



**SUSTAINABILITY  
REPORT  
2020**



EGYÜTT. VELED



## 2. EDUCATION

Digital competency .....	18
Industry-specific succession pool .....	18
Eduainment, inspainment .....	19
Protection of our children in the digital age.....	19

4

QUALITY  
EDUCATION

8

DECENT WORK AND  
ECONOMIC GROWTH

12

RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION

One of the main objectives defined by Magyar Telekom's fourth five-year sustainability strategy was that the company should contribute directly or indirectly to making one million Hungarians better educated about the digital world and sustainability. During the period covered by the strategy, we held education programs for university and high-school students, as well as pensioners in particular, and offered entertaining edutainment/inspiration content to the whole Hungarian society in general. By the end of 2020, Magyar Telekom's programs reached more than 2.5 million people in Hungary.

## DIGITAL COMPETENCY

### Development of communities, attitude-forming

As a responsible corporation, we believe that we are not only here to provide services to our customers but also to educate them on the safe and responsible use of the internet. Along these efforts we aim to close the digital divide in Hungary, because we firmly believe that digital solutions can bring us closer to achieving our goals.

Not only do we bring them into this world, but also give them guidance so that they clearly see the potential and the threats involved. As part of our initiatives, we put extra emphasis on the online and physical safety of our children. The goal of our **Child Protection Guidelines** is to ensure that every child or young adult access the information they need in an enjoyable and safe environment, because the wellbeing of children is of primary importance. Our Child Protection Guidelines, information materials and tests are available to everyone on the [legyelteis.hu](https://legyelteis.hu) site.

### Become a member of Generation NOW! Program

With **BECOME A MEMBER OF GENERATION NOW!** program, Magyar Telekom's goal is to not only provide network access, but also enable anyone in any age group to benefit from digitisation by developing his or her digital competences.

At Telekom, we deem it important that the elderly should have access to the opportunities offered by digitisation, but we are aware that most of them need help and guidance in that domain.

We have designed a program along the above lines as part of which, based on a cooperation with high-schools, students educate members of pensioner communities about the digital world, thus completing their mandatory community service. In the course of the sessions, they introduce digital solutions to the elderly that they can use in their everyday lives. By bringing the two generations closer to each other, we support pensioners in drawing on the unlimited resources, knowledge, information and community experience of the digital world. We enable them to proceed on their own, as by learning the digital basics, they can move to the next level and transform their wishes into actions.

The **"Become a Member of Generation NOW"** initiative offers an alternative to students seeking volunteer jobs that has a low entry threshold, still generate significant value for the society and offer a real feeling of achievement to them.

At the sessions, the students can also learn a lot from the elderly, and together they can bring the best out of each other. This partnership can also become a decisive factor in the development of their personalities and enable them to acquire skills like critical thinking and complex problem solving, creativity and communication.

The sessions are held typically in a school environment or community spaces by non-profit partners of the "Become a member of Generation NOW!" program, who also take care of the tasks associated with the programs, liaise with the stakeholders and sign off the mandatory community service certificates.

Students can prepare themselves for the program by using our detailed material and attending the events organised on our online registration site.

There is also an aptitude quiz for the elderly that they can use to determine the level of knowledge they should aim to acquire.

The program, basically built on physical presence of the participants, underwent major changes in 2020 due to the pandemic. For the safety of everyone involved, we adopted the concept of social distancing by shifting the sessions to an online platform. We started to use innovative solutions like live video chats, Viber or Zoom through which the elderly can ask their questions and the students can share their knowledge.

For those who are still learning how to use the apps, the students compiled easy-to-learn online materials, which we sent to the target group online. We published 54 brief videos and illustrated reading materials in 8 topics last year, which helped us decrease the isolation of the elderly forced to stay at home during the pandemic.

**The "Become a Member of Generation Now!" program launched on November 06, 2019 is now running in schools in 16 cities, however, it is accessible anywhere without any geographic limitation since the introduction of the online training format. Last year 730 students took part in conducting the sessions and compiling the online learning materials, and we reached 4900 pensioners with the program.**

In course of designing the program, we have put special emphasis on compliance with the Child Protection Principles.

### Telekom's objectives attached to the principles:

- Properly inform all partners involved in the implementation of the program about the protection principles and the related processes.
- Demonstrate the commitment of the "Become a Member of Generation NOW!" program to children, parents, teachers, pensioners and other stakeholders.
- Share information and good practices relevant to the protection of children and vulnerable adults as part of the "Become a Member of Generation NOW!" program with children, parents, teachers, pensioners and other partners, employees and volunteers involved in the implementation of the program.
- We are committed to the regular review of the principles and our good practices.
- We find it important to protect children and vulnerable adults attending the events of the "Become a Member of Generation NOW!" program. We firmly believe that no one should experience any form of abuse. We feel responsible for the wellbeing and protection of children, the young and vulnerable adults. We strive to ensure their safety as part of our work processes, too.
- For us to be able to appreciate children, we must listen to them and give them the respect they deserve.
- Provide a safe environment to the children, the young, teachers, pensioners and partners, employees who take part in the "Become a Member of Generation NOW!" program.

### Magenta 1 Business/Nonprofit proposition

In 2020, we offer discount propositions to nonprofit organisations once again.

Being a responsible service provider, we support and promote the digitisation of the nonprofit sector to enable its players to become even more efficient and successful. Digitisation enables simpler business operations and liaison with partners, through which they can save energy and resources that they can use to generate value for the society and the environment.

It was to support the work of nonprofit organisations that Telekom designed its Magenta 1 Business/Nonprofit proposition, which now includes not only fixed internet and voice, but also mobile voice and data at a discounted monthly price of HUF 0 for one year.

## INDUSTRY-SPECIFIC SUCCESSION POOL

### Telekom Kickstart

Magyar Telekom considers succession (in the industry) especially important, and thus strives to ensure that students still pursuing their studies be able to acquire outstanding professional skills and experience as early as possible.

For this very reason, Telekom launched an initiative, called Kickstart, in 2020, as a premium-category addition to its ongoing internship program. The new program has two objectives: to demonstrate to students how they can exploit the phenomena of the digital world to get a job and start their careers, as well as to find the most talented intern candidates who can become part of the succession pool of Telekom at the end of the one-year program.

A total of 20 interns were hired as part of the fully online Kickstart selection process. They represent the full operational scope of Magyar Telekom from finance to network development, legal, marketing, HR, product development etc. The interns are given personalised development plans, individual training and professional development to ensure that by the end of the program they be in possession of professional and soft skills that enable them to start their careers at our company.

### Projects and case studies

It is an important objective set by Telekom to not only support the development of those students who work as interns at the company, but also to enable the widest possible scope of students to acquire practical knowledge even while they still attend university. In that spirit, we have entered into a comprehensive cooperation with Corvinus University Budapest this year.

As part of the course called Action Learning, Corvinus students can work on real-life Telekom projects for half a year. An identical feature of the two initiatives is that the students receive their project tasks at the first session, and may consult a dedicated Telekom expert periodically from that time to achieve the best results. This method enables the students to get hands-on practical experience relevant to their theoretical studies. They can present their solutions at the end of the year to the management.

We held the Project Week course twice, in the spring and in the fall, of 2020. To complete the class, students were required to work on one-week IoT projects, and attend the online lectures delivered by 6 Telekom experts on the topic. The planning and implementation of the solutions to the tasks at hand required students to adopt Telekom's agile operational methodology, so they could obtain practical experience with this increasingly popular working method.

### Career consultancy

Our recruiter colleagues attended the Kickstart Your Career Day organised specially for Telekom at Corvinus University Budapest. We offered professional lectures, inspirational discussions to the students to increase their awareness about the diversity of careers available to them Hungary's leading telecommunications company.

## EDUTAINMENT, INSPITAINMENT

### Mobile Experts

Our Mobile Experts (Mobiltudósok) are to be found in Telekom shops offering help and support to visiting customers in the use of our devices and services. They provide information on how the internet can improve the customers' lives (administration, banking, online shopping). Our experts can also be found online: they share their knowledge about the latest technical improvements, products and interesting facts. Their blog can be found on the Mobiltudós blog and they are also present on Telekom's [Facebook page](#).

### Hello Biznisz

The **Hello Biznisz** program was launched to guide SOHO/ SMBs in the maze of management, workforce management, marketing, sales or finance. We help our SOHO/SMB partners to answer their questions with practical know-hows and information, both in written and video forms too.

### Edutainment/inspitationment content

With our Edutainment and Inspitainment content, we empower everyone to use the achievements of the digital world according to their level of technological adaptation, and to make their lives more sustainable, simpler and digital. Throughout the program, our content has been viewed by hundreds of thousands who have become members of the **Now Generation**.

### Telekom Fórum

**Telekom Fórum** is an online Edutainment social platform where our existing and potential customers can chat, find information about our services, and about the use of internet and smart devices, and also information about access to various online content. The page is public and worth to visit for all who wish to gain first-hand information about Telekom products from the most reliable experts: the users themselves. The page is moderated and supported by Magyar Telekom experts.

## PROTECTION OF OUR CHILDREN IN THE DIGITAL AGE

Magyar Telekom is committed to assist children's, parents' and teachers' safe use of the internet and uses its best endeavours to support it. The Company's child protection website helps this effort with controlled content, advise, education and events organised for children and their parents alike to be prepared for risks of the digital world.

### BE SAFE! ON THE NET

At Telekom, we believe in children's right to benefit from technological achievements, seize opportunities offered by digitalisation to live better lives, grow and succeed. It is our goal to provide children access to information in the widest possible sense, the opportunity to express their opinions freely, exercise their right to privacy and equal opportunity, at the same time we are responsible for ensuring that they do all this safely, conduct themselves properly in the online space and not be victimised in any manner.

#### We provide every child access to technology and safe environments designed for their age groups, to minimise risks.

- The Mobile Professors at our shops provide technical help in setting security parameters of the devices, as well as installing filter software.
- We sell our devices with data protection features set to a high setting by default.
- When designing, developing and introducing products and services, we keep the objective of ensuring children's rights in focus.

#### For safe internet use and quality online content consumption, we organise educational presentations at schools with the involvement of our corporate volunteers and share informational materials on our online channels.

- We take part in centrally organised programs, which are aimed at establishing safe environments, as well promoting digital literacy, like Digital Theme Week.
- Our volunteer colleagues visit schools and hold internet safety classes for students aged 10-14 about topics like data protection, physical security, harassment, personal branding, and how to behave in the online space, etc.
- By means of our Teachtoday initiative we strive to provide support to the young, their parents and teachers in acquiring knowledge useful in their everyday lives in the form of practical tips and materials.
- We provide educational materials for use at home or in the school.

#### InternetNOW research in cooperation with Hinalovon Foundation

Thinking about children is worthwhile only if we involve them. The same is true when it comes to the Internet.

Many of us feel that children constantly stare at screens, but only a few of us know exactly what they are doing at these times and why. To make the Internet safe for them, we must know what they are interested in or what bothers them. What do they think about digital education, and how could their parents, their teachers and the service providers lend a helping hand with it? In 2020 Magyar Telekom, working together with Hinalovon Foundation launched an online research with the title **InternetNow**, for children under 18. In the course of the research, we asked the teenagers themselves what they mostly use the Internet for, what online space means for them and if they feel safe in the virtual world. From our gap-filling research it came to light what young people think about digital education, fake news, advertisements, influencers and how the Internet affects their relationship with their families and each other. 1300 valid answers were included in the sample, which can be considered representative in the age group of 13-17-year-old children by county and gender.

This is particularly important in 2020 when the pandemic placed net usage in a whole new aspect, and it also highlighted the significance of digital skills and competencies and even the problem of equal access. The protection of children begins with attention/care. Although further research is necessary to be able to find out the opinion of those who cannot access digital devices and the Internet, we hope that the research gives relevant viewpoints to help the understanding of the opinions and problems of children. We also hope that adults - parents, teachers, decision-makers, economic operators - will be able to pay more attention to the needs of children.

To our online research we connected/linked a sensitising, educative campaign, relying on the foundation's established connection with the age group, on the personal experience of their children's rights envoys, on the practice acquired during the mutual work, just as on the experience based on the foundation's previous projects. We thus supported online data collection as well as increasing the reputation of Telekom as a responsible service provider. During the analysis of the collected data, we involved the children's rights envoys (14-18-year-old students) in each case. The research was supplemented by the involvement of the parents through focus group interviews and experts through deep interviews.

The answers to the questionnaire provide an important starting point for Magyar Telekom to demand a relevant and authentic role in the field of digital child protection. To consider the fact that we would like to address multiple segments (children, adults, advertisers), we have to show ourselves in harmony with our brand purpose and we also have to give answers to real demands in this field/scope.

Based on the responses of students participating in the research, our stated intention is to give effective and sustainable answers to children's problems related to the Internet and to create a safe environment for them.

We designed steps that are gap-filling and forward-looking in the field of enforcing child rights. For instance, the "I am a digital parent" campaign's test which is available for everyone and with which we aim to draw attention to responsible online parenthood. Through this we give parents a user-friendly online tool that creates an opportunity for self-reflection when it comes to sharing content related to their children on social media and it also provides an opportunity to improve themselves by easily accessible and acceptable educational content. In the case of our commercials, Hinalovon Foundation takes part in our work from the beginning of the concept-creating process thereby granting an appropriate manner of featuring children in our advertisements. We expand our child protection policy and we apply it in our applications (Parental Control OneApp) as well in the course of our channel collaborations.

### Teachtoday - Telekom for the conscious use of the internet

As a responsible large enterprise, one of our tasks is to help and promote the safe use of the internet. We use our best efforts to ensure that all age groups leverage the opportunities offered by the digital world in a smart and conscious way and we also work on the elimination of the digital divide between certain areas of Hungary. In November, 2017, similarly to other members of the company group, Magyar Telekom also joined Deutsche Telekom's "Teachtoday" initiative to disseminate online education content with the objective of reaching a broad audience.

On the **Teachtoday website** the relevant content is linked to everyday situations explaining how younger generations use internet while taking into account potential differences in needs and living conditions. The platform offers practical tips and solutions to parents and children alike on topics like data protection, big data, social networks, use of mobile phones or popular applications. The topics are colourfully varied and the website offers case studies, interviews, tips, infographics, magazines and games, too. The site even offers media competence tests for two different age groups.

### For parents

Sometimes it is hard for parents to understand the online world of children. On the Teachtoday platform parents may find useful information on the advantages and disadvantages of applications, for example they may learn why young people love Musical.ly so much, or how intriguing it is to learn effortlessly while playing a game on a digital device. The website offers tips for meaningful conversations with children on data security or cyberbullying.

It gives advice and support if we do not know at what age should we give mobile phones to our children and with the help of a draft mobile usage agreement it helps to encourage children to observe certain basic rules. A dedicated sub-site is about the issue of responsibility, where we can get an objective perspective on topics like personal data privacy, harassment, hate speech, net manners or online identities.

**For teachers**

Teachtoday helps the work of teachers with ready-made modules that can be immediately incorporated into the digital curriculum as well as best practices and examples. For example, teachers can set up a Media Adventure Park together with the students or may acquire new skills and knowledge with the use of the Be a meteorologist! project.

**For children**

While browsing the Teachtoday website children may playfully acquire the skill of conscious use of devices. They may read about

**Smart watch for kids**

Many people are reluctant to buy smart phones for their 6-12-year-old kids, as they might not be able to take care of the device, and parents cannot properly monitor what their children do online. At the same time, a sense of safety is an important aspect, when we do give a smart phone to our kids, often too soon. It was based on that need that we made MyKi Gyerek smart watch available from December 1, 2018.

useful applications in the App Tips or may find ideas on how to make great videos. The site helps them navigate a world led by opinion leaders, to differentiate news from disinformation, and stresses the importance of formulating your own opinion. In the context of changing consumer habits, it invites its young readers to go on a digital shopping adventure, revealing for them the opportunities and traps inherent in online purchases.

The downloadable English language Scroller magazine is written for small children as another fun source of information about the digital world.



## MAJOR EDUCATION-RELATED PROJECTS IMPLEMENTED DURING THE 2016-2020 STRATEGY PERIOD AND THEIR ACHIEVEMENT

Program	Brief description	Results
<b>Digital education</b>		
Digital Theme Week	The main aim of the Digital Theme Week is to develop digital literacy and curriculum development goals through the effective use of technology in pedagogical projects	6,800 students
Smart Digital Program	The objective of the Telekom Smart Digital Program is to provide internet literacy and hands-on online safety education to as many customers as possible and to further facilitate the use of electronic communication tools.	2,360 students
Telekom Forum	Telekom Forum is an online social platform where our existing and potential customers can chat, find information about our services, and about the use of internet and smart devices, and also information about access to various online content. The page is public and well worth a visit for all who wish to gain first-hand information about Telekom products from the most reliable experts: the users themselves. The page is moderated and supported by Magyar Telekom experts.	38,578 unique reach
Become a digital teacher now!	In our Become a digital teacher now! material, we introduce new methods, programs that are easy and quick to integrate into classes, as well as exciting and interesting for students, which can make classes intriguing for the young. Using the advice, practical descriptions and many ideas in our mini training course, participants can become digital teachers step by step. Beyond ideas for classroom content, they can learn about solutions that can make administration, liaison with parents or collaboration with colleagues more efficient. Reading and learning the contents of the material, the first 15 000 participants to take the exam get 5 credits after having successfully filled in the online test based on the book.	12,000 teacher
Become a member of Generation NOW! Program	By launching the "Become a member of Generation NOW!" Program, Magyar Telekom's goal is to enable everyone, regardless of their age, to access the benefits offered by digitalisation not only by providing access, but also by developing their digital competences.	5,669 retired 1,492 students

Program	Brief description	Results
<b>Industry-specific programs</b>		
Become an IT expert! program	The Become an IT expert! career guidance program was launched by Magyar Telekom and T-Systems Hungary where the companies use their knowledge base to inspire students to choose the IT profession.	28,000 students
„Become an...” competitions for students	In 2017 the program was elevated one level higher and Telekom - T-Systems announced a programmer competition for high school students under the name of "Challenge" In 2018 the Become an IT expert! program went a step further when Telekom - T-Systems announced a competition for high school students under the name of „Become a Creative Mind!" game, which aims to promote not only IT, but the wider range of educational opportunities inherent in digital devices. „Challenge. Accepted?" - in 2019 for the first time that Telekom launched a case study contest under the title "Challenge. Accepted?". Teams could enter into the competition in three categories: we expected IT, business and communication/ marketing students.	590 students
<b>Edutainment / Inspitainment content</b>		
Hello Biznisz	The Hello Biznisz program was launched to guide SOHO/ SMBs in the maze of management, workforce management, marketing, sales or finance. We help our SOHO/SMB partners to answer their questions with practical know-how and information, both in written and video form.	nearly 300,000 unique users per year
Telekom Volunteer Day	Magyar Telekom and T-Systems Hungary organised an annual Volunteer Day (2016-2018), during which traditional volunteering and digital education took place in 25 locations across the country.	2,900 employees
Sustainability Day	Magyar Telekom organised the Sustainability Day festival conference 12-times - which every year focuses on the most pressing sustainability issues - to provide a unique educational opportunity for its customers and the Hungarian public on sustainability issues.	31,000 participants (2016-2020)
hello holnap! mobile application	Users could collect points through the application that could be exchanged into money then donated to non-profit organisations available in the application.	27,000 downloads
non-spot content	With our Edutainment and Inspitainment content, we empower everyone to use the achievements of the digital world according to their level of technological adaptation, and to make their lives more sustainable, simpler and digital. Throughout the program, our content has been viewed by hundreds of thousands who have become members of the Now Generation.	1,000,000 unique reach
Mobile Experts	Our Mobile Experts (Mobiltudósok) are to be found in Telekom shops offering help and support to visiting customers in the use of our devices and services. They provide information on how the internet can improve the customers' lives (administration, banking, online shopping). Our experts can also be found online: they share their knowledge about the latest technical improvements, products and interesting facts. Their blog can be found on the Mobiltudós blog and they are also present on Telekom's Facebook page.	100,000 customers per year
legyelteis.hu website	As a responsible service provider, Telekom is committed to creating equal digital opportunities for Hungarian society. We take a stand on social problems that prevent people from having equal access to the opportunities offered by the digital world.	5,000 unique users per year
teachtoday.de/en websote	As a responsible large enterprise, it is among our tasks to help and promote the safe use of the internet. We use our best efforts to ensure that all age groups leverage the opportunities offered by the digital world in a smart and conscious way and we also work on the elimination of the digital divide between certain teareas of Hungary. In November, 2017, similarly to other members of the company group, Magyar Telekom also joined Deutsche Telekom's "Teachtoday" initiative to disseminate online education content with the objective of reaching a broad audience.	5,000 unique users per year