits of the JAC community through partnership with the EICC				
Review of suppliers (GRI 300/400)		●		
KPI: Number of suppliers that have been audited	115	116		125
KPI: of which led by Swisscom	5	5		5
KPI: Number of suppliers with self-assessment (validated externally)	150	153		165
2019 measures				
• Intensification of joint activities as part of JAC (audits, qualitative + quantitative), targeted "on-boarding" self-assessment				
Review of strategically important suppliers in terms of transparency of greenhouse gas emissions (GRI 308-1)		●		
KPI: Number of key suppliers that disclose their climatic data via CDP CDP = Carbon Disclosure Project	60	71		73
2019 measures				
• Promotion of participation in CDP, individual supplier dialogue				
Networked Switzerland				
Main target: Coverage of Switzerland with fixed ultra-fast broadband as a requirement for ind. BIP of CHF 30 billion (GRI 203-1, SDG 9)		●		
KPI: Coverage of households and businesses Ultra-fast broadband = bandwidth (BB) >100 Mbps Base: 3.6 mio. households and 0.7 mio. businesses (source: FOS)	-	55.9%	85%	-
2019 measures				
• Roll-out FT Tx (x = Home, Street or Curb) • Increase in bandwidth				
Main target: Coverage of Switzerland with fixed ultra-fast broadband as a requirement for ind. BIP of CHF 30 billion (GRI 203-1)		●		
KPI: Coverage of population Ultra-fast broadband = bandwidth up to 150 Mbps	-	99%	99%	-
2019 measures				
• The target is reached with 99% coverage. No new target for 2018 provided.				
Further measures:				
• Development of the mobile network according to the 5G standard				

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