

# *Appendix to the Swisscom 2013 Annual Report*

Part of the report in accordance  
with GRI version 3.1

A+ application level



**swisscom**

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# 1 *Introduction*

This Appendix contains additions to the Corporate Responsibility (CR) section of the 2013 Annual Report, as well as additional information. The content here forms part of the report in accordance with the Global Reporting Initiative (GRI), A+ application level. In the past, this content was to be found either in separate reports or in the actual Annual Report.

Swisscom also publishes a complete report on climate according to the ISO 14064 standard.

See

[www.swisscom.ch/GRI-2013/en](http://www.swisscom.ch/GRI-2013/en)

## 2 *Connection to the Swisscom 2013 Annual Report*

The topics covered in this Appendix relate to the following sections of the Swisscom 2013 Annual Report:

- > Governance: Corporate Responsibility governance and implementation (Annual Report 2013, page 79) and Corporate Governance and Remuneration Report (Annual Report 2013, page 117 resp. page 137)
- > Other environmental aspects in the company: Sustainable use of resources (Annual Report 2013, page 87)
- > Responsibility in the supply chain: Sustainable use of resources; Swisscom responsibility in the supply chain (Annual Report 2013, page 94)
- > Responsible employer: Responsible employer (Annual Report 2013, page 103)

### 3 *Scope of the report*

The Swisscom group structure is described in the “Group structure and organisation” section of the 2013 Annual Report, which contains explanations as regards the changes made to the Group as a result of acquisitions, sales and mergers. A list of Group companies, comprising subsidiaries, associates and joint ventures, is provided in the Note 41 to the 2013 Consolidated Financial Statements.

The scope of the sustainability report in accordance with the Global Reporting Initiative (GRI) covers Swisscom Ltd and all fully consolidated subsidiaries domiciled in Switzerland in accordance with International Financial Reporting Standards (IFRS). Acquired subsidiaries are included from 1 January of the following year in the sustainability report, and disposals up to the date of disposal. Group companies domiciled abroad and investments in associates and joint ventures are not included in the scope. The main foreign shareholdings are Fastweb and the Swisscom Hospitality Group. The closely related foundations comPlan (pension fund) and sovis are also not included in the scope.

Group directives governing the various GRI sustainability topics are issued to Swisscom subsidiaries, and specialist guidelines and specifications have been introduced on topics such as telephone exchange and data centre cooling and the decommissioning of transmitter stations.

The subsidiary Azept Ltd and companies acquired during the course of the year – Entris Operations AG, Entris Integrator AG, CT Cinetrade AG and DL Groupe GMG AG – are not registered in the personnel information system; i.e. 813 FTEs out of a total of 17,362 FTEs in Switzerland. The personnel information system thus covers 95% of the workforce.

Environmental indicators, in particular with respect to energy, water/waste water, emissions and waste, cover almost 100% of Swisscom FTEs in Switzerland. The report includes all buildings managed by Swisscom Real Estate in Switzerland as well as the vehicle fleet managed by Swisscom Managed Mobility in Switzerland. In terms of energy consumption, the data compilation system also covers the mobile base stations of Swisscom Switzerland Ltd, the production of solar energy, the external server hosting of Hospitality Services and the few transmitting stations of Swisscom Broadcast Ltd located in the foreign border areas. Third-party tenant consumption is deducted from the total power consumption.

# 4 *Guiding principles*

Swisscom – we open up new possibilities

## **Our promise**

As a trusted partner in today's digital world we make it possible for our customers to

- > feel secure and at ease
- > find what they're looking for quickly and simply
- > experience and achieve extraordinary things

## **Our strategic roles**

### *The most trustworthy and reliable ICT infrastructure*

We provide our customers with the most reliable ICT infrastructure which can be adapted quickly and flexibly to changing needs. We give our customers access wherever they need and expect it.

### *Leaders in identity, data and security management*

We are recognised experts in the secure handling of data and virtual identities. Our customers feel protected from risks and dangers.

### *Personalised, proactive, value-generating customer interactions*

We offer our customers bespoke products and services that simplify and enrich their lives. We are there where our customers need us.

### *Leader in corporate responsibility*

We act responsibly at all times and in everything we do and have a special responsibility towards our environment, our society and Switzerland.

## **Our goals**

### *Winning hearts*

We delight our customers with unique experiences. Swisscom is one of Switzerland's favourite brands.

### *Making things simple*

We offer our customers maximum benefit and a service that is constantly being improved. We achieve sustainable success through focus and effectiveness.

### *Shaping the future*

We promote innovations that promise added value both for customers and Swisscom. We combine the best ideas and drive forward projects that offer future potential.

## **Our principles**

### *Passionate about customers*

We surprise our customers, convey enjoyment and inspire by providing first-class service.

### *Heart and soul*

We put heart and soul into shaping our own inspirational working environment.

### *Dialogue and cooperation*

We work together to shape the future and learn from one another.

### *Focus on the essentials*

We keep improving and remain focused.

# 5 Governance

## 5.1 Compliance

Swisscom wide range of business activities, coupled with the complexity of the applicable regulations, call for an effective compliance management system (CMS). Swisscom CMS is based on the following underlying elements:

- › **CCulture:** An effective CMS is founded on a culture of compliance. The code of conduct sets down the minimum expectations of the Board of Directors and CEO of Swisscom Ltd; these expectations are communicated throughout the Group through leadership and collaboration.
- › **Goals:** The compliance goals are set by the Board of Directors. Organisational measures and compliance activities are aligned to these goals.
- › **Risks:** Swisscom identifies risks arising from its business activities and changes in legislation, and assesses and manages these risks using suitable measures.
- › **Organisation:** The Board of Directors has defined the minimum tasks of the compliance function. The Group Executive Board and the Management Boards of the subsidiaries have defined further tasks and responsibilities and provide the resources required for an effective CMS.
- › **Communication:** Employees are informed about their tasks and responsibilities. Regular reports are sent to the Board of Directors and the Group Executive Board of Swisscom Ltd, as well as the Management Boards and Boards of Directors of the subsidiaries and other internal units.
- › **Monitoring and improvements:** The adequacy and effectiveness of the CMS are monitored on an ongoing basis and any weaknesses eliminated.

The Competition Commission launched investigations during the financial year into the invitations to tender for the interconnection of post office locations and the exercising of sports broadcast rights. Swisscom believes that there has been no breach of antitrust legislation in either case.

Also during the year under review, four backup data tapes were taken from a Swisscom data centre. The data tapes contained internal Swisscom backup data from 2008 to 2010 and could not be read without special hardware. Swisscom has instigated legal proceedings against persons unknown. Further measures were instituted to further increase internal security.

## 5.2 Precautionary principle

Thanks to established management systems, Swisscom fulfils its obligation to reduce environmental and social risks and by doing so operates in a sustainable manner. Specific Group targets and directives ensure that CR aspects are included in operations and projects. In particular, Swisscom uses a CR checklist with which to monitor its compliance with ecological and social criteria in projects relating to network infrastructures, services and products. Since the 2013 financial year, a new guideline ensures a uniform approach to recycling and the disposal of network infrastructures, something that was previously done on an ad-hoc basis.

The revised investment guidelines released in the 2013 financial year now require Swisscom to assess the ecological and social impact of significant investments. Specific requirements based on ecological criteria exist for renovations and new builds. Swisscom Swiss subsidiaries have instruments at their disposal which are tailored to their needs as required. Preventive measures are taken as part of the company's risk and safety management system. With regard to electromagnetic fields, Swisscom has its quality assurance systems certified to ensure their compliance with the Ordinance on Non-Ionising Radiation (NIR limits).

A further important element of the precautionary principle is staff training and awareness-raising.

### 5.3 Responsible marketing

Swisscom marketing is informed by its mission statement on the one hand and the principles of the Swiss Commission for Fair Trading (Schweizerische Lauterkeitskommission) on the other. The principles of the Swiss Commission for Fair Trading govern all relevant aspects of fairness and integrity in communication. The Brand Strategy & Management team, which is integrated in Group Communications and Responsibility, is responsible for compliance with these principles. It monitors the relevant communications and marketing projects throughout the Group and is therefore in a position to detect possible breaches of the principles early on and initiate corrective measures. The Brand Strategy & Management team also regularly informs the various marketing units within Swisscom about further developments concerning these principles.

There were no infringements against fair trading in marketing and communications in the year under review.

See  
[www.faire-werbung.ch](http://www.faire-werbung.ch)

### 5.4 Practices in relation to copyright laws

Copyright is governed by the Collective Employment Agreement. Employees transfer to Swisscom any copyright and associated protection rights, in particular rights to software and all shared rights originating within the scope of their area of responsibility at Swisscom. This applies to all works that the employee develops either alone or in collaboration with others while employed by Swisscom. In the event that Swisscom has no interest in the rights it has acquired, the employee's right to make use of the invention or design will be contractually granted.



## 6 Other environmental aspects in the company

### 6.1 Paper

Swisscom distinguishes between the deployment of durable and non-durable materials and is committed to reducing the environmental impact of non-durable materials, in particular paper. Swisscom uses 100% recycled paper in its offices with the “Blue Angel” environmental quality seal and only paper with the FSC seal (Forest Stewardship Council) for other purposes such as bills, advertising and print media. One key paper savings measure is the two-monthly billing for customers with small bills, as well as paperless electronic billing. In 2013, Swisscom used 34g/m<sup>2</sup> of PEFC (Programme for the Endorsement of Forest Certification) paper for phone directories. The main reason for the decline of paper consumption for the phone directories is that significantly fewer directories were printed.

Bereich	2011 (tonnes)	2012 (tonnes)	2013 (tonnes)	Change 2013 from previous year (%)	Quality
Office (copiers, printers)	183	170	143	-15,8	100% “Blue Angel”
Print media	4,311	3,884	3,498	-9,9	FSC Seal
Bills and envelopes	809	466	456	-2,1	FSC Seal
Phone directories	4,284	4,244	662	-84,4	PEFC
Total	9,587	8,764	4,579	-45,7	

### 6.2 Cables, optical fibres and telephone poles

Network construction necessitates the use of durable materials such as cables and optical fibres. In 2013, Swisscom laid 1,140,509 kilometres of optical fibre, 110,458 kilometres of copper pairs (corresponding to 987 tonnes of copper) and 745 kilometres of eco-friendly polyethylene piping (corresponding to 716 tonnes of plastic) in its fixed network, and also installed 6,659 wooden telephone poles. The telephone poles are treated with copper- and chromium -based preservatives.

### 6.3 Water

Water consumption levels are projected by multiplying the average consumption measured in 1995 by the number of FTEs. In the sanitation area, water consumption levels have decreased slightly in proportion to the number of employees (see table of environmental performance indicators in the Swisscom 2013 Annual Report, page 93). Apart from sanitation, the only business process where water is used is in cooling. Water as an environmental indicator thus carries little weight for Swisscom. Swisscom uses dry cooling to cool the return air in its data centres. If hybrid or adiabatic (i. e. driven by evaporation) systems are used in exceptional cases to cool return air, according to an internal directive issued in September 2011, preference must be given to the use of rain water or (if permitted) river/lake water as the cooling agent, instead of using drinking water. In the case of new data centres, the amount of rain water in the cooling agent must be greater than 80%. The coolers that use water may not be operated for more than 15% of the total annual operating time. The amount of water used for cooling is therefore substantially less than Swisscom's total water consumption.

### 6.4 Cooling systems and cooling agents

The old compression cooling systems for telephone exchanges, which use cooling agents, are continuously being replaced by the progressive Mistral cooling system. Mistral cools telecommunications installations throughout the whole year using only fresh air and does not require any cooling agents whatsoever. Almost two thirds of Swisscom telephone exchanges have already been converted to Mistral. Transmission and mobile base stations are increasingly also being cooled with-

out the need for compression cooling systems. Swisscom currently only uses compression cooling systems with cooling agents in the data centres and regularly checks the leak-tightness of its systems' cooling agent outlets. Cooling agent emissions in the year under review, determined by the refill volume (88 kg), show a greenhouse-gas potential (CO<sub>2</sub> equivalent) of 221 tonnes and an ozone depletion potential of 0 kg R-11 equivalent. Greenhouse-gas potential is covered in a separate climate report based on the ISO 14064 standard.

## 6.5 Battery-powered and emergency power systems

In order to ensure service availability in the event of power outages, Swisscom equips its telecoms buildings and data centres with battery-powered and emergency power systems. To prevent batteries from causing any environmental hazards, Swisscom regularly checks whether the prescribed safety measures are being implemented in battery rooms. Swisscom arranges for batteries to be disposed of and recycled in an environmentally friendly manner at the end of their service life. The emergency power systems are only used in the event of power outages, as well as for a couple of hours every year for test runs. Their fuel consumption is included in the overall Swisscom heating fuel consumption indicator.

## 6.6 Packaging

Swisscom has done away with the additional packaging that comes with mobile phones and massively reduced enclosures such as user guides. In the case of postpaid mobile handsets, which make up the majority of all devices sold by Swisscom, repackaging has been eliminated completely. Swisscom has also adjusted the packaging concept. As the packaging now contains a larger proportion of recyclable fibres, it is suitable for reuse and can be used to return the devices for disposal.

## 6.7 Waste and recycling

Swisscom minimises the volume of waste it produces by carefully selecting materials and extending the useful life of products where possible. A contract has been concluded with the Swiss Waste Exchange for the disposal and recycling of waste. Special waste is disposed of by authorised independent specialist companies in line with legal requirements. There are 16 sorts of waste, broken down into four main categories: recycling (50.4%), disposal of operational waste and office waste in waste incineration plants (42.0% and 7.3% respectively) and special waste (0.3%). Leftover cables and building materials are sorted on site and disposed of directly. Domestic waste is forecasted by multiplying the Swiss average by the number of FTEs in Switzerland.

Waste categories	2011 (tonnes)	2012 (tonnes)	2013 (tonnes)	Change from previous year [%]
Recycling	834	1,660	1,625	-2.1
Domestic waste disposal in incineration plants	1,330	1,293	1,356	4.9
Operational waste disposal in incineration plants	170	155	235	52.1
Special waste	11	20	10	-50.0
Total waste	2,345	3,127	3,226	3.2

Swisscom introduced new requirements for the recycling and disposal of network infrastructures in 2013. Among other things, it governs recycling and disposal in Switzerland in a legally compliant and environmentally friendly manner and strives to reduce the transported waste tonnage. Recycled materials are used as follows: the individual locations use 100% recycled paper. Head office uses rain water and district heating from the nearby purification plant. In addition, routers are re-used wherever possible.

## 6.8 Soil and biodiversity

Base and transmitter stations required to ensure full telecoms, radio and TV coverage throughout Switzerland are partially located outside populated areas, in some cases on the edge of conservation areas. The main impact on the environment is that the areas where the base and transmitter stations are built are sealed off from the surrounding area. A slight adverse effect on the landscape cannot be ruled out despite every effort to integrate the installations. There is no evidence of any other effects. The sealed areas per station amount to only a few square metres. When Swisscom dismantles decommissioned transmitter stations, it “renatures” the ground in accordance with guidelines issued by Swisscom Broadcast Ltd. In 2013, Swisscom dismantled ten stations and restored the terrain to its natural state. The stations were used for broadcasting analogue TV signals and are therefore no longer required.

Swisscom supports a number of partners committed to protecting soil and biodiversity. This support takes the form of financial assistance as well as voluntary assistance from employees on Nature Days. The Nature Days are part of Swisscom “Give & Grow” corporate volunteering programme. The number of Nature Days held in 2013 devoted to the conservation of nature and the countryside totalled 864. Swisscom also provides the Swiss National Park with assistance in the form of technical services.

# 7 Responsibility in the supply chain

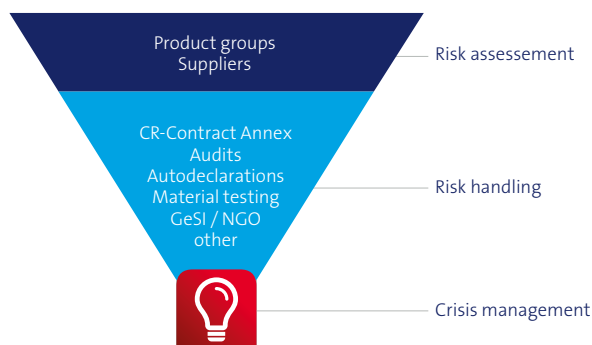
## 7.1 Supplier risk management

By incorporating the risk management system into the supply chain, Swisscom hopes to detect any potential risks in good time. The system is described in this Appendix.

## 7.2 Risk management procedure in the supply chain

Assessing each Swisscom supply partner with regard to risk is not practicable. Instead, Swisscom uses a “filtering process” to determine the risk potential, while reducing the number of supply partners to be assessed.

**Fig. 1 Filtering process: Risk management procedure in the supply chain**



Using clearly defined criteria, Swisscom first assesses all product groups in terms of their ecological and social risks, with the individual product groups being assigned to one of three risk profiles – low, medium or high.

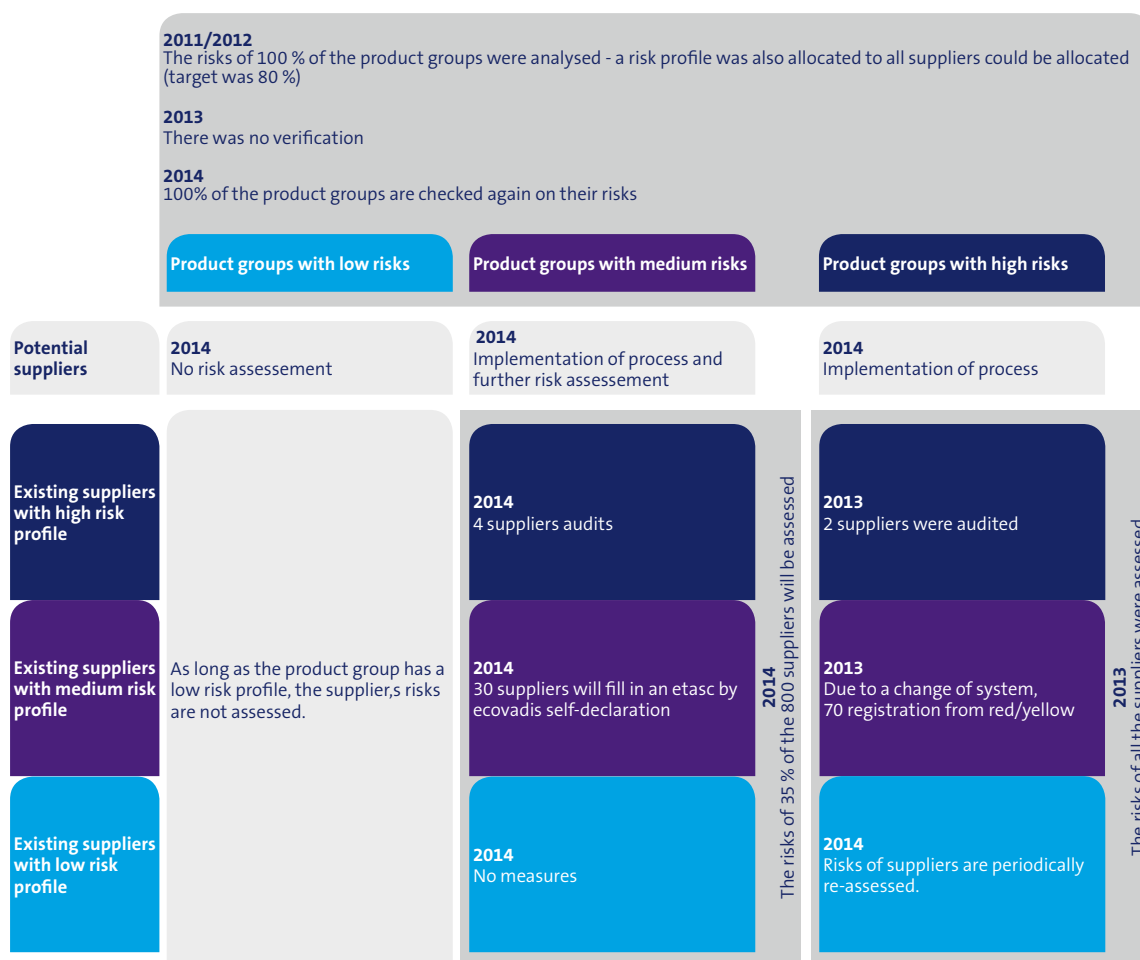
Swisscom then identifies the supply partners whose goods have been assigned to the product groups with high- and medium-risk profiles. These supply partners are then assessed for risks on an individual basis using clearly defined criteria.

Swisscom also performs a risk assessment on potential supply partners whose goods belong to a product group with a high- or medium-risk profile. The results of the assessment are then taken into account when reaching a decision on a possible collaboration.

See

[www.swisscom.ch/de/ghq/media/fragenundantworten.html](http://www.swisscom.ch/de/ghq/media/fragenundantworten.html)

**Fig. 2 Targets for 2014 and status as at the end of 2013**



### 7.3 Audits

As part of the Joint Audit Cooperation (JAC) network, a total of 102 audits have been performed in 15 countries on 5 continents since 2010 (of which 38 in 2013), covering 400,000 employees. To date, 638 CSR breaches have been identified, of which 264 are still outstanding or not fully rectified. The audits have revealed the following number of problems:

	Number of problems
Health & safety	68
Working hours/overtime	73
Business ethics	64
Child and juvenile labour	10
Remuneration	9
Environment	30
Forced labour and discrimination	10
Total	264

Of the total 264 problems identified, 215 were published in 2013. Seventy-three of these problems were connected to issues involving working hours and concern 40 suppliers who are regularly assessed. Of these 73 problems, 36 date from 2010, 2011 and 2012 and 37 from 2013. The remaining 19 identified problems pertain to the other categories. Five of these problems date from 2010 and 2011, 8 from 2012 and 178 from 2013.

The problems identified continue to be handled by the individual JAC members, and the collected data are updated regularly and discussed in the steering committee.

## 8 *Responsible employer*

### 8.1 Change in headcount

The number of employees in Switzerland in 2013 increased to 17,362 FTEs (+6.7% year-on-year) and comprises 26.4% women and 73.6% men. The percentage of women fell by 0.4%. The percentage of women in middle management rose slightly in 2013 (+17 FTEs or + 0.3 percentage points), while the number of women in senior management decreased. The age pyramid by gender remained similar year-on-year in 2013. The 2013 absence rate increased marginally for both men and women to 2.9% (+0.03 percentage points).

### 8.2 Pension fund

At the end of 2013, around 18,300 Swisscom employees and some 6,300 pensioners were insured under comPlan. In 2013, comPlan posted a positive net return on assets of 4.9% (prior year: 8.9%). On 31 December 2013, the market value of fund assets amounted to CHF 8.3 billion (prior year: CHF 7.8 billion). The coverage ratio was around 106% (prior year: 103%) in accordance with Swiss accounting standards for pension funds.

The implementation of the new pension fund regulations in line with the principles of the BVG 2010 approved by the Board of Trustees in January 2013 is intended to help the pension fund adopt a new strategy to absorb the risks associated with increased life expectancy as well as interest rate levels. The new regulations go into force as of 31 December 2013 and are accompanied by a change in investment strategy.

### 8.3 Fringe benefits

All Swisscom employees enjoy fringe benefits in the form of a phone allowance and the Swiss Federal Railways (SBB) half-fare travel card. These fringe benefits are offered irrespective of function or whether the employee works full time or part time. Apprentices receive a lower phone allowance. Swisscom also supports external childcare facilities through financial contributions and by providing access to free counselling services through the familienservice® family service. To assist working parents during the school holidays, Swisscom also runs vacation childcare weeks at selected locations in Switzerland. It also pays the employer's pension fund contribution for unpaid leave of up to three months.

### 8.4 Supplementary regulations governing management staff

Members of management have the opportunity to take a sabbatical of up to three months, depending on their length of service. Swisscom pays their salary for 30 working days, and during the sabbatical the existing employment contract remains in place and managers are assured of a return to their existing position.

Management staff is also exempted from the obligation to pay a contribution to the collective insurances for illness and accident as well as management staff risk insurance in the event of death.

### 8.5 Employees in figures (addendum)

The following table shows the various personnel indicators for the years 2011 to 2013 in accordance with the GRI requirements, version 3.1, broken down by gender. The indicators relate to the staff employed in Switzerland (excluding Asept Ltd, Entris Operations AG, Entris Integrator AG, CT Cinetrade AG and DL Groupe CMG AG; see scope of the report). Shareholdings outside Switzerland were not taken into consideration.

<b>GRI-Manpower FTE in Switzerland</b>			<b>2011</b>			<b>2012</b>			<b>2013</b>		
<b>Indicator</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>		
Personnel hiring (temporary employee) number of employees	1,221	363	1,584	1,242	462	1,704	1,230	440	1,670		
Personnel hiring FTE (Full Time Equivalents)	1,171	349	1,520	1,190	446	1,636	1,169	395	1,564		
Fixed-term contracts of employment in FTE	29	27	56	32	28	60	47	26	73		
Permanent contracts of employment in FTE	11,823	4,519	16,342	11,798	4,302	16,100	12,127	4,349	16,476		
Total workforce Switzerland in FTE			16,628			16,269	-	-	17,362		
<b>covered FTE in the following rates</b>	<b>11,852</b>	<b>4,546</b>	<b>16,398</b>	<b>11,830</b>	<b>4,330</b>	<b>16,160</b>	<b>12,173</b>	<b>4,376</b>	<b>16,549</b>		
Gender in total workforce FTE	72.3	27.7	100	73.2	26.8	100	73.6	26.4	100		
Number of full time in FTE	11,080	3,128	14,208	11,028	2,926	13,954	11,332	2,982	14,314		
Number of part-time FTE	772	1,418	2,190	802	1,404	2,206	841	1,394	2,235		
Rate full time employees of total workforce in %	67.6	19.1	86.6	68.2	18.1	86.3	68.5	18.0	86.5		
Rate part-time employees of total workforce in %	4.7	8.6	13.4	6.8	32.4	13.7	6.9	31.9	13.5		
Number of employees in collective labour agreement in FTE	9,663	4,289	13,952	9,546	4,047	13,593	9,799	4,070	13,869		
Rate collective labour agreement of total workforce in %	58.9	26.2	85.1	80.7	93.5	84.1	80.5	93.0	83.8		
Number <30 years old in FTE	1,620	1,135	2,754	1,489	996	2,484	1,682	1,074	2,756		
Number 30- 50 years old in FTE	7,361	2,629	9,990	7,260	2,528	9,788	7,258	2,487	9,745		
Number >50 years old in FTE	2,871	782	3,654	3,081	806	3,888	3,234	814	4,048		
Rate employees <30 years old in %	9.9	6.9	16.8	9.2	6.2	15.4	10.2	6.5	16.7		
Rate employees 30 - 50 years old in %	44.9	16.0	60.9	44.9	15.6	60.6	43.9	15.0	58.9		
Rate employees > 50 years old in %	17.5	4.8	22.3	19.1	5.0	24.1	19.5	4.9	24.5		
Average age of employees	42.2	39.1	41.3	42.8	39.8	41.9	42.6	39.7	41.8		
Number of employees in Top Management in FTE	112	15	126	110	11	121	92	8	100		
Rate of employees within Top Management in %	88.4	11.6	100.0	90.9	9.1	100.0	91.9	8.1	100.0		
Rate of employees to the total workforce in %	0.7	0.1	0.8	0.7	0.1	0.7	0.6	0.05	0.6		
Number of employees in Middle Management in FTE	2,078	242	2,320	2,150	269	2,419	2,231	286	2,517		
Rate of employees within Middle Management in %	89.6	10.4	100.0	88.9	11.1	100.0	88.6	11.4	100.0		
Rate of employees to the total workforce in %	12.7	1.5	14.1	13.3	1.7	15.0	13.5	1.7	15.2		
Leavings in FTE (w/o fixed term contracts)	1,421	534	1,955	1,125	510	1,635	1,221	558	1,779		
Leavings in FTE < 30yrs. old (w/o fixed term contracts)	287	177	464	221	167	387	225	184	409		
Leavings in FTE 30 - 50 yrs. old (w/o fixed term contracts)	829	290	1,119	663	269	932	682	267	949		
Leavings in FTE < 30yrs. old (w/o fixed term contracts)	304	67	371	242	74	316	314	107	421		
Rate of Leavings < 30 yrs. old in %	20.2	33.1	23.7	19.6	32.7	23.7	18.4	33.0	23.0		
Rate of Leavings 30 - 50 yrs. old in %	58.3	54.3	57.2	58.9	52.8	57.0	55.9	47.8	53.3		
Rate of Leavings > 50 yrs. old in %	21.4	12.5	19.0	21.5	14.5	19.3	25.7	19.2	23.7		
Enterings in FTE < 30yrs. old (w/o fixed term contracts)	632	342	974	295	169	464	641	344	985		
Enterings in FTE 30 - 50 yrs. old (w/o fixed term contracts)	1,021	267	1,288	717	153	870	811	226	1,037		
Enterings in FTE < 30yrs. old (w/o fixed term contracts)	179	23	202	97	17	115	101	27	128		
Rate of Enterings < 30 yrs. old in %	34.5	54.1	39.5	26.6	49.8	32.0	41.3	57.6	45.8		
Rate of Enterings 30 - 50 yrs. old in %	55.7	42.3	52.3	64.6	45.1	60.0	52.2	37.9	48.2		
Rate of Enterings > 50 yrs. old in %	9.8	3.6	8.2	8.8	5.1	7.9	6.5	4.5	6.0		
Education and training days	n.a.	n.a.	n.a.	-	-	54,441	-	-	72,136		
Number of days training and education per employee (headcount)	n.a.	n.a.	n.a.	-	-	3.2	-	-	4.2		
Maternity and paternity leave	n.a.	n.a.	n.a.	405	215	620	373	175	548		
<b>Sickness and accidents GRI (S+A)</b>			<b>2011</b>			<b>2012</b>			<b>2013</b>		
<b>Indicator</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>Total</b>		
Average Number of FTE	11,742	4,546	16,288	11,840	4,412	16,252	12,095	4,356	16,451		
Regular working days in FTE	2,988,702	1,162,906	4,151,608	2,999,153	1,125,614	4,124,768	3,054,809	1,107,753	4,162,562		
Days lost due to sickness (without work-related sickness)	55,023	43,894	98,916	57,796	42,146	99,942	59,829	41,291	101,120		
Days lost due to work-related sickness	5	0	5	2	0	2	8	0	8		
Days lost due to work-related accidents	2,059	193	2,252	2,294	552	2,846	1,890	425	2,314		
Days lost due to non work-related accidents	11,601	3,436	15,037	11,031	4,055	15,086	11,573	5,009	16,582		
Days lost total (S+A)	68,687	47,523	116,210	71,123	46,753	117,876	73,299	46,724	120,024		
Number of cases of sickness	15,302	11,424	26,726	15,024	10,235	25,259	15,549	9,677	25,226		
Number of work-related accidents	240	57	297	266	52	318	251	55	306		
Number of non work-related accidents	1,848	659	2,507	1,742	599	2,341	1,822	618	2,440		
Total cases	17,390	12,140	29,530	17,032	10,886	27,918	17,622	10,350	27,972		
Share of days lost due to sickness (without work-related sickness) in %	1.84	3.78	2.39	1.93	3.74	2.42	1.97	3.73	2.44		
Share of days lost due to work-related sickness (%)	0.0002	0	0.0001	0	0.0001	0.0000	0.0002	0	0.0002		
Share of days lost due to work-related accidents (%)	0.07	0.02	0.05	0.08	0.05	0.07	0.06	0.04	0.06		
Share of days lost due to non work-related accidents (%)	0.39	0.30	0.36	0.37	0.36	0.37	0.38	0.45	0.40		
Share of days lost total (S+A) in %	2.30	4.09	2.80	2.37	4.15	2.86	2.41	4.23	2.89		
Activity FTE (net presence in FTE)	119,547	44,223	163,770	121,024	43,901	164,925	123,338	43,503	166,841		
Total productive hours performed	20,290,074	7,541,011	27,832,456	20,437,207	7,466,206	27,904,715	20,749,395	7,372,945	28,123,072		
Productive time per FTE in hours	1,728	1,659	1,709	1,726	1,692	1,717	1,716	1,693	1,710		
Minimum full time salary according to the CEA	45,500	45,500	45,500	45,500	45,500	45,500	52,000	52,000	52,000		
Number of work-related deaths	0	0	0	0	0	0	0	0	0		
Performance Dialogues in %	98.9	98.5	98.8	98.9	98.5	98.8	96.6	97.7	97.0		
% of women at Management	-	-	11.7	-	-	11.0	-	-	11.8		



## 9 *Social and cultural commitments*

Swisscom historically has close ties with Switzerland and the local population, and has long been committed to its Swiss roots. The company's community involvement covers three areas: public affairs, events and sponsoring, and corporate responsibility projects.

Swisscom long-term sponsorship activities are focused on promoting sport and cultural events to a broad audience. The sponsorship activities are spread across all regions of Switzerland and appeal to a wide range of target groups.

### 9.1 Public affairs

Swisscom Public Affairs maintains contact with the municipalities and cantons throughout Switzerland. The team members, who are organised locally, primarily provide information on infrastructural issues and Swisscom commitments, and they listen to the concerns addressed at the local level. In addition to one-on-one meetings and discussions, Swisscom maintains contact with politicians and the authorities via regular publications (community affairs flyers) and e-mail newsletters. Swisscom organises training events in various cantons covering a wide range of topics (e.g. social media and eHealth).

The development of mobile communications infrastructure repeatedly leads to local conflict due to concerns being raised by residents. The work of Swisscom Public Affairs mainly focuses on providing knowledge and information about mobile communications and related wireless applications. As part of this, Swisscom not only deals with enquiries from the authorities and politicians, but also generally attends to the concerns of the general public, affected neighbours, companies and homeowners. In order to continue developing the mobile communications infrastructure in line with customer requirements while keeping a dialogue open with local stakeholders, Swisscom has worked together with the industry to develop and introduce a voluntary participation procedure in a large number of cantons (the dialogue model), which will help to determine new mobile communications sites. Swisscom Public Affairs also maintains a regular exchange with environmental agencies in order to ensure that environmental regulations for mobile communications are correctly put into practice.

Swisscom participates in national working groups and committees that focus on ensuring improved broadband provision in marginal regions. For example, Public Affairs and Public Policy represent Swisscom in the BAKOM Broadband Working Group and on the Teleworking Committee.

### 9.2 Festivals, museums and foundations

Swisscom sponsors renowned, popular open-air music festivals and the Energy Live Session in Basel, Berne and Zurich. It also supports the medium of film in its capacity as the principal sponsor of the Locarno International Film Festival and offers film fans discounted admission to Kitag cinemas with the Carte Bleue. The company is also a member of the Board of Trustees of the Museum of Communication in Berne, which organises exhibitions on communications past, present and future. Visitor surveys show that the museum is highly regarded as a family-oriented and interactive museum. For example, the temporary exhibition "Bin ich schön?" ("Am I beautiful?"), which opened in October 2012, welcomed 61,463 visitors in the space of eight months.

Swisscom is a sponsor of the Sasso San Gottardo foundation and principal sponsor of the exhibition which covers the topics of mobility and the living environment, safety, water, energy, weather and climate. As part of this commitment and together with other partners of the Foundation, Swisscom has conducted the first Forum Sasso San Gottardo in the fall of 2013. The purpose of this forum is to bring young management professionals from business, science and politics together to deepen questions around the topic of sustainability. Feedback from the approximately 100 participants and speakers were positive, a continuation of the Forum for 2014 is examined.

## 9.3 Sport

Swisscom sporting sponsorship focuses on winter sports. As principal sponsor of Swiss Ski, it helps Swiss winter athletes reach peak performance in downhill and Nordic skiing, snowboarding, freestyle and telemark skiing. As part of its partnership with Swiss Ski, 20% of Swisscom annual sponsorship fees goes towards fostering the development of junior talents. Swisscom has also developed a downhill training programme for junior talents, the key focus of which is the selection and development of young athletes and the creation of training opportunities, allowing the Swisscom Junior Alpine Ski Team to prepare for the Junior World Championships. As official telecoms partner of all Swiss FIS World Cup events, Swisscom boosts Switzerland's status as both a venue for sporting events and a haven for winter sports.

Football also plays a significant role in Swisscom commitment to sport. Thanks to Swisscom and Teleclub, more Swiss football is now being shown live on television than ever before. Swisscom TV broadcasts over 200 Swiss football matches every season.

Not only is Swisscom the partner of the Swiss Football League, it also supports ten clubs in the Super League and nine in the Challenge League. Swisscom work together with the Swiss Football League is geared towards a long-term and future-oriented partnership.

## 9.4 Promoting start-ups

Swisscom provides start-ups with comprehensive, long-term support, not only prior to and during the launch period, but also while they strive to establish themselves. By doing so, Swisscom plays an important role in ensuring that the Swiss economy remains competitive.

In addition, Swisscom particularly encourages development and innovation in the Swiss SME market, and supports up-and-coming talent through various initiatives and commitments organised by startups.ch, the Institute for Young Entrepreneurs, and through regional economic development measures. Swisscom also maintains partnerships with the Swiss Venture Club, the Swiss Economic Forum and the Swiss Innovation Forum. Swisscom is increasing its commitment in the field of social entrepreneurship, as exemplified by its partnership with The HUB Zurich.

### Commitments

- > Startups.ch: a partnership set up this year with the largest online portal in Switzerland for companies looking to establish themselves.
- > Institut für Jungunternehmen (Institute for Young Entrepreneurs – IFJ): a partnership established eleven years ago with the largest national platform for start-ups.
- > BlueLion Foundation Zurich: Swisscom is the co-founder of the foundation, which has the largest ICT & clean tech incubator in Switzerland.
- > BaseCamp4HighTech co-operative: Swisscom is the co-founder of the foundation, which is an initiative introduced by the Canton of Berne to promote high-tech start-ups.
- > Startup Weekend Association: Swisscom is a gold sponsor of the Startup Weekend Association and supports the events in Zurich, Berne, St. Gallen, Basel and Lucerne by providing financial assistance and coaches.
- > Lift Conference Geneva: Swisscom is the “official sponsor”.
- > The HUB Zurich: a forum for sustainably oriented founders of start-up companies (social entrepreneurs). Swisscom is a communications partner and further expanded the partnership in 2013.

## 9.5 Corporate giving und people in need

Swisscom Corporate Giving strategy gives Swisscom the opportunity to document and demonstrate its close ties to Switzerland. The company continued its long-standing partnerships with Swiss Solidarity (Glückskette) and 143 The Samaritans in the reporting year.

### **Swiss Solidarity (Glückskette)**

The Swiss Solidarity foundation is Switzerland's humanitarian solidarity and fund-raising platform. The foundation is supported by the radio and television broadcasting organisation SRG SSR idée suisse, and also works closely with private and print media. Swisscom has been a partner of Swiss Solidarity since 1946, during which time it has supported the work of the charity's 30 partner relief agencies.

See

[www.swiss-solidarity.org/en.html](http://www.swiss-solidarity.org/en.html)

### **143 The Samaritans (Die Dargebotene Hand)**

143 The Samaritans helps vulnerable and distressed people 24 hours a day, seven days a week. Over 600 staff, who are mainly volunteers, take well over 155,000 phone calls a year, offering a helping hand to callers who find themselves in desperate situations. For some time now, callers have been able to contact 143 The Samaritans via channels other than the telephone, with enquiries received via e-mail and instant messenger on the rise. Swisscom makes a significant contribution to 143 The Samaritans by providing financial support and specialist services, supporting the central secretariat and 14 regional offices.

See

[www.143.ch](http://www.143.ch)

## 9.6 Offerings for people with disabilities

Swisscom wants to provide everyone in Switzerland with barrier-free access to the latest communication tools. In this context, Swisscom plays a key role in ensuring that disadvantaged people can also participate in Switzerland's information society.

### **Swisscom's offerings for people with impaired mobility, the visually impaired and hard of hearing**

Swisscom Shops comply with stringent requirements concerning wheelchair access. Swisscom Shop employees also have to be able to recognise what requirements a specific disability entails. In order to ensure that the employees are able to do this, accessibility training sessions are conducted together with procap Schweiz. In collaboration with the TerzStiftung, which promotes the interests of the older generation and healthy attitudes toward aging, Swisscom has worked on ways of optimising its shops for people who are visually impaired or hard of hearing. Measures are continuously being implemented and improved.

Swisscom endeavours to provide a portfolio of terminal devices that includes a choice of suitable equipment for customers with impaired hearing or vision. The company thus renews and updates its service and device portfolio on an ongoing basis. One of the aims of doing so is to ensure its offerings satisfy the needs of those with special needs or requirements. Two examples of devices in this range are the Emporia mobile phone, a smartphone with on-screen voice support for visually-impaired people, and the multi-modal customer service contact option.

All those who are unable to use the current subscriber directory due to physical impairments can be connected via the short number 1145 at no extra cost. Swisscom provides this service free of charge as part of the basic service provision.

Individuals who are hard of hearing can take advantage of a transcription service. This service makes telephone calls possible between the hard of hearing and those who can hear normally and is offered free of charge in association with the organisation procom. It is also part of the basic service provision.

Swisscom continues to be committed to ensuring its website offers barrier-free access to all. As part of the technical redesign of its website, Swisscom has already implemented key guidelines for barrier-free content (Web Content Accessibility Guidelines WCAG). In the upcoming phases of the website redesign, Swisscom will incorporate other guidelines and is aiming to receive “AA Access for all” certification.

#### **Offerings for people with limited financial resources**

Swisscom offers special products and services to help people with limited financial resources. Young people under the age of 26 can take advantage of reduced tariff plans. Under these tariff plans, subscribers up to the age of 18 are assigned a credit limit. Older people still make less use of new communication technologies than younger people do. The Swisscom service range therefore includes subscriptions featuring particularly low basic fees and services charged on a pay-as-you-use basis. These subscriptions are particularly suited to older people who only use the services sporadically.

## 9.7 Climate Pioneers

The Climate Pioneers project offers schoolchildren from pre-school to secondary school the opportunity to realise their own climate protection projects. Swisscom launched the Climate Pioneers project together with Solar Impulse and the climate protection organisation myclimate. Swisscom is committed to encouraging children and young people to get actively involved and to make a significant contribution to climate protection.

The Climate Pioneers initiative has two prominent supporters, Bertrand Piccard and André Borschberg. They plan to circumnavigate the globe in their solar aircraft Solar Impulse in 2015 to raise the profile of renewable energy.

By the end of 2013, 4,100 Climate Pioneers had worked on more than 190 projects throughout Switzerland.

See

[www.klimapioniere.ch](http://www.klimapioniere.ch)

[www.pionniersduclimat.ch](http://www.pionniersduclimat.ch)

## 9.8 Solar Impulse

André Borschberg and Bertrand Piccard’s Solar Impulse project is committed to raising the profile of energy efficiency, clean tech and innovation, which is why Swisscom has been supporting it as national telecoms partner since 2009. Swisscom has developed an ultra-light, energy-saving communication solution to allow the pilot to communicate with the crew on the ground at all times as the plane circumnavigates the Earth. Swisscom thus makes an important contribution to the successful world tour, which is scheduled in 2015. In the summer of 2013, the Solar Impulse has accomplished in two months a historic crossing of the United States from west to east. The entire communication took place via the communication solution from Swisscom.

Thanks to the partnership with Swisscom, the public are able to experience Solar Impulse’s international flights first hand and from the pilot’s perspective, as the satellite connection allows images of the pilot and the plane’s current data (position, speed, route, etc.) to be reproduced online in a virtual cockpit. Swisscom also provides updates on the project on Bluewin, Facebook and Twitter, as well as on a special application for iPhone, iPad and Android smartphones.

# 10 Memberships and partnerships

## 10.1 Sustainable living and working

Swisscom works with the myclimate foundation to draw up a carbon footprint for its products and services. A spin-off of the Federal Institute of Technology Zurich, myclimate now occupies a leading international position when it comes to CO<sub>2</sub> offsetting. It also possesses a wealth of expertise in drawing up carbon footprints and rating products.

Swisscom is currently collaborating with myclimate in the areas of eco points and climate recommendations.

Working with other partners, Swisscom investigates the conditions necessary for sustainable living and working and passes on its findings in the appropriate form to the public at large.

- Swiss Research Foundation on Mobile Communication (FSM): The FSM is a not-for-profit foundation based at the Swiss Federal Institute of Technology Zurich (ETH) that promotes scientific research into the opportunities and risks of mobile communication and publishes the results of its research in scientific journals. It also promotes the unbiased publication of research findings and fills any knowledge gaps that exist within society. Swisscom financially supports the FSM's activities.
- Umwelt Arena: Swisscom is the exhibition partner of Umwelt Arena, a new competence centre devoted to sustainability in Spreitenbach (Canton of Aargau). Swisscom accompanies visitors on an interactive tour of the possibilities of a sustainable lifestyle in the areas of mobility, nutrition, construction, energy supply, communication and many others. During the tour, visitors are introduced to new Swisscom offerings, such as in virtual mobility, "smart living" as the intelligent way to stay connected with their homes, and mobile phone recycling. Swisscom also uses the Umwelt Arena as an event platform for external and internal events and is the Umwelt Arena's ICT partner.

## 10.2 Sustainable use of resources

Swisscom collaborates with various associations and organisations in the area of sustainable use of resources:

- European Telecommunications Network Operators (ETNO), Sustainability Working Group: Swisscom was one of the first telecommunications providers in Europe to sign the ETNO Environmental Charter in 1996 and the Sustainability Charter in 2002.
- ETNO Energy Task Team: Swisscom participates in the Energy Task Team, a working group made up of European telecoms providers that seeks to devise best-practice solutions to increase efficiency in the network sector.
- European Telecommunications Standards Institute (ETSI): Swisscom has been a member of the ETSI's Environmental Engineering (EE) working group for seven years and has helped promote the ETSI Standard EN 300019-1-3 (class 3.1) governing the operation of IT facilities that has now entered into force. The working group is currently drawing up uniform standards for verifying electricity consumption and assessing life cycles of network equipment and devices.
- Swiss Association for Environmentally Conscious Management (ÖBU): Swisscom has been a member since 1999.
- Energy Agency for Industry (EnAW): Swisscom joined the Energy Agency in 2003 and in 2013 signed a second target agreement to reduce CO<sub>2</sub> emissions and improve energy efficiency. The agreement covers the period to 2020.
- WWF Switzerland: Swisscom is a member of the WWF Climate Savers.
- Association for Environmentally Sound Electricity (VUE): The VUE certifies energy plants with the quality labels naturemade star and naturemade basic. Swisscom has been a member of

the VUE Board since 2006 and, according to internal data gathered by Swisscom, is one of the biggest procurers of naturemade star products in Switzerland.

- › Energo Association (an association which promotes energy efficiency in buildings): Swisscom has been represented on the Energo Board since 2008.

Swisscom has signed four external agreements: the ETNO Sustainability Charter, the Code of Conduct for Broadband Equipment, the Code of Conduct for Digital TV Services Equipment (set-top boxes) in Europe and voluntary target agreements with EnAW to improve energy efficiency in Switzerland. Swisscom is also involved in the Carbon Disclosure Project (CDP) and other ratings activities.

To bring about a continuous increase in the impact of the corporate responsibility demands that Swisscom places on the supply chain, Swisscom is actively involved in the following initiatives:

- › Global e-Sustainability Initiative (GeSI): a partnership of companies from the ICT sector whose aim is to promote sustainability.

See

[www.gesi.org](http://www.gesi.org)

- › EEcoVadis (E-TASC powered by EcoVadis) – self-assessment tool for accountable supply chains: since 2013, Swisscom has been using the online EcoVadis questionnaire for the self-declaration of suppliers within the framework of its risk management system.
- › Joint Audit Cooperation (JAC): the JAC comprises nine telecoms companies that work together to plan and perform CR audits for suppliers.
- › Carbon Disclosure Project (CDP) Supply Chain Program: Swisscom joined the CDP Supply Chain Program in 2013 to increase transparency about its suppliers' greenhouse gas emissions.

See

[www.cdproject.net/en-US](http://www.cdproject.net/en-US)

### 10.3 Telecommunications for all

In line with legal requirements, Swisscom takes various measures to offer the public additional added value. For example, the company works with a number of specialist organisations in order to continually enhance its understanding of the specific needs of particular customer groups. These organisations act in an advisory capacity to Swisscom, while, in turn, Swisscom supports them in helping make Switzerland's information society a reality. Both parties benefit from the mutual support and exchange of ideas and information.

The types of collaboration with individual organisations, institutions and public offices are many and varied, and in each case comply with the relevant needs and objectives:

- › Swiss Foundation for Audiovisual Teaching Media (SSAB): Swisscom has been a member of the SSAB since 2008 and works with an extensive network to devise strategies and solutions for modern information provision both in schools and in the extra-curricular sphere.
- › Worlddidac Association: The world's largest education fair, Worlddidac is held every other year in Basel and attracts over 400 exhibitors from more than 80 countries who come to present their products and teaching aids to nearly 20,000 visitors. Swisscom has been a partner of Worlddidac and the simultaneous Swiss education fair Didacta since 2004 and through the Swisscom Arena provides a central platform for the exchange of views and ideas relating to trends in education.

- › Swiss Foundation for the Protection of Children: Swisscom and the Swiss Foundation for the Protection of Children meet regularly to discuss issues concerning the promotion of media skills and the organisation of the youth media protection programme.
- › European Telecommunications Network Operators Association (ETNO): Swisscom became a sponsor of the High Principles on Child Protection Charter in 2011. After being launched by ETNO, these principles are now supported by the industry itself. Under this charter, the sponsors commit themselves to a number of voluntary measures aimed at protecting young people from the negative impacts of new media.

#### **Dialogue partners and strategic partnerships**

- › Federal Social Insurance Office (FSIO) – National Programme for the Promotion of Media Skills: Swisscom uses the FSIO programme as a platform via which to exchange views with a large number of partners on the promotion of media skills. Swisscom supports the programme by providing both financial resources and communication services.

#### **Project-based cooperation**

- › Pro Senectute (telephone chains, International Day of Older Persons)
- › Swiss Consortium for Alpine Regions (SAB)
- › Access for all (knowledge database, experts for barrier-free access to Internet)
- › Procap Schweiz (dialogue partner for activities involving people with disabilities and for corporate volunteering)
- › Fondation Suisse pour les téléthèses (Swiss Foundation for Electronic Aids)

Swisscom worked with the above organisations in 2013 on a variety of projects which all offer direct added value in the environment surrounding today's information society.

Swisscom reviews memberships and partnerships on the basis of transparent criteria such as the thematic relevance or national significance of the organisation in question.

## **10.4 Responsible employer**

Swisscom is a member of various national and international institutions which deal with different human resources issues. These include:

- › International Institute of Management in Technology in Freiburg (iimt): the institute runs executive programmes and carries out research in the fields of ICT and utility management.
- › Swiss Employers' Association: the association works to ensure social stability and a constructive social partnership.
- › Corporate Leadership Council (London): the Corporate Leadership Council conducts research on best practice in corporate management.
- › Generation CEO: this is an initiative promoting female management talent.
- › Swiss Women's Network (SWONET): The SWONET Internet portal is a network of Swiss women's organisations (up until the end of 2013).