

GRI 103: Management approaches

Material topic: Data security and protection

103-1 Topic description and definition

This topic was identified as material by all stakeholder groups in the scope of the 2017 materiality analysis. In its markets, Telekom Austria Group directly contributes to data security through its business activity. When it comes to data security and protection, Telekom Austria Group reports on its own activities and measures.

103-2 Elements of the management approach

The employed management approaches include, among others, certificates such as ISO 27001, the Information Security Policy, Business Continuity plans, etc. The management approach aims at establishing a state-of-the-art data protection as well as a security standard and at optimally preventing negative impact within and outside of the company. Among others, the Information Security Policy and the Information Security Standards serve this purpose (please see also [Sustainability Report 2016](#)) as well as a team that ensures professional reactions in the case of a cyber attack (e. g. A1 CERT). To this end, Telekom Austria Group has defined responsibilities within the company (e.g. data security officer at A1) and coordinates Group-wide security projects, e. g. the execution of GDPR (General Data Protection Regulation). In addition, Telekom Austria Group supports national exchange of experience (e. g. CSP - Federal Chancellery) and international security institutions. Service lines, shop associates, support communities and contact forms on the websites are available to all stakeholders as complaint mechanisms. Furthermore, Telekom Austria Group promotes the continuous training and further education of its employees regarding data security and protection.

103-3 Evaluation of the management approach

The management systems are evaluated regularly (from annual to daily intervals). The ISO certificates, for instance, are evaluated annually and were successfully obtained in 2016. Effectiveness is regularly reviewed and monitored using predefined key figures. When and if needed, adaptations are made implemented continuously during the year.

Material topic: Communication infrastructure

103-1 Topic description and definition

This topic was identified as material by both the stakeholders (in particular representatives of the economy as well as customers and the media) and in terms of its impact in the scope of the 2017 materiality analysis. Telekom Austria Group significantly contributes in its markets through its business activity which includes the construction of communication infrastructure. When it comes to communication infrastructure, Telekom Austria Group reports on its own activities and measures.

103-2 Elements of the management approach

Telekom Austria Group pursues a needs-based infrastructure expansion plan aimed at advancing digitalisation in its markets. Expanding its infrastructure is part of Telekom Austria Group's technology strategy (please see also [Annual Report 2016](#)). The latter is aimed at ensuring safe and strong networks with a high degree of reliability and optimum transmission rates. Responsibilities are defined in the technology section. The shops, service lines and contact forms on the websites are available to all stakeholders as complaint mechanisms regarding products.

103-3 Evaluation of the management approach

The management systems are evaluated regularly (from annual to daily intervals). The ISO certificates, for instance, are evaluated annually and were successfully obtained in 2016. Effectiveness is regularly reviewed and monitored using predefined key figures and is adapted if needed.

Material topic: Digitalisation & promoting innovation

103-1 Topic description and definition

This topic was identified as material by both the stakeholders (in particular members of the science and education communities as well as representatives of the economy and the media) and in terms of its impact in the scope of the 2017 materiality analysis.

Telecommunications companies significantly promote digitalisation which means Telekom Austria Group both directly and indirectly impacts society, environment and economy in connection with this topic. When it comes to digitalisation and innovation promotion, Telekom Austria Group reports on its own activities and measures.

103-2 Elements of the management approach

Telekom Austria Group sees itself as an ‘enabler’ in the context of digitalisation and advances digitalisation in its markets (please see also [Annual Report 2016](#)). Responsibilities in the company are defined: 2016, for instance, saw the establishment of subsidiary A1 digital international GmbH (see [A1 digital international GmbH](#)). Among others, the company promotes innovation by supporting entrepreneurs in the framework of the A1 Start Up Campus initiative created by Austrian subsidiary A1 (please see also [Sustainability Report 2016](#) or [A1 Start Up Campus initiative](#)).

103-3 Evaluation of the management approach

Effectiveness is regularly reviewed and monitored using predefined key figures. When and if needed, adaptations are implemented continuously during the year to test the management system’s effectiveness.

Material topic: Customer orientation

103-1 Topic description and definition

This topic was identified as material by the stakeholders (in particular customers, suppliers, representatives of the economy and employees) in the scope of the 2017 materiality analysis. Impacts especially concern Telekom Austria Group’s business and private customers. Telekom Austria Group directly contributes to the impacts through its business activity. When it comes to customer orientation, Telekom Austria Group reports on its own activities and measures.

103-2 Elements of the management approach

Telekom Austria Group aims at becoming the first contact point and central partner in the digital transformation of companies and to tap into new potentials in the field of digital services such as cloud and ICT solutions (please see also [Annual Report 2016](#)). Additionally, it uses a number of management approaches to offer its customers the best possible services. Service lines, e-mails, contact forms on the companies’ websites and other complaints mechanisms are available to all of Telekom Austria Group’s stakeholders.

103-3 Evaluation of the management approach

Target achievement is regularly reviewed (from annually to daily) and monitored using pre-defined key performance indicators while the management system's effectiveness is reviewed as well.

Material topic: Ecological network design

103-1 Topic description and definition

This topic was identified as material in the scope of the 2017 materiality analysis, especially in terms of its impact. Telekom Austria Group has a direct impact on the environment through the construction and operation of its communication infrastructure. When it comes to ecological network design, Telekom Austria Group reports on its own activities and measures.

103-2 Elements of the management approach

Telekom Austria Group pursues the goal of stabilising / reducing its energy demand and lowering its CO₂ emissions. To reach this target, it employs renowned management systems such as ISO 50001 for energy management and ISO 14001 for environmental management at Austrian subsidiary A1 (please see also [Sustainability Report 2016](#)). Telekom Austria Group has summarised its commitment into a Group-wide environmental policy and aims at reducing its power consumption by 30% per terabyte of transported data (baseline: 2015). Responsibilities are defined within the company in the individual departments.

103-3 Evaluation of the management approach

The management systems are evaluated regularly (from annual to daily intervals). The ISO certificates, for instance, are evaluated annually and were successfully obtained in 2016. Effectiveness is regularly reviewed and monitored using predefined key figures. When and if needed, adaptations are made implemented continuously during the year.

Material topic: Energy demand

103-1 Topic description and definition

This topic was identified as material by both the stakeholders (in particular representatives of the economy, politics and the media) and in terms of its impact in the scope of the 2017 materiality analysis. Telekom Austria Group's direct impact derives from the operation of its communication infrastructure in the framework of its business activity. When it comes to energy demand, Telekom Austria Group reports on its own activities and measures.

103-2 Elements of the management approach

Telekom Austria Group pursues the goal of stabilising / reducing its energy demand and lowering its CO₂ emissions. To reach this target, it employs renowned management systems such as ISO 50001 for energy management at Austrian subsidiary A1. Telekom Austria Group has summarised its commitment into a Group-wide environmental policy (please see [environmental policy](#)) and aims at reducing its power consumption by 30% per terabyte of transported data (baseline: 2015) (please see also [Sustainability Report 2016](#)). Responsibilities are defined within the company.

103-3 Evaluation of the management approach

The management systems are evaluated regularly (from annual to daily intervals). The ISO certificates, for instance, are evaluated annually and were successfully obtained in 2016. Effectiveness is regularly reviewed and monitored using predefined key figures. When and if needed, adaptations are made implemented continuously during the year.

Material topic: Media literacy

103-1 Topic description and definition

This topic was identified as material in the scope of the 2017 materiality analysis in terms of its impact. Being able to deal with new media is essential for one's employability and safe Internet use, thus also contributing to bridging the digital divide. Through its media competence initiative Internet for All, Telekom Austria Group directly impacts society and economy. When it comes to media competence, Telekom Austria Group reports on its own activities and measures.

103-2 Elements of the management approach

Telekom Austria Group pursues the goal of contributing to bridging the digital divide. Through its group-wide Internet for All initiative, it promotes media competence in all the countries in which it does business. By 2018, it intends to reach a number of 150,000 participants who have taken free Internet training classes (please see also [Sustainability Report 2016](#)). Responsibilities are defined within the company.

103-3 Evaluation of the management approach

Target achievement is regularly reviewed (from annually to daily) and monitored using pre-defined key performance indicators. The Austrian A1 Internet for All initiative, for instance, is scientifically evaluated by the Vienna University of Economic Sciences' NPO Institute. In 2016, it once more confirmed that the A1 Internet for All initiative contributes to bridging the digital divide in Austria. When and if needed, adaptations are made implemented continuously during the year.

Material topic: ICT products providing ecological value

103-1 Topic description and definition

This topic was identified as material in the scope of the 2017 materiality analysis in terms of its impact. ICT products with added ecological value significantly contribute to more efficient resource use. Developing respective products has a direct impact within and outside of the company. When it comes to ICT products with added ecological value, Telekom Austria Group reports on its own activities and measures.

103-2 Elements of the management approach

ICT products with added ecological value are developed on the basis of the regular evaluation of customer needs as well as innovation management and can contribute to reducing CO₂ emissions and resource conservation (please see also [Sustainability Report 2016](#)). Telekom Austria Group has defined responsibilities within the company. The shops, service lines and contact forms on the websites are available to all stakeholders as complaint mechanisms regarding products.

103-3 Evaluation of the management approach

The management systems are evaluated regularly (from annual to daily intervals). Effectiveness is regularly reviewed and monitored using predefined key figures. When and if needed, adaptations are made implemented continuously during the year.