

Swisscom to be a partner of the Umwelt Arena

Swisscom is to be a partner of the Umwelt Arena exhibition and event site in Spreitenbach in the canton of Aargau. The Umwelt Arena opens its doors on 24 August and makes sustainability a tangible experience for visitors. Exhibitors will present products and technologies from different industries and aspects of daily life.

Swisscom will be present at the Umwelt Arena with an exhibition on information technology and the environment. Visitors will learn how they can, for example, use new communication technologies to control energy consumption and heating in their homes or improve their environmental footprint with the aid of videoconferencing and home-office solutions. The most environmentally friendly versions of devices such as mobile phones or routers will also be on display. Walter Schmid, Chairman of the Umwelt Arena's Board of Directors, is delighted about the new partnership: "Swisscom is a pioneer in Switzerland in the area of sustainability and as a telecoms company can make a huge contribution to resource and energy efficiency through the products and services it offers and its innovative strength. We are looking forward to a successful cooperation."

Swisscom already has a comprehensive track record on environmental and social issues and was named as one of the five most sustainable telecoms operators in Europe in an international study conducted by rating agency Verdantix. The company has been using renewable, domestic energy sources to cover all of its energy needs since 2010. It is aiming to increase its own energy efficiency by a further 20% by 2015 compared with 1 January 2010 and reduce its CO₂ emissions by a further 10%.

Berne, 23 April 2012

For further information:

www.swisscom.ch/hellofuture

www.umweltarena.ch