

Swisscom's targets

The most important indicators

Priority of the CR Strategy	Targets in year under review Future targets	Status/Measures The target is considered achieved if within a tolerance of 5%, not achieved or exceeded outside the tolerance
Management/Governance		
Reporting boundaries/Data collection Specification of reporting boundaries and integration of new companies in the data collection systems for sustainability reporting KPI: The extent to which management systems and indicators within the reporting boundary Switzerland are covered	2013: Integration in processes 2014: Achieved; no further target	2013 target achieved Detailed list of group companies continuously updated 2014 measure: > Further integration in Acquisition and Mutation processes
Anti-corruption (GRI-SO2) KPI: Implementation of training on anti-corruption directive	2013: Integrate training in the Compliance Process 2014: Achieved; no further target	2013 target achieved > Training integrated in the Compliance Process > Carried out in the form of eLearning courses for managers in 2013 > Further training courses are being carried out as part of the Compliance Process
Sustainable living and working		
Rise in net revenue in Green ICT portfolio (GRI-EN26) Eco-friendly products and services for corporate customers (B2B) KPI: Rise in net revenue in the defined Green ICT portfolio	2013: +10% over the prior year 2014: +10% over the prior year	2013 target not achieved (-6%) > Decline mainly due to special effect (one-time revenue from corporate customer from the previous year) > Most revenue from individual services up over the prior year 2014 measures: > Continue to promote eco-friendly offerings > Issue of further Green ICT certificates > Project partnerships with NGO
Expand the portfolio of eco-friendly offerings (GRI-EN26) KPI: Number of offerings certified by myclimate (NGO)	2013: Residential customers: 3 Business customers: 19 2014: Residential customers: 3 Business customers: 32	2013 Residential customers target not achieved (1) 2013 Corporate customers target exceeded (30) 2014 measures: > Evaluate suitable products or redesign suitable products and services > Determine environmental benefits compared to standard products > Current portfolio at www.swisscom.ch/myclimate
Mobile phone take-back (GRI-EN26) Reuse/recycling of mobile phones that are no longer used KPI: Return rate (percentage of mobile phones returned compared to the number of phones sold)	2013: 14% 2014: 12%	2013 target not achieved (9.8%) National «Swisscom Mobile Aid» collection campaign remained below expectations 2014 measure: > Raise return rate over 2013 by means of a buy-back programme and other measures
Reduction in paper consumption (GRI-EN26) KPI: Percentage of residential customers switching to online billing	2015: 30%	Percentage achieved in 2013: 18.3% 2014 measures: > Continue to promote online billing > Direct mailing for suitable customer segments > Joint campaign with WWF Switzerland
Training of Touch Point (shop/call centre) staff (GRI-EN26) Shop and call centre staff trained in customer concerns/messages relating to environmental/social accountability KPI 2013: Course on Corporate Responsibility (CR)	2013: Course set up and carried out for the first time 2014: Continuation of course	2013 target achieved Course carried out 2014 measure: > Continuation of course
Sustainable use of resources		
Renewable energy (GRI-EN4) KPI: Extent to which electricity requirements are covered by renewable energy	2013: 100% 2014: 100%	2013 target achieved (100%) 2014 measures: > Purchase of renewable energies (electricity) > Compensation with certificates > Verification by WWF Switzerland > Increase in production of own electricity (solar)
Energy efficiency (GRI-EN6) Continual increase in energy efficiency KPI: Increase in energy efficiency EF Baseline 1.1.2010 > TEC = total energy consumption > AES = accumulated energy savings Source: adapted from FOEN Directive	2015: +25% over 1 January 2010 $EF = \frac{GEV + \sum ESP}{GEV}$	Increase in energy efficiency achieved 2010–2013: +21 % 2014 measures: Implementation of other cost-cutting and efficiency measures including > Use of Mistral cooling system (cooling with fresh air) > Decommissioning and technology improvements > Conclusion of the swap of mobile network > Increased efficiency in data centres > Virtualisation of servers
Reduction in direct CO₂ emissions (GRI-EN18) Focus on direct emissions from fossil fuels (Scope 1) KPI: CO ₂ emissions from fuel consumption	2015: -12% over 1 January 2010	Reduction achieved 2010–2013: -3.9% > Increased demand for office space and rise in the number of kilometres driven mostly offset by reduction measures > However relative energy indicators improved markedly 2014 measures: > Implementation of further efficiency measures > Further implementation of the procurement roadmap (vehicles)

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Optimised CO₂ emissions of vehicle fleet (GRI-EN29) Focus on direct emissions from fossil fuels (Scope 1) KPI: Average CO ₂ emissions per car in g CO ₂ /km according to manufacturers' data	2013: 128 g CO₂/km 2014: 120 g CO₂/km 2015: 110 g CO₂/km	2013 target exceeded (123 g CO₂/km) 2014 measure: > Further implementation of the procurement roadmap
Responsibility in the supply chain		
Risk evaluation of supply partners from medium-risk product groups (800 supply partners) (GRI-HR2) KPI: Percentage of supply partners subjected to a risk evaluation (as % of total number of supply partners from medium-risk product groups)	2013: 35% (280) 2014: Reevaluation	2013 target achieved (35%/280) 2014 measures: > Reevaluation of product groups (based on the product group strategy) and supply partners with a medium-risk profile > Subsequent quantification after reevaluation of product groups
Review of supply partners from medium-risk product groups (GRI-HR2) KPI: a) Number of supply partners with a high-risk profile that have been audited b) Number of supply partners with a medium-risk profile that have carried out a self-declaration	2013: a) 4 b) 30 2014: a) 4 + 50 through JAC b) 30	2013 targets a) not reached (2) 1 audit postponed, 1 audit cancelled; a further 38 audits carried out within the framework of JAC b) exceeded (70) of which 35 from the medium-risk profile segment 2014 measures: a) Perform audits and intensify collaboration within the framework of JAC b) Self-declaration by 30 selected suppliers with various risk profiles
New: Review of strategically important suppliers in terms of transparency of greenhouse gas emissions KPI: Number of key suppliers that disclose their environmental data via CDP CDP = Carbon Disclosure Project	2014: 40 (cumulative)	2012 baseline value: 27 2014 measure: > Campaigns to encourage participation in the CDP
Implementation of Swisscom CR agreements (GRI-HR2) KPI: Percentage of order volume generated with supply partners that have signed the CR agreements	2013: 95% 2014: Achieved; no further target	2013 target achieved (95%) 2014 measure: > Focus on special cases
Telecommunications for all		
Promoting media skills: Media courses for parents and teachers (GRI-PR6) KPI: Number of participants in the media courses on offer	2013: 5,000 2014: 6,500	2013 target exceeded (5,741) 2014 measures: > Expansion of offering by means of an online platform > Further marketing of the offering
Promoting media skills: Media courses for pupils (secondary school) (GRI-PR6) KPI 2013: Number of pupils	2013: 15,000 2014: 15,500	2013 target not achieved (13,305 pupils) Programme nevertheless expanded over the prior year 2014 measures: > Further development of the course programme > Intensification of communication
Promoting media skills: User courses for senior citizens (GRI-PR6) KPI: Number of participants	2013: 14,000 2014: 14,000	2013 target achieved (14,500) Note: Original target reduced in the second quarter on resource grounds 2014 measures: > Further development of the course programme > Intensification of communication
Access for all (accessibility) (GRI-SO1) Improve barrier-free nature of Swisscom's online presence KPI: Achieve AA rating in accordance with Web Content Accessibility Guidelines WCAG	2013: AA rating for online presence 2014: AA rating for online presence	2013 target delayed Various measures implemented to improve barrier-free access for all (AA) 2014 measure: > Implementation of further measures to improve barrier-free access for all (in compliance with WCAG2.0 AA)
Responsible employer		
Diversity (GRI-LA1) Increase the proportion of women in management KPI: Percentage of women in management (Group Executive Board and all management levels)	Medium term: 20%	2010 baseline value: 9.9% Percentage in 2013: 11.8% 2014 measures: > Special mentoring programmes/Coaching > Transparent and targeted recruitment > Women's network > Talent management and succession planning
Occupational Health Management (GRI-LA7) Keep staff absence rate constant or reduce it over the prior year KPI: Absences in days/target days (weighted by FTE) x 100; Target days are based on standard working hours	Yearly Keep absence rate constant or reduce it over the prior year	2012 percentage: 2.9% 2013 target achieved (2.9%) Note: Original target revised and reformulated in the third quarter 2014 measures: > Further professionalise case management > Instil personal prevention culture – line managers and employees
Corporate Volunteering (GRI-LA) KPI: Number of volunteer days	2013: 1,000 days 2014: 1,400 days	2013 target exceeded (1,330 days) 2014 measures: > Expansion of the use of corporate volunteering etc. as a personal development tool -> skills-based volunteering (skills- and knowledge-based deployments)

