

The most important indicators for achievement of Swisscom's CR targets

Priority of the CR Strategy	Targets in the year under review Future targets	Status/Measures The target is considered to have been achieved if it comes within a tolerance of 5%, or not achieved or exceeded if it is outside the tolerance
Image target / cross-portfolio activities		
Swisscom's sustainability image KPI: Rank in the GfK sustainability index GfK = Gesellschaft für Konsumforschung GfK is one of the world's largest market-research companies.	2015: Top 15	2014 baseline value: 19th position 2015 measures: > Introduction of the sustainability label 3,2,1 > Sustainability ideas competition with SRF > Projects such as energy-efficient routers, use of waste heat, possibly Fairphone and electromobility offerings
Rise in net revenue on sustainable ICT portfolio Portfolio: low-CO ₂ products and services for business customers (B2B) KPI: Rise in net revenue	2014: +10% over the prior year 2015: +10% over the prior year	Target for 2014 exceeded (+29%) Revenue well up on the prior year 2015 measures: > Further promotion of sustainable offerings > Project partnerships with NGOs
Expansion of portfolio of sustainable services (G4-EN27) Services with added ecological or social value KPI: Number	2014: 32 2015: 35	2014 target achieved (32) Existing portfolio: www.swisscom.ch/myclimate 2015 measures: > Evaluation or redesign of suitable services
Mobile telephone return (G4-EN28) Re-use/recycling of mobile phones that are no longer used KPI: Return rate (percentage of returned mobile telephones compared to the total number of mobile telephones sold)	2014: 12% 2015: 12%	2014 target not achieved (6.2%) 2015 measures: > Increase in return rate over 2014 by means of the "Mobile Bonus" buy-back programme for residential customers and introduction of the "Mobile Bonus" programme for business customers together with other measures
Reduction in paper consumption (G4-EN27) KPI: Percentage of residential customers switching to online billing	2015: 30%	Percentage achieved in 2014: 20.8% 2015 measures: > Further promotion of online bills > Direct mailing for suitable customer segments > Partnership with WWF Switzerland for paperless bills
Training for employees at touch points (shop/call centre/sales) Shop and call centre staff trained in customer concerns/messages relating to environment and social accountability KPI: Training sessions	2014: Continuation of course 2015: Training of touch points	2014 target partly achieved no course in 2014 Touch point training set 2015 measures: > Training for touch points in the three customer segments (RES, SME and ENT) on the sustainability advantages of Swisscom products
Energy efficiency and climate protection		
New main target: (G4-EN18) Increase in the ratio between customers' CO₂ savings and Swisscom's own CO₂ emissions KPI: Ratio of the CO ₂ savings achieved by customers to the Green ICT Portfolio and Swisscom's own CO ₂ emissions (excluding Fastweb)	Guidance for 2015: 1.07 to 1 2020: 2 to 1	2013 baseline value: 0.72 to 1 Ratio for 2014: 0.77 to 1 Emissions and savings are recorded in accordance with the ISO 14064 standard, verified externally and disclosed in detail in a climate report 2015 measures: > Further reduction in own emissions from operations including supply chain.
Energy efficiency (G4-EN5) Continual increase in energy efficiency KPI: Increase in energy efficiency EF $EE = \frac{TEC + \sum AES}{TEC}$ > TEC = Total energy consumption > AES = Accumulated energy savings Source: Federal Office of Environment, Forests and Landscape (BAFU) guideline	2015: +25% over 1 January 2010 Further target: +35% from 1 January 2016 to 31 December 2020	Efficiency gains achieved 2010–2014: +26.4% 2015 measures: Further implementation of savings and efficiency measures, including: > Use of Mistral cooling system (cooling with fresh air) > Decommissioning and technology improvements > Increased efficiency in data centres

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Energy efficiency and climate protection (continued)

Reduction in direct CO₂ emissions (G4-EN19) Focus on direct emissions from fossil fuels (Scope 1) KPI: CO ₂ emissions from fuel consumption	2015: -12% compared with 01 January 2010	Reduction achieved 2010-2014: -18.7% > Increased demand for office space and rise in the number of kilometres driven partially offset by reduction measures; relative energy indicators improved markedly, however 2015 measures: > Implementation of further efficiency measures
Optimisation of CO₂ emissions of vehicle fleet (G4-EN30) Focus on direct emissions from fossil fuels (Scope 1) KPI: Average CO ₂ emissions per passenger vehicle in g CO ₂ /km according to data from manufacturers	2014: 120 g CO ₂ /km 2015: 110 g CO ₂ /km	Target achieved in 2014 (117 g CO₂/km) 2015 measures: > Further implementation of the procurement roadmap
CO₂ emissions (G4-EN15-17) CO ₂ emissions in operations and in the supply chain (excluding Fastweb, energy offset). KPI: CO ₂ emissions in tonnes	Guidance for 2015: 380,000 2020: 326,000	2013 baseline value: 396,000 tonnes of CO₂ Figure for 2014: 419,000 tonnes of CO₂ 2015 measures: > Implementation of further efficiency measures > improvements jointly implemented with suppliers
CO₂ savings by customers thanks to green ICT services (G4-EN19) Sum total of savings achieved by customers through the use of sustainable Swisscom products KPI: CO ₂ savings in tonnes	Guidance for 2015: 390,000 2020: 650,000	2013 baseline value: 286,000 tonnes of CO₂ Figure for 2014: 323,000 tonnes of CO₂ 2015 measures: > Promotion of existing sustainable services > Expansion of portfolio of sustainable services

Work-life balance

New main target: Utilisation of mobile working models Utilisation measured by multiplying the proportion of mobile working (in accordance with annual survey) with the share of the broadband market (AR 14 p. 40) KPI: Number of customers	Guidance for 2015: 821,000 2020: 1 million	2014 baseline value: 750,000 customers 2015 measures: > Intensification of communication
New main target: Utilisation of health offerings These offerings entail Evita, Fitbit, the health platform and the Datasport events KPI: Number of customers	2020: 1 million	2014 baseline value: 874,000 customers 2015 measures: > Creation of new partner offerings based on Evita > Integration of further providers within Evita > Personal and occupational health management based on apps and sensors

Media skills and security

New main target: Promotion of media skills Measurement by reference to the number of course participants, users of MyTime, filter software customers, readers of "enter" (orders) and a proportion (10%) of Medienstark visitors KPI: Number of persons (cumulative)	Guidance for 2015: 367,000 customers 2020: 1 million	2013 baseline value: 253,000 Figure in 2014: 295,000 customers 2015 measures: > Further development of the course programme > Intensification of communication
Participation in media skills courses (G4-SO1) Media skills courses for parents, teachers, pupils (middle and upper school) and users KPI: Number of participants	2014: 6,500 parents/teachers 14,000 pupils 15,500 users 2015: 7,000 parents/teachers 15,000 pupils 15,500 users	Target for 2014 exceeded (42,334) 6,451 + 19,321 + 16,562 2015 measures: > Extensions to offerings with online platform > Further marketing of the offering > Intensification of communication
Promoting media skills: visitors to the Medienstark platform (G4-SO1) KPI: Number of visitors	2015: 10,000	2014 baseline value: 2,852 2015 measures: > Further development of the course programme > Intensification of communication

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Attractive employer		
New main target: positioning as one of the most popular employers in Switzerland The position is measured by reference to the "Universe" ranking by students and professionals KPI: Ranking	2020: Ranking Students: 2 Professionals: 2	2014 baseline value: students (5); professionals (2) http://universumglobal.com/rankings/company/swisscom/ 2015 measures: > Intensification of communication
Diversity (G4-LA12) Increased diversity, as measured by gender, age and inclusion KPI: Share of women, employees over 50 and employees with a disability in total employee numbers NB Gender: Percentage of women in management (Group management and all management levels)	2014: Diversity Index: Top 3 Medium-term: Gender: 20% Age: annual target value Inclusion: 1%	Diversity Index 2014: 3rd place 2010 baseline value for percentage of women: 9.9% 2014: 12.8% (headcount) 2014 baseline value for inclusion: 0.6% 2015 measures: > Promotion/awareness-raising for "Men and part-time working" > Promotion/awareness-raising for job-sharing in management positions > DisAbility Performance pilot project
Occupational health management OHM (G4-LA6) 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	2014: 2.9% 2015: 2.8%	Percentage in 2013: 2.9% Target for 2014 achieved (2.8%) 2015 measures: > Introduction of a pilot project on "attentiveness" > Campaign against non-work-related accidents in conjunction with SUVA > Further development of the strategy for the operational health management of Swisscom
Corporate volunteering (GRI-SO1) KPI: Number of volunteer days	2014: 1,400 days 2015: 1,400 days	Target for 2014 exceeded (1,655 days) 2015 measures: > Continuation of the programme in line with the number of volunteer days in 2014
Fair supply chain		
New main target: review of working conditions of employees working for our suppliers (JAC Initiative) Number of audits/number of employees at the audited factories KPI: Number of employees working or suppliers	Guidance for 2015: 860,000 2020: 2 million	2013 baseline value: 400,000 2014: 540,000 2015 measures: > Continuation of audits by JAC community
Review of suppliers (G4-EN/HR/LA) KPI: a) Number of suppliers that have been audited b) Number of suppliers with self-assessment (validated externally)	2014: a) 4+50 through JAC b) 30 2015: a) 6+64 b) 120	Target for 2014 a) partly achieved (3); a further 35 audits completed as part of JAC b) exceeded (101) 2015 measures: > Intensification of joint activities as part of JAC (audits, qualitative + quantitative)
Review of strategically important suppliers in terms of transparency of greenhouse gas emissions (G4-EN32) KPI: Number of key suppliers that disclose their environmental data via CDP CDP = Carbon Disclosure Project	2014: 40 (cumulative) 2015: 45 (cumulative)	2014 target exceeded: 47 2015 measures: > Campaigns to encourage participation in the CDP
Networked Switzerland		
Coverage of Switzerland with fixed ultra-fast BB condition for ind. GDP of CHF 30 billion (G4-EC7) KPI: Coverage rate Ultra-fast broadband (BB) = bandwidth >50 Mbit/s	2020: 85%	2013 baseline value: 16% 2014: 30% 2015 measures: > Roll-out of FTTx (x = home, street or curb) > Increase in bandwidth
Coverage of Switzerland with mobile ultra-fast BB condition for ind. GDP of CHF 30 billion (G4-EC7) KPI: Coverage rate: Ultra-fast broadband (BB) = bandwidth up to 150 Mbit/s	2016: 99%	2012 baseline value: 3% 2013: 85% 2014: 94% 2015 measures: > Roll-out of LTE