

Telenor Norway

**CORPORATE
RESPONSIBILITY AND
SUSTAINABILITY**

2012

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Brief introduction to Telenor Norway

- over 150 years' history in Norway
- offers fixed-line and mobile telephony, broadband, cable TV, internet services and coastal radio service
- approx. 4,400 employees at more than 30 locations around the country, including Svalbard
- part of the Telenor Group, which has operations in 11 countries and more than 30,000 employees



4G for mobile phones

Launch of Safemate personal alarm

New exhibition at the Telecom Museum: 80th anniversary of the telephone box

4G network to 6 new towns

December

Launch of 5 new mobile joint initiatives

Launch of 3 new mobile joint initiatives

Members of Parliament Torbjørn Røe Isaksen and Afshan Rafiq visit Telenor Integration

November

4G launch

Telenor annual Cultural heritage seminar

Society and Technology conference

October

Smart streetlights in the City of Oslo

Four new candidates for Telenor Integration

Four new candidates for Open Mind



Telethon

September

New exhibition at the Telecom Museum: "Long-distance phone calls in good shape"

Removal of metal waste from Radio Isfjord (Telenor Svalbard)

Cultural heritage site Rundemanen radio station reopened after restoration

Launch of 3 new mobile joint initiatives

August

Government Minister Anniken Huitfeldt opens autumn season of digital awareness campaign "Use your head"

Launch of 2 new mobile joint initiatives

July

Telenor Norway
corporate responsibility

Milestones in 2012

Seven new candidates for Open Mind

Launch of 1 new mobile joint initiative

Announcement of the sports clubs which will participate in this season's new opportunities for used mobiles

January

BRUK HUE

Start of this season's digital awareness campaign "Use your head"

February

Launch of 1 new mobile joint initiative



New exhibition at the Telecom Museum: "Electroboutique"

Launch of 2 new mobile joint initiatives

March

Start of this season's new opportunities for used mobiles

Member of Parliament Hadia Tadjik visits Open Mind

Three new candidates for Telenor Integration

Bundestag delegation visits Open Mind

April



Launch of 3 new mobile joint initiatives

World Environment Day: Results of this season's new opportunities for used mobiles are published

May

Launch of 4 new mobile joint initiatives

June

Open Minds director visits Telenor Pakistan



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and sporting life 78*

UTILISING OUR expertise TO benefit SOCIETY

TELENOR NORWAY HAS A LONG TRADITION OF ACTIVE CORPORATE RESPONSIBILITY. AS ONE OF NORWAY'S BIGGEST TECHNOLOGY COMPANIES WE OCCUPY AN IMPORTANT POSITION IN NORWEGIAN SOCIETY – AND THAT IS A RESPONSIBILITY. THE BUSINESS WE RUN MUST BE PROFITABLE SO THAT WE CAN CONTINUE TO OFFER BOTH PRIVATE INDIVIDUALS AND COMPANIES THE MOST ADVANCED TELECOMS SERVICES ON THE MARKET. HOWEVER, WE ALSO WANT OUR BUSINESS TO HAVE AN EXTRA DIMENSION. OUR CORPORATE RESPONSIBILITY IS AN IMPORTANT TOOL FOR TAKING AN EXTERNAL VIEW OF OUR BUSINESS AND SEEING IT IN A HOLISTIC PERSPECTIVE. IT IS ALSO IMPORTANT FOR US TO ENGAGE IN ACTIVE DIALOGUE WITH THE SOCIETY TO WHICH WE BELONG. THIS MEANS THAT WE ALSO WANT TO GIVE SOCIETY AN INSIGHT INTO OUR BUSINESS, AND THIS REPORT IS A PRODUCT OF THAT AIM.

Our business activities cover the entire field of telecommunications and we also want to bring this breadth to the area of corporate social responsibility. Telenor Norway's employees often express their pride in the results we achieve together in the many areas where we put our corporate responsibility into practice. We comprise around 4,400 men and women, from Svalbard in the north to Kristiansand in the south. Together all these employees make it possible for Telenor Norway to be a force for the good of society in a number of areas which we have defined as being particularly relevant to our company.

We have chosen to split our corporate responsibility into four main areas to make it easier to explain the internal relationships between what appear to be very different measures. The four areas are:

- Coverage and technology
- Safety and security
- Responsibility and diversity
- Climate and environment

Through our cutting-edge technological expertise we want to contribute to Norway constantly becoming a better country in which to live and to its population benefiting from the latest and best that developments in technology can offer. Every year we invest large sums in upgrading our infrastructure. We are undertaking extensive modernisation to upgrade the copper-wire network and we are extending the fibre-optic network at a high tempo in parallel with this. In December 2012 we gave Norwegians the opportunity to use smart phones with 4G speed. In 2013 we are continuing to open up the 4G network in more and more places while also establishing new transmission points for the 2G and 3G network. Our aim is to be able to offer mobile coverage to as many people as possible. In areas of very low population density we have got together with the local authorities to finance the establishment of new base stations. We call these *mobile joint initiatives*, and in 2012 such joint initiatives resulted in 23 places in Norway getting mobile coverage for the first time. You can read more about mobile joint initiatives in the chapter *Coverage and technology*.



UNESCO has stated that today digital literacy has become as important as reading and writing, mathematics and social skills.* As a high-tech company Telenor Norway fully realises how digital skills can be of great importance to individuals' quality of life. As well as learning how new means of communication function in purely technical terms you also have to learn the golden rules of communication on digital platforms. Telenor Norway has been working with the Norwegian Media Authority, the Norwegian Red Cross and the parents' organisation Kids and Media for several years to increase young Norwegians' digital skills through a campaign which we call *Use your head*. You can read more about *Use your head* in the chapter *Safety and security*.

Welfare technology was one of our main target areas in 2012. We will continue to work intensively to develop this area further, but in 2013 we will also make cyber security a new main target area in *Telenor Norway's corporate responsibility*.

* "(D)igital literacy is as relevant as traditional literacies – such as reading and writing, mathematics, or the management of social behavior." UNESCO Institute for Information Technologies in Education: *Digital Literacy in Education*, published May 2011.

Within Telenor we have been working for a number of years to make our networks and systems as secure as possible and we have accumulated solid expertise in this field. At the very end of 2012 we entered into a partnership agreement with the Norwegian Armed Forces Information Infrastructure Agency about exchanging information and expertise. The Norwegian Armed Forces Information Infrastructure Agency is the branch of the military which operates, secures and defends the Norwegian armed forces' computer systems, networks and high-tech platforms against attacks within and from the cyber domain. The armed forces and Telenor Norway are two of Norway's biggest owners of infrastructure which is critical for society, and this agreement provides the framework for a closer partnership to increase information security in Norwegian society. In 2013 Telenor Norway aims to increase awareness in society about the significance of good cyber security.

We at Telenor Norway want to make our collective expertise available to Norwegian society. We hope you will find it interesting to read about this in our corporate responsibility report for 2012.

Happy reading!

Berit Svendsen
Managing Director of Telenor Norway

*COVERAGE &
TECHNOLOGY*

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TELECOMMUNICATIONS ON ALL PLATFORMS

*WHETHER BY COPPER-BASED NETWORKS,
CABLE NETWORKS (COAX), FIBRE NETWORKS OR
MOBILE NETWORKS IN 2G, 3G AND 4G – TELENOR
NORWAY CAN OFFER NORWEGIANS TELEPHONY
AND DATA TRANSMISSION ACROSS
ALL THESE TECHNOLOGICAL PLATFORMS.
AND WE WILL CONTINUE TO DO SO.*

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Norwegians are advanced users of telecom services, and at Telenor we are engaged in a large-scale modernisation effort to ensure that we can continue to offer our customers advanced services and even better experiences. Each year we invest over NOK 4 billion to upgrade and modernise our telephone and data networks across Norway. Modernisation means that we are doing several things at once. We are rolling out mobile and fibre networks as well as modernising our copper networks in several places. We will continue to offer both telephone and broadband services through all of these networks, and we will complement this by offering broadband customers a wide spectrum of content services.

Telenor will constantly be at the cutting edge and shall ensure that Norwegian society has access to the latest and best communications solutions. We see this as our social responsibility, and in this section we will give some examples of how we have continued our efforts in 2012 to provide Norwegian society with optimal technological solutions and supreme coverage.

Different telephony solutions to meet different needs

Many customers have chosen our more modern telephony solutions – i.e. telephony using either mobile or fixed-line broadband networks – because they best meet their needs. Yet there are still many users who prefer the traditional analogue home telephone. We acknowledge this. And we would like to emphasise that even though we are replacing the underlying technology we will continue to provide a telephone that you can have at home. And in many cases it will look just like the phone you have in your home right now.

Supreme coverage and more speed provide better experiences

It is a long time since coverage was just a matter of geography. Although many people still interpret coverage in “the old way” it also means speed, capacity and quality. Telenor’s goal is to give our customers an ever-improving experience, which means that we are committed to being the best on all these points. 2012 was an action-packed year in this regard. We launched the fourth-generation mobile network for the Norwegian market in October 2012, and by the end of the year we had already provided 4G coverage for one in three Norwegians. In December 2012 we became one of Europe’s first telecom operators that also offers customers use of the 4G network through their mobile phones. At the same time we continued to expand our 3G network across the entire country. In areas where it is not profitable to install mobile coverage in the usual way we have successfully partnered local authorities to share the costs of expansion.



**Welfare technology and the
“Society and Technology” conference**

At Telenor we aim to discover possibilities. Modern communication technology provides society with possibilities for meeting the challenges of the welfare state faster and more efficiently. In recent years Telenor has focused specifically on developing a range of telecoms services which can allow healthcare professionals to dedicate their efforts to providing more personalised care rather than to performing tasks that technology can handle just as well or even better. In 2012 we started a series of autumn conferences focusing on how the targeted use of communication technology can create a better society. This conference series is called “Society and Technology”, and in 2012 the theme was welfare technology.

**Communication solutions
for business customers**

Machine-to-machine technology (M2M) is a common term for services that secure communication either from one machine to another, between machines or from machines to people. Telenor has 20 years of experience in the

field of M2M services and more than 700,000 M2M subscribers. In this year’s report on corporate responsibility we have chosen to provide five examples of M2M services that Telenor supplies. We have a range of other services that can make our customers’ business communication models more efficient and environmentally friendly. An example of this is the *Coordinated Communication* solution which we upgraded in 2012.

Telethon and cultural heritage sites

At the end of this section you can read about our contribution to the production of Telethon 2012 and about our work to protect the large number of technical/industrial cultural heritage sites for which we are responsible.



IN THE NEXT 30 YEARS THE NUMBER OF ELDERLY PEOPLE IN NORWAY AGED OVER 67 YEARS WILL DOUBLE. EVEN BETWEEN NOW AND 2030 THIS NUMBER WILL INCREASE FROM 650,000 TO ABOUT 1 MILLION*. THIS MEANS THAT THE NUMBER OF ELDERLY WITH CARE NEEDS WILL INCREASE DRAMATICALLY IN PROPORTION TO THE NUMBER OF PEOPLE IN EMPLOYMENT. TELENOR NORWAY BELIEVES THAT SOCIETY NEEDS TO TAKE ADVANTAGE OF OPPORTUNITIES IN WELFARE TECHNOLOGY TO FREE UP CARE CAPACITY FOR THOSE WHO ARE WORKING IN THE HEALTHCARE SECTOR.

*NyAnalyse statistical consultancy agency October 2012

WELFARE TECHNOLOGY

Welfare technology helps the elderly live longer in their own homes in safe and secure conditions, provides healthcare personnel with more time for close contact and care and gives the elderly and their families greater comfort and quality of life.

Together with selected partners Telenor is working to develop targeted solutions based on the healthcare sector's actual needs. In this innovative work we place particular emphasis on involving participants with good knowledge of the healthcare sector. Pill dose organisers, scales, incontinence sheets, personal alarms, video surveillance and blood glucose monitors have all been on the market for many years. However, it is only when all the various pieces of data about a patient's health status are combined into one image that trained personnel are in a position to provide a comprehensive assessment of the patient's need for medical care. Data transfer by means of telecommunications is a key part of this information collection process, and it is here that Telenor, together with the diverse elements of the healthcare service, has an important contribution to make.

In 2030 the healthcare sector will be able to free up between NOK 12 and 20 billion for nursing and care work by utilising the opportunities which welfare technology provides.

Figures from statistical consultancy agency NyAnalyse

Welfare technology for municipal healthcare services

Telenor has previously conducted pilot projects in welfare technology in seven municipalities in southern Norway. Our experiences have now been utilised in a joint innovation project between Telenor Objects and Visma called "Stay at home longer". Sensor data is collected, stored and communicated using technology from Telenor, and Visma then ensures that the information is available in the municipality's patient medical records. Three municipalities will test the beta version in the spring of 2013.

More concentrated focus on providing solutions for the healthcare sector

In collaboration with partners and through participation in pilot projects we have developed communications solutions to help modernise and streamline the healthcare sector. In 2012 Telenor Norway combined its expertise in welfare technology into a single unit that will develop and provide services to the Norwegian healthcare sector. We are proud that the key players in the Norwegian healthcare system have put their trust in us by selecting Telenor Norway as their supplier of telephony, mobility and collaborative services in the health care sector.

Telenor's venture in the healthcare sector manifests itself as an agreement with the Norwegian Health Network (Norsk Helsenett) to deliver a high-speed data network to all the regional health authorities in Norway and an agreement to supply fixed and mobile telephony to the entire public health sector. Welfare technology also offers many opportunities to give patients a better everyday life. In the autumn of



2012 we started a pilot project with Oslo University Hospital (the National Hospital or Rikshospitalet) to use the 4G network to monitor children suffering from cancer in their own home instead of in hospital. The doctors at the hospital think that children recover more quickly when they can stay at home. The aim is for the healthcare system to move equipment rather than patients to the greatest possible extent.

Major savings with welfare technology

On behalf of Telenor in 2012 the statistical consultancy agency NyAnalyse conducted a study of the socio-economic benefits of using technology in the healthcare sector. Part of this study dealt with the savings which a community can achieve if between 15 and 25 per cent of those patients who would normally need institutional care are instead given the opportunity to stay at home for longer. NyAnalyse identified a possible saving of between NOK 12 and 20 billion in 2030 (the final year of their analysis). This saving corresponds to between 25,000 and 40,000 extra man-years of labour available to the healthcare sector.

Conference on welfare technology in October 2012

Telenor Norway has established an annual conference called "Society and technology". The purpose of this initiative is to highlight how the targeted use of communications technology can create a better society. It is also intended to be an arena for debating some of the issues and challenges created by technological developments.

In 2012 the conference had the secondary title "Norwegian healthcare towards 2030 – initiatives to meet the age surge". The event was held at Fornebu on 17 October and started with the presentation of a three-part report which the statistical consultancy agency NyAnalyse had prepared on our behalf. Among the guest speakers were key politicians involved in the subject of healthcare as well as mayors of several municipalities where welfare technology has been integrated in the public healthcare services. The conference provided a good venue for the exchange of experience and professional discussion about the challenges that society faces within the healthcare sector.

IN 2012 THERE WERE

**4.4 taxpayers
per pensioner.**

This relationship will have changed dramatically by 2050, when there will only be

**2.5 taxpayers
per pensioner.**

This means that while the number of elderly will increase dramatically the number of employees in the healthcare sector will not increase accordingly. The authorities will also have proportionately less tax revenue with which to finance the public health service.



← Blood pressure is measured and then the results are logged using mobile technology.

Photo: Telenor

↓ This device measures pulse rate and oxygen saturation in the blood.

Photo: Telenor



CONFERENCE ON WELFARE TECHNOLOGY

*ON 17 OCTOBER 2012 TELENOR NORWAY
HELD A CONFERENCE CALLED "NORWEGIAN
HEALTHCARE TOWARDS 2030 – INITIATIVES
TO MEET THE AGE SURGE".*

Challenges and opportunities

In her presentation Kjersti Toppe (Centre Party), deputy chairman of the Norwegian Parliamentary Standing Committee on Healthcare Services, took up the challenges – but also opportunities – that will arise as the Norwegian population becomes increasingly older. The government is working on several levels to meet these new challenges. Work is currently underway on a government white paper about innovation in healthcare. "We must work on both parts, focusing on welfare technology and building more nursing homes," said Toppe.

People and technology

Toppe was followed by Bent Høie (Conservative Party), chairman of the Norwegian Parliamentary Standing Committee on Healthcare Services. He chose to talk more about people and less about technology. He pointed out that although technology can never replace people it can provide more caring hands where they are needed most. Høie would prefer not to use the term "age surge". "The fact that we have more elderly people is an excellent result of our long-term efforts to build a better society," Høie commented.

The technology exists - now we have to put it to use

Next Kristin Skogen Lund, then Director of Digital Services in the Telenor Group, presented some examples of the successful use of welfare technology in other countries, especially Scotland and England. However, she also pointed out that when it comes to using simple technology in the healthcare sector Norwegian municipalities rank among the best in Europe. "Now we need to move from the pilot stage to a large-scale roll out of the technology. We already have the foundations in place to do it all," she emphasised.

↓ Panel discussion during Telenor Norway's conference on welfare technology.

From left: Deputy Mayor of Stjørdal Municipality Ole Hermod Sandvik, CEO of Telenor Norway Berit Svendsen, Conservative Party Healthcare Spokesperson Bent Høie, chief economist at NyAnalyse Terje Strøm and Mayor of Kristiansand Municipality Arvid Grundekjøn. Far right, Moderator Geir Helljesen.

Photo: Telenor Norway





mobile JOINT INITIATIVES

PART OF OUR CORPORATE RESPONSIBILITY IS TO ENSURE THAT THOSE WHO LIVE IN SPARSELY POPULATED AREAS OF NORWAY HAVE ACCESS TO MODERN COMMUNICATIONS TECHNOLOGY. WE HAVE THEREFORE CONTRIBUTED BOTH FINANCIALLY AND WITH PROFESSIONAL EXPERTISE TO SO-CALLED MOBILE JOINT INITIATIVES WITH SEVERAL MUNICIPALITIES. DURING 2012 THIS HAS RESULTED IN 23 JOINT PROJECTS IN 17 MUNICIPALITIES ACROSS SEVEN COUNTIES, FOR WHICH TELENOR NORWAY HAS PROVIDED MOBILE TRANSMITTERS AND NECESSARY INFRASTRUCTURE.

Almost all of Norway's population has coverage where it currently lives. But 13 per cent of Norway's surface area still lacks mobile coverage. We are talking about roads with low levels of traffic, forests, wilderness areas and mountainous areas. These areas lack infrastructure such as masts, power and connections. Just building a new base station may cost millions. In order to expand coverage over such sparsely populated areas Telenor Norway has joined forces with local authorities across the entire country. By the end of 2012 we had plans in place for several joint initiatives in 2013.

↓ **A mobile joint initiative has resulted in better coverage in Røyrvik Municipality in North Trøndelag.**

From left: Consultant Ola Kjelvik of North Trøndelag County Council, Special Consultant Guttorm Haugan of North Trøndelag Elektrisitetsverk (NTE), Coverage Director Bjørn Amundsen of Telenor Norway, Mayor of Røyrvik Municipality Arnt Michelsen and Councillor Ole Jørgen Radøy of Røyrvik Municipality.
Photo: Pål Lukashaugen



more speed And better experiences



AT TELENOR WE AIM TO GIVE OUR CUSTOMERS THE BEST THAT MODERN COMMUNICATIONS TECHNOLOGY CAN OFFER. OUR GOAL IS THAT CUSTOMERS SHOULD NOT HAVE TO DEAL WITH TECHNICAL DETAILS - "THINGS SHOULD JUST WORK". IN THE AUTUMN OF 2012 WE OPENED OUR 4G NETWORK TO TABLETS AND COMPUTERS AND BY THE END OF THE YEAR WE HAD ALSO GIVEN MOBILE USERS THE OPPORTUNITY TO SURF THE 4G NETWORK.

4G to the people became a reality in 2012

On 10 October 2012 we opened Telenor Norway's fourth generation mobile network (4G) in the following 11 cities and communities: Oslo, Bergen, Trondheim, Stavanger, Lørenskog, Sandnes, Lillestrøm, Asker, Bærum, Lofthus in Hardanger and Longyearbyen. This expansion has continued rapidly, and by the end of 2012 Telenor was able to provide 4G coverage to more than one in three Norwegians. The next towns where we launched the 4G network in 2012 were Porsgrunn, Skien, Fredrikstad, Sarpsborg, Drammen and Kristiansand. By 2015 as many as nine out of 10 people in Norway will have access to 4G. Like the majority of other mobile operators in Europe we have so far used the 2600 MHz band for 4G coverage. In the future we will primarily be using the 1800 MHz band to provide 4G coverage in order to offer even wider mobile coverage and improved indoor coverage.

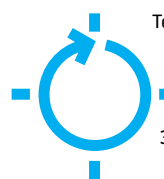
Today's rapid development of digital services is placing an increased demand on the mobile network and 4G represents an important step towards even greater capacity and higher speeds. 4G from Telenor supports efficient streaming and downloading of movies and music, photo sharing and video conferencing – any time, any place. Data transfer within the 4G network is up to 10 times faster than before, which makes for a much better user experience.

However Telenor's 4G network is not just for surfing on PCs and tablets. Towards the end of 2012 we were the first Norwegian telecoms operator to launch 4G for mobile phones. There are now more and more new mobile phones on the market that let users surf extremely quickly on Telenor's 4G network.

4G FACTS

- The 4G network is a mobile data network on which you can surf up to 10 times faster than on the normal mobile network. The speed of data transmission on the 4G network is up to 40 Mbit/s.
- The 4G network lets you watch HD-video on PCs, tablets and mobile phones.
- In order to receive 4G on your mobile you need a 4G mobile phone and a 4G SIM card.

30 million MB per day



Telenor's mobile customers use around 30 million megabytes in the course of a single day. This corresponds to 30-35 million front pages of Norway's most read newspaper, Verdens Gang.



At the end of 2012

over 60%

of mobile phones in Telenors network were

smartphones

Data usage by mobile phones grew by



over 100%

in 2012

Of all the mobile phones sold on the Norwegian market in 2012

86% were smart phones

In 2011 the corresponding figure was 65%

www.elektronikkbransjen.no



Telenor speeds up network deployment

Mbit/s

Broadband speed is measured in megabits per second (Mbit/s). A megabit (abbreviated as Mb or Mbit) is a unit for measuring the amount of information or data flow. One megabit equals 1,000,000 bits or 1,000 kilobits. When comparing broadband speed we talk about how much data can be transmitted in one second. This value is expressed in Mbit/s. The higher the value for Mbit/s the faster the broadband.

Hz

Frequency is measured in Hertz (abbreviated Hz) is the unit of frequency or cycles/events per second. One hertz simply means "one cycle/event per second". One megahertz (MHz) is "one cycle/event per microsecond", 900 MHz is "900 hundred cycles/events per microsecond" and so on.



SIM = Subscriber Identity Module

TELENOR NORWAY BUILT SEVERAL HUNDRED NEW 3G SITES IN 2012. BY THE END OF 2012 90 PER CENT OF THE POPULATION HAD 3G COVERAGE. IN THE COURSE OF 2013 OUR 3G NETWORK WILL COVER THE HOMES OF 93 PER CENT OF MOBILE CUSTOMERS AND OUR CONTINUED NETWORK DEPLOYMENT WILL EVENTUALLY PROVIDE COVERAGE FOR AS MANY AS 97 PER CENT OF THE POPULATION.

We used to use our mobile phones mainly for phone calls and text messages. Now smartphones have arrived and are here to stay. Smartphones are small computers that can be used just as well for surfing the web, photo sharing and watching movies. Data usage by mobile phones grew by over 100 per cent last year. This development has motivated Telenor to expand our mobile coverage in areas that currently do not have 3G coverage. At the same time we are also strengthening capacity in places that already have coverage in order to provide customers on the move or indoors with even better quality coverage.

By the end of 2012 Telenor Norway had about 4,000 3G stations and we will set up around 1,200 new stations by the end of 2014. However, we are not only building more 3G stations, we are also building high-speed networks for the mobile stations to ensure good capacity and quality for our customers.

INNOVATIVE PERSONAL ALARMS

SAFEMATE IS A MODERN PERSONAL ALARM BASED ON MOBILE TECHNOLOGY. THE ALARM UNIT CAN SIMULTANEOUSLY CALL FOUR OF YOUR CONTACTS THE VERY MOMENT THE ALARM IS TRIGGERED. TELENOR SUPPLIES THE SIM CARDS FOR THE SAFEMATE DEVICES. THESE USER-FRIENDLY ALARMS ARE JUST ONE EXAMPLE OF THE INNOVATIVE USE OF MACHINE-TO-MACHINE TECHNOLOGY.



On 1 December 2012 the small start-up company Moreto EDB launched the Safemate personal alarm in collaboration with Telenor Norway. The core function is to allow the user to trigger an alarm at any moment by pressing a single button and then be put into telephone contact with those who have been registered to receive the alarm call. The user decides who should receive the alarm call. At the same time as calling the recipients the alarm unit sends text messages with information about the location of the Safemate user to the same recipients.

Safemate in practice

Both private individuals (relatives, neighbours or friends) and professional bodies (healthcare authorities or security companies) can be connected as alarm recipients. There are also many people who might potentially benefit from carrying a Safemate alarm, and the user friendliness and robust design of the alarm allow for a wide range of uses.



Telenor has the best mobile coverage. That is why we chose Telenor as the supplier of SIM cards for Safemate personal alarms. Coverage is the alpha and omega for reliable communication.

John Gunnar Haugenes
Safemate founder

Precise location by text message

If the device user is unable to explain his or her whereabouts when the alarm is triggered it is important that the alarm call recipient receives this as additional information. The Safemate device automatically sends a notification of its location. Such notifications are primarily sent via GPS. If the Safemate device is located indoors, or does not have GPS coverage for some other reason then the device will send its position using GSM triangulation. The ability of the Safemate solution to use both these tracking technologies increases the scope of use even more.

Solderable SIM cards make for even better performance

SIM cards that can be permanently attached inside mobile devices is a development that will give rise to a continual increase in the number of machine-to-machine solutions. A mobile personal alarm should be capable of withstanding more than a regular mobile phone, and our SIM card contributes to a more robust solution.

For Telenor Norway our collaboration with Moreto EDB is an opportunity to support Norwegian-developed high technology that can create greater security for a great number of people. We see Safemate as a good example of how advanced technology can benefit the average citizen.



AUTOMATED READING OF ENERGY METERS

AUTOMATIC METER READING IS ONE OF THE MACHINE-TO-MACHINE SOLUTIONS (M2M) FROM TELENOR WHICH GIVES USERS A BETTER OVERVIEW OF ENERGY CONSUMPTION. ENERGY CUSTOMERS CAN BE GIVEN ACCESS TO THEIR METER DATA AND SUBSEQUENTLY CUSTOMISE THEIR OWN ENERGY USE TO LOWER THEIR ENERGY COSTS. FOR EXAMPLE, THEY CAN CHOOSE TO RUN THEIR WASHING MACHINE AT TIMES WHEN ENERGY IS CHEAPEST. AND NETWORK SUPPLIERS CAN REDUCE THEIR COSTS AT THE SAME TIME AS GIVING THEIR CUSTOMERS COMPLETELY NEW, VALUABLE SERVICES.

The Norwegian Water Resources and Energy Directorate (NVE) has declared that all households will have automated reading of energy meters by 2019. However, power supplier Energiselskapet Buskerud has already been using automatic meter reading for some time for its biggest customers based on Telenor Norway's communications concept.

Energy meters with SIM cards

Anyone with an annual energy consumption above 100,000 kWh is already required to have automatic meter reading. For these customers Energy Buskerud (EB) has installed meters with a SIM card that uses Telenor's *GSM Alarm* and *Bare Data* mobile subscriptions. The SIM cards send information to the *Mobile Data Access* communication link, which transmits the data on to EB's systems.

Technological flexibility

EB will build on the existing M2M solution by implementing the automatic meter reading service for over 55,000 customers. The company is building on Telenor's concept. Many meters will continue to use a SIM card. Additionally, Energiselskapet Buskerud wants to investigate the possibility of using other technologies to send information to its data access point. Both fibre and copper-based (DSL) broadband may be suitable alternatives to meter reading by mobile technology, and regardless of the energy supplier's choice of platform Telenor Norway can offer the technology best suited for energy utilities and their customers.



Automatic meter reading for one of Energiselskapet Buskerud's subscribers.

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By using Telenor's automatic meter reading solution the quality of readings has improved and there is less risk of incorrect invoicing. Moreover, we do not need to follow up customers who fail to read their meters.

Kay Åge Lian

Senior IT consultant at Energiselskapet Buskerud

STREET LIGHTS GET SMARTER WITH M2M

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THE CITY OF OSLO ADOPTED A NEW SYSTEM OF ROAD AND STREET LIGHTING IN THE AUTUMN OF 2012. LIGHTS CAN BE CONTROLLED DIRECTLY FROM A WEBSITE BY USING TELENOR'S MOBILE NETWORK, SIM CARDS AND MODEMS. THE SOCIAL BENEFIT IS THREEFOLD: BETTER LIGHTING FOR ROAD USERS, REDUCED OPERATING COSTS FOR THE MUNICIPALITY AND LESS STRAIN ON THE ENVIRONMENT AS A RESULT OF LOWER ENERGY USE. THE MOBILE TECHNOLOGY WE HAVE SUPPLIED IS AN EXAMPLE OF MACHINE-TO-MACHINE COMMUNICATION (M2M).

Photo: Urban Environment Agency, The City of Oslo





The lighting of roads, parks and floodlit slopes accounts for 20 to 40 per cent of the total cost of the operation and maintenance of Norwegian roads and streets, according to calculations from the municipalities network *Road forum for towns and cities*. The City of Oslo alone spends over NOK 60 million on street lighting each year. Modern technology will allow The City of Oslo gradually to reduce this item of expenditure. By the end of November 2012 the first stage of the transition to new road and street lighting in the capital was completed. Street lighting controlled by mobile technology will give taxpayers a continually improving service at a much lower price.

Light only when needed

The old street lights are controlled by photocells that detect the amount of daylight. They only have two settings: The light is turned on when it gets dark and turns off when daylight returns. According to The City of Oslo this mechanism can miss the actual need for the lighting of roads and outdoor spaces in the municipality by about 40 to 45 minutes. The new technology allows lights to be programmed to follow the sun's path and light intensity can be adjusted in relation to local conditions that alter the amount of natural daylight present.

Smart street lights send a message when something goes wrong

There are about 800 control boxes dotted around Oslo that control the city's 80,000 street lights. With the new solution these control boxes get new, high-tech equipment. Equipped with modems and SIM cards street lights can now be operated from a website. Thanks to the SIM card the control cabinet and the management portal are in continual communication. This enables the municipality to take immediate action if a fault occurs.

Currently it may take a long time before the municipality notices that a street light is out of order. The municipality is dependent either on tip-offs from the general public or its workers noticing the fault during inspections when out and about in the city. Street lights controlled by mobile technology can themselves recognise when something is wrong. If a light bulb stops working a message will immediately be sent to the management portal via the mobile network and the municipality can send out a technician to fix the fault.

Further development may increase the social benefits even more

The new platform for road and street lighting in The City of Oslo comprises solutions from the companies Echelon, Streetlight Vision and Telenor. The mobile technology adopted by the The City of Oslo offers the opportunity to install additional features that will make street lighting even smarter. In addition to sending a message *that* a light has broken the system will also be able to identify whether the cause is an electrical fault, a burned-out light bulb or a power failure. In this way the technicians performing the repair will know in advance what task they have to perform and can better determine the extent of repairs needed. It will also be possible to monitor how many hours light bulbs have burned, which will enable the municipality to better predict when the light bulbs around the city should be replaced. Moreover, the same infrastructure which is used to control street lights can also be used for other community purposes, e.g. for charging stations for electric vehicles, noise monitoring and CO₂ measurements.



Current operational costs can be cut by 30 to 50 per cent and energy costs by 40 to 60 per cent. In total we are talking about huge sums.

*Section manager Tom Kristoffersen
Urban Environment Agency, The City of Oslo*

Mobile technology offers more possibilities than just turning street lighting on and off. Light intensity can be adjusted at twilight or when it is foggy or snowing.

The City of Oslo has a total of
80,000 street and road lights.

The old lighting system costs taxpayers over NOK
60 million per year.

ELECTRONIC VEHICLE MILEAGE LOGBOOK

*ELECTRONIC VEHICLE MILEAGE LOGBOOKS
SIMPLIFY WORKING LIFE FOR BOTH
PROFESSIONAL DRIVERS AND THEIR EMPLOYERS.
FURTHERMORE, THE AUTHORITIES TASKED WITH
ENSURING THAT LAWS AND REGULATIONS IN
THE TRANSPORT SECTOR ARE COMPLIED WITH,
GET CLEARER SUPPORT MATERIAL FOR THEIR
INSPECTIONS WHEN THE TRANSPORT COMPANY
CAN PROVIDE DOCUMENTATION EXTRACTED
FROM ELECTRONIC LOGBOOKS.
TELENOR'S MOBILE TECHNOLOGY GIVES
THE TRANSPORT INDUSTRY A RELIABLE
TOOL THAT CAN SIMPLIFY AND IMPROVE THE
ADMINISTRATIVE WORK ASSOCIATED WITH
COMMERCIAL FREIGHT TRANSPORT.*

Most transport companies require their drivers to keep a vehicle mileage logbook in order to document to the authorities the extent to which their vehicle has been used for commercial activities. The distinction between the commercial and private use of a vehicle is of great importance in deciding which tax regulations and accounting rules apply. Vehicle mileage logbooks are regarded as providing good documentation of what the vehicle has actually been used for. More and more transport companies prefer electronic vehicle mileage logbooks over manually registered accounts. An electronic solution is also resource-saving for the employer.

Both small and large transport companies can take advantage of the electronic vehicle mileage logbooks that Telenor offers in collaboration with its partners. An electronic vehicle mileage logbook consists of a GPS module mounted in the vehicle and containing a SIM card that automatically calculates the number of kilometres driven and sends information about all start and stop locations to a personal, password-protected website. From that website the customer can retain all information pertaining to the vehicle's movements, specified by addresses, times and mileage. The result is a 100 % correct vehicle mileage logbook without manual work. Among other advantages, this can save many employees from paying tax on fringe benefits and reduce the company's employer's charges.





SMALL AND LARGE COMPANIES CAN USE OUR FLEET MANAGEMENT SOLUTION TO EASILY KEEP TRACK OF THEIR VEHICLES, VESSELS, CONTAINERS AND OTHER PORTABLE OR MOBILE UNITS. MOBILE TECHNOLOGY ALLOWS COMPANIES TO RECORD AND DOCUMENT WHAT ACTIVITY HAS TAKEN PLACE AND DISPATCHERS HAVE AN EXCELLENT TOOL FOR PLANNING FUTURE ASSIGNMENTS.

FLEET MANAGEMENT WITH GPS

Fleet management is an all-embracing term for all forms of monitoring of moveable units. The term fleet can include lorries and trucks, seagoing vessels, buses and taxis. Traditional fleet management is a manual process, but with modern telecoms technology this work can be simplified, streamlined and improved. We also see that the user areas for application of this technology are expanding. Freight forwarders and other companies see the fleet management solution as an opportunity to manage containers and other unmanned units. It is important for all parties in the transport industry to have good management systems. The fleet management solution that Telenor Norway offers in collaboration with our partners can be used to collect, structure, analyse and present data from each transport unit which the company has at its disposal.

Fleet management in practice

Punctuality and service are key competitive advantages within the transport industry. For example, by monitoring all vehicles it is possible to identify delays, allocate tasks more efficiently and answer customer queries accurately. In addition, fleet usage can be analysed over time to see whether the company should change its procedures.

If a lorry breaks down on the way to a delivery the company's dispatchers can use the fleet management service to see if any of the other lorries in the business are located nearby and can take over the delivery. Fleet management is an excellent tool which small and large companies can use to increase their profitability, service level and security.



Technology and coverage

Our fleet management service communicates via GSM. Positioning is performed continuously and accurately with GPS. All mobile communication takes place over Telenor Norway's mobile network and users are thus ensured of an unrivalled coverage almost everywhere. The solution is equally useful for customers who send their fleet on assignments outside Norwegian borders.

GSM

The Global System for Mobile communications (GSM) is also called 2G because it was the second generation of mobile technology to be developed. The GSM technology is used for many different purposes. In addition to GPS navigation, standard text messages between mobile phones (SMS) is the user application with which most people are familiar.

GPS

The Global Positioning System (GPS) is used to identify a device's geographic position. This is achieved by sending signals to a receiver by means of satellites orbiting the earth. The GPS therefore works worldwide, around the clock and irrespective of weather conditions.

Coordinated Communication with Microsoft Lync (SK Lync)

The SK Lync cloud service provides customers with a fully integrated and unified solution where voice and data services as well as telephone and video conferences are combined into a single unified product. Customers can continually switch from one service to the other during working hours, and communications will proceed smoothly irrespective of which service is being used at any one time. The service is provided by Telenor Norway's operations centre, which is operative 24 hours a day.

COORDINATED COMMUNICATION

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BY USING DIGITAL WORK SPACES ACROSS ORGANISATIONAL AND NATIONAL BOUNDARIES COMPANIES CAN REDUCE THEIR TRAVEL AND PAPER CONSUMPTION. THIS CAN MAKE A BUSINESS MORE EFFICIENT, MORE PROFITABLE AND MORE ENVIRONMENTALLY FRIENDLY – FOR THE BENEFIT OF THE BUSINESS ITSELF AND SOCIETY AS A WHOLE. FOR SEVERAL YEARS TELENOR NORWAY HAS OFFERED A COORDINATED COMMUNICATION SOLUTION TO THE BUSINESS MARKET, AND IN 2012 WE MADE THIS PRODUCT EVEN BETTER.

In 2012 we launched *Coordinated Communication with MS Lync (SK Lync)* for the business market. This is a fully integrated and unified solution for voice, data, telephone and video conferencing services, which are linked both functionally and technically. The solution ensures that the business will obtain a better and more effective collaboration between its employees. The *Lync* and *Online Meeting* functions can be used to reduce the number of physical meetings and to obtain quick clarification of any questions that may arise during the working day. The business can also reduce its travel costs and help save the environment by holding more virtual meetings.

SK Lync is a good example of how modern telecommunications make it possible to be both more efficient *and* more environmentally friendly. We use the technology ourselves within Telenor Norway to increase work efficiency and reduce the need for business travel (which puts a strain on the environment and also means that we incur travel costs). We also use advanced digital communications to reduce our paper consumption. We offer our customers the very solutions we are using ourselves.



TELETHON 2012

FOR SEVERAL YEARS TELENOR HAS ORGANISED AND SPONSORED TELEPHONE SOLUTIONS FOR THE TELETHON. IN 2012 TELENOR NORWAY CONTRIBUTED WITH A TEXT-MESSAGE SERVICE FOR THE RECRUITMENT OF COLLECTORS AS WELL AS THE DONATION PHONE LINES ON THE DAY OF THE TELETHON ITSELF. REPRESENTATIVES FROM TELENOR NORWAY ALSO CONTRIBUTED IN VARIOUS WAYS BOTH IN THE STUDIO AND BEHIND THE SCENES DURING NRK'S LIVE BROADCAST ON SUNDAY 21 OCTOBER.

The income from Telethon 2012 went to Amnesty International. The motto for this year's Telethon was "Stand up against injustice". The event was held on Sunday 21 October. As is traditional, Telenor Norway supported the Telethon with free telephone services both in advance of and on the day of the event.

Preparing for action

Internally at Telenor Norway we prepared for the Telethon by actively distributing information to all employees. A motivational meeting was held at Fornebu a week before the Telethon, where employees could meet the Telethon manager Kari Bucher, former national goalkeeper Erik Thorstvedt (who would be a presenter during the TV broadcast on the day of the Telethon) and Telenor Norway's CEO Berit Svendsen. Telenor's intranet was also used to spread information about the Telethon and to encourage employees to act as collectors with collection boxes. As with previous Telethons many employees responded to the request.

In the studio and behind the scenes on the day of the Telethon

In 2012 our employees were once again present at Marienlyst on the day of the Telethon to monitor the operation of donation phone lines during the broadcast. Telenor Norway's CEO Berit Svendsen was also there to make an extra effort in the studio. Along with NRK's Jon Almaas she performed two features during the live broadcast that raised NOK 1.2 and 1.4 million respectively for the four minutes that the stunts lasted. A combined total of NOK 16.5 million was raised via the donation phone lines during this year's Telethon. The total value of our contribution to Telethon 2012 corresponds to approximately NOK 1.5 million.



Preparing for Telethon 2012.

From left: Programme leader Erik Thorstvedt, Telenor Norway CEO Berit Svendsen and Telethon manager Kari Bucher

Photo: Silje Ruud Birkelid

Telenor KULTURARV

TELENOR NORWAY HAS ESTABLISHED THE TELENOR KULTURARV [“TELENOR CULTURAL HERITAGE”] PROGRAMME IN ORDER TO CONSERVE BUILDINGS AND FACILITIES THAT ARE LISTED AND WORTHY OF PRESERVATION. OUR CULTURAL HERITAGE COVERS A TOTAL OF 188 BUILDINGS AND 100 TELEPHONE BOXES THROUGHOUT NORWAY, THUS FORMING A COLLECTION WHICH IS UNIQUE IN A EUROPEAN CONTEXT. TELENOR KULTURARV IS MANAGED IN PARTNERSHIP WITH THE NORWEGIAN DIRECTORATE FOR CULTURAL HERITAGE.

Telenor Kulturarv’s duties include maintaining historic objects and working with the conservation authorities and other parties involved in conservation. Telenor Norway wants our cultural heritage to contribute to the company’s identity through our communication and use of cultural monuments.

The most northerly cultural monuments

In 2012 the programme focused specifically on Svalbard where Telenor Kulturarv has several objects on its conservation list. At the end of 2012 the plans for the restoration of the telegraph station in Ny-Ålesund were ready, so the work can begin in the summer of 2013.

A centenarian meets the public

One special event in the course of the year was the opening of Rundemanen (Bergen Radio) after four years of restoration. Rundemanen is a complete radio station which was officially opened on 1 September 1912. Exactly 100 years later we reopened the station as a cultural monument in partnership with the Norwegian Trekking Association’s nationwide *Kom deg ut-dagen* [“Get out there day”]. More than 500 hikers visited on the day of the reopening. They were offered coffee and fresh waffles plus a taste of the station’s 100-year history.

Seminar on Telenor’s cultural monuments

On 24 October 2012 we organised a seminar at the Norwegian Telecom Museum on the management of Telenor’s technical-industrial cultural monuments. The seminar was free and open to all interested parties. The programme included contributions from professionals with experience from state, county council and municipal conservation work. We were particularly honoured that internationally recognised museologist Professor Amareswar Galla accepted an invitation to speak at the event. His lecture was entitled “The Telenor Heritage Programme seen in a world perspective”. Professor Galla said that Telenor Kulturarv’s conservation plan for preserving the story of the development of telecommunications is unique in a global context and that he was impressed by Telenor’s efforts to look after historic buildings and find new uses for them.



THE NORWEGIAN TELECOM MUSEUM

THE NORWEGIAN TELECOM MUSEUM IS ONE OF THE MOST-VISITED MUSEUMS IN NORWAY, WITH AROUND 350,000 VISITORS IN 2012.

The Norwegian Telecom Museum tells the story of the development of Norwegian telecommunications and therefore also the history of our company and the significance of our company in Norwegian society over 150 years. The idea of starting up a separate museum was first put into practice as early as in 1914, when the first display about telecommunications history was held during the Jubilee Exhibition in Kristiania (Oslo).

New exhibitions in 2012

There has been a high level of activity at the Norwegian Telecom Museum in 2012. For the public this resulted in the museum opening three new temporary exhibitions in the course of the year. From 15 March to 12 August the museum hosted the *Electroboutique* pop-up exhibition. The *Norsk*

design ble svensk eventyr ["Norwegian design became a Swedish fairytale"] exhibition opened on 19 May to commemorate the 80th anniversary of the world's first one-piece Bakelite telephone. And on 6 September an exhibition opened which marked the fact that the red telephone box was also 80 years old in 2012.



The 1932 Elektrisk Bureau telephone model.

Photo: The Norwegian Telecom Museum – Cato Normann



*SAFETY &
SECURITY*

preventative work in everyday digital life



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SAFETY AND SECURITY ARE BASIC NEEDS FOR MOST OF US. EVERYDAY LIFE IN NORWAY HAS BEEN SO HEAVILY INFLUENCED BY TECHNOLOGICAL DEVELOPMENTS THAT ONLY A VERY FEW OF US HAVE SUFFICIENT EXPERTISE TO PROTECT OURSELVES AGAINST THE DANGERS AND UNPLEASANTNESS WE COME ACROSS IN OUR EVERYDAY DIGITAL LIFE. AT TELENOR NORWAY WE ARE ENTHUSIASTS WHEN IT COMES TO TECHNOLOGICAL INNOVATIONS, BUT WE ALSO RECOGNISE THAT MODERN TECHNOLOGY MAKES IT NECESSARY TO TACKLE PROBLEMS WHICH WERE UNKNOWN TO PREVIOUS GENERATIONS.

From children and young people ...

In this chapter you can read about some of our initiatives to give children and young people greater security in 2012. Since 2011 we have participated in a European project to make children's internet use more secure. Last year was one of planning for this EU initiative, and in the course of 2013 we and other European alliance partners are initiating additional measures to create greater internet security for children.

Here in Norway we already have various security measures in place which can be installed free of charge by parents who are our customers, but we also want to increase safety and security for all children and young people, regardless of their customer status. To this end we have been working in partnership with humanitarian and state organisations such as the Red Cross, Kids and Media and the Norwegian Media Authority, in 2012 as in preceding years. Our joint *Bruk Hue* ["Use your head"] campaign had another two active seasons in 2012. This is a nationwide campaign to increase awareness among junior secondary school pupils and their parents of the consequences of digital bullying. Telenor also supports the Red Cross *Kors på halsen* ["Cross your heart"] initiative, which gives children and young people the opportunity to talk to trustworthy adults about whatever they want to bring up. The bullying filter which we have developed to protect mobile phone users against abusive message streams can be used by both children and adults. The filter was used by many subscribers in 2012 as in previous years.

**... to technology and networks**

Information security is another area where we feel a great responsibility to use our expertise for the common good. As a company we hold a special position in society because we own infrastructure of vital social significance. We also have other important major social players on our customer list. Our security experts monitor the current threat picture closely at all times. We have also accumulated high-technology security expertise in our TSOC and ART entities, and in this chapter we explain a little about the basis of their operations.

... and on land and at sea

Norway is still a seafaring nation. Business activities and leisure sailing take place at sea along our long Norwegian coast and on the continental shelf. Telenor Maritim Radio plays a very special role in our company. As well as being a supplier of commercial services to a seafaring market, Maritim Radio also plays a key role in rescue operations and other incidents when vessels have an acute need for assistance. Furthermore, Maritim Radio carries out safety inspections and issues licences and certificates, tasks which also are essential to enhancing safety at sea.



EU INITIATIVE TO MAKE THE INTERNET SAFER FOR CHILDREN

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IN 2011 TELENOR JOINED EUROPEAN COMMISSIONER NEELIE KROES' "COALITION TO MAKE THE INTERNET A BETTER PLACE FOR KIDS". THIS DIGITAL ALLIANCE WAS ESTABLISHED TO CREATE A SAFER INTERNET FOR BOTH CHILDREN AND THEIR PARENTS, AND PARTNERS IN THE ALLIANCE HAVE TO WORK FOR A SAFER INTERNET IN FIVE MAIN AREAS.

The five areas are:

1.

Simple and robust reporting tools for users (single-click mechanism)

2.

Age-appropriate privacy settings

3.

Wider use of content classification (e.g. age limits on content)

4.

Wider availability and use of parental control (e.g. parental control of content, subscriptions, etc.)

5.

Effective removal of child abuse material

Telenor Norway has worked continuously on these themes throughout 2012. For several of the points we already have in place good solutions which increase safety for children in the digital arena. In 2013 we will implement even more measures to help parents make their children's internet use safer.



FILTER TO block CHILD-ABUSE MATERIAL

AS PART OF OUR WORK TO PROTECT CHILDREN AND YOUNG PEOPLE TELENOR HAS IN PARTNERSHIP WITH KRIPOS [THE NATIONAL CRIMINAL INVESTIGATION SERVICE] DEVELOPED A FILTER WHICH BLOCKS INTERNET SITES DEPICTING SEXUAL ABUSE OF CHILDREN. THE PARTNERSHIP BEGAN IN THE AUTUMN OF 2004 AND THE FILTER IS ALSO AVAILABLE FREE OF CHARGE TO OTHER OPERATORS.

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KRIPOS' blocking page,
which is displayed when an attempt is made
to open blacklisted internet sites.

This is how the filter works:

- The filter blocks access to internet images which show child sexual abuse.
- The filter applies to all Telenor's broadband customers. It is installed centrally on Telenor's servers, not on the customer's computer.
- If a customer attempts to open a site containing child pornography a blocking page appears which displays information about the filter and a link to KRIPOS.
- KRIPOS now uses a list of more than 1,000 internet sites containing illegal child pornography.

increased SECURITY in A digital CHILDHOOD

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MOST NORWEGIAN CHILDREN HAVE REGULAR ACCESS TO THE INTERNET, A SURVEY BY THE NORWEGIAN MEDIA AUTHORITY SHOWS, AND MOST CHILDREN ALSO HAVE THEIR OWN MOBILE PHONE. WHEN PARENTS TAKE OUT TELENOR SUBSCRIPTIONS WHICH THEIR CHILDREN ARE GOING TO USE WE REGARD THIS AS A DECLARATION OF TRUST. WE WORK CONTINUOUSLY TO SHOW THAT WE ARE WORTHY OF THIS TRUST BY OFFERING SERVICES WHICH CAN CREATE EXTRA SECURITY FOR CHILDREN MOVING ABOUT IN CYBERSPACE.

Magic Desktop and Magic Mail are examples of this. Children's mobile use can have a safer framework with the SikkertBarn service. In addition, the free bullying filter we have developed can also be installed to protect children from receiving undesirable messages on their mobiles. You can read more about the bullying filter on another page in this chapter.



Magic Desktop

Magic Desktop is a free tool which gives parents the opportunity to control what kind of content children have access to on the computer.



Children get their own desktop and their own internet browser to surf the web. Parents approve in advance the sites to which children have access. Magic Desktop is suitable for children up to about the age of 10.



Magic Mail

Magic Mail is an email reader which is suitable for children.



The parents approve contacts so that children can only communicate with people they trust. The family does not pay anything extra to use this service for children.



SikkertBarn

Children can easily order content services which are paid for through the mobile phone bill. The bill can then quickly mount up, and much of the content is not suitable for children either.



Telenor has developed the SikkertBarn service so that parents can make the use of mobile phones safer for their children. The service is free of charge and available to all our subscribers.

SikkertBarn includes the following:

- Permanently blocking text services (CPA) such as ring tones, games or information services
- Permanently blocking telemarketing numbers (820 xx xxx and 829 xx xxx)
- Permanently blocking international calls
- Reservation against information services
- Reservation against being listed in phone directories
- Permanently blocking internet access on the mobile
- Permanently blocking MMS

Parents can choose to block e-mail services completely or to set a maximum sum of NOK 250, 500 or 1,000 per month.

BRUK HUE

NORWEGIAN CHILDREN AND YOUNG PEOPLE ARE TOP IN EUROPE FOR ACCESS TO DIGITAL COMMUNICATIONS SOLUTIONS. THE MAJOR EUROPEAN RESEARCH PROJECT "EU KIDS ONLINE" (SEE WWW.EUKIDSONLINE.NET), IN WHICH NORWEGIAN RESEARCHERS ALSO PARTICIPATE, PUBLISHED A REPORT IN OCTOBER 2012 WHICH ESTABLISHED THAT NORWEGIAN CHILDREN AND YOUNG PEOPLE ARE THEREFORE PARTICULARLY VULNERABLE TO UNPLEASANT DIGITAL EXPERIENCES ("HIGH USE, HIGH RISK").

School campaigns to spread awareness

Since 2008 Telenor has been working to increase internet awareness and to prevent digital bullying among children and young people. In 2009 we initiated what has become Norway's most extensive drive against digital bullying: The Bruk Hue ["Use your head"] campaign. The initiative is based on visiting junior secondary schools throughout Norway to increase awareness of digital bullying among young people and their parents. We have three partners in this work: The Norwegian Media Authority's Trygg bruk ["Safe use"] centre, the Norwegian Red Cross and its dialogue service Kors på halsen ["Cross your heart"], plus the parents' organisation Kids and Media Norway. Since it started the campaign has visited 350 junior secondary schools throughout Norway, addressing more than 100,000 pupils and almost 18,000 parents.

First pupils - then parents

We meet schoolchildren during the day and their parents the same evening. Both target groups get to see a film about digital bullying, then the themes of the film are discussed in plenary. The campaign has two main objectives: Partly to give young people and their parents knowledge about what is acceptable digital behaviour and partly to provide information about what the consequences of digital transgressions can be and what the victims of bullying can do to stop unacceptable behaviour.





Updating the campaign

The school visits in the Bruk Hue campaign begin by showing a film which is intended to form the starting point for a discussion of bullying. It is important that the young people in the schools we visit recognise themselves in the examples intended to spur discussion. The introductory film should be perceived as if it could have been

recorded in the schoolyard outside. Accordingly, the fashions, slang expressions and mobile phones in the film must not appear to be outdated. So in the autumn of 2012 the Bruk Hue partners made a new campaign film to replace the one we had been using since 2009. The new film and the updated internet sites at www.brukhue.com were ready for the start of a new campaign season in January 2013.

One in two young people aged 10 to 15 say

that they or someone they know have been bullied or teased on the internet.

80% of Norwegian parents

say they do not think that digital bullying affects their children.

Survey conducted by Norstat for Telenor Norway in December 2012.

In 2012 the Bruk Hue campaign visited

110 junior secondary schools.

In total **36,160 school pupils** and **5,800 parents**

attended a Bruk hue meeting in the course of the year.

8 out of 10

children and young people use smartphones and log on to social media several times a day.

Survey conducted by Norstat for Telenor Norway in December 2012.



It is illegal to photograph someone and publish the image on the internet without that person's consent. This fact comes as a surprise to the great majority of schoolchildren.

Since it began in 2008 Bruk Hue has visited a total of **350 schools** throughout Norway. In the period 2008-2012 we have met **103,707 pupils** and **17,864 parents**.

And the campaign continues in 2013!

Ole Roger Vestøyl

lecturer in the Bruk Hue campaign



kors på HALSEN 2012

Kors på halsen in 2012:

18,600 calls answered

1,700 conversations on chat

1,050 e-mails answered

2,300 contributions published
on the discussion forum

Voluntary efforts in 2012::

2,400 hours of conversation

650 hours of e-mail contact

140 volunteers

KORS PÅ HALSEN [“CROSS YOUR HEART”] IS THE NORWEGIAN RED CROSS’ CONTACT SERVICE FOR CHILDREN AND YOUNG PEOPLE THROUGHOUT NORWAY. ADULT VOLUNTEERS RESPOND TO CONTACT BY TELEPHONE, CHAT AND E-MAIL FIVE DAYS A WEEK, ALL YEAR ROUND. THE OFFER ALSO INCLUDES A DISCUSSION FORUM WHERE THE KORS PÅ HALSEN STAFF READ THROUGH ALL CONTRIBUTIONS BEFORE THEY ARE POSTED ON THE INTERNET. CHILDREN AND YOUNG PEOPLE CAN BE ANONYMOUS AND THE SERVICE IS FREE.

The children and teenagers decide themselves what they want to talk about. The themes vary from leisure time and love affairs to bullying and psychological problems. Everyone who makes contact must be able to raise whatever is on their mind with trustworthy adults who have time to listen. *Kors på halsen* staff note that the most difficult themes such as depression, suicidal thoughts and eating disorders are usually raised by chat or e-mail. In 2012 most telephone enquiries were about leisure time, body issues and sexuality. In 2012 85% of enquiries by chat and e-mail were from girls, while the split between boys and girls was more even on the telephone. In 2012 the percentage of boys making contact was higher than in the previous years, regardless of channel.

Since 2010 *Kors på halsen* has been part of the international *InSafe* network, which was initiated by The European Commission to promote safe use of the internet and mobile phones for all children in Europe. In close partnership with the Norwegian Media Authority, *Kors på halsen* acts as a Norwegian help line for digital problems.

In 2012 Telenor Norway gave NOK 1 million to support the *Kors på halsen* contact service. Calling the service is free from both fixed line telephones and mobiles.





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At Kors på halsen we see that children and young people have a lower threshold for raising difficult subjects in writing than verbally, i.e. by telephone. Depression, suicidal thoughts and eating disorders are problems which our volunteers deal with daily by chat and e-mail. It is important for us in the Red Cross to adapt what we offer to the communications channels which young people actually prefer.

Our partnership with Telenor is particularly important here. In addition to operating funds and help with marketing we also hope to make even greater use of Telenor's expertise in communications via various media.

Marianne Børke
head of Kors på halsen

Volunteers at Kors på halsen must ...

- be interviewed and undergo compulsory training
- sign and comply with an ethical and duty of confidentiality declaration
- be at least 22 years of age
- provide a police reference

Use Your Head – Cross your heart

In the Bruk Hue [“Use your head”] anti-bullying campaign, which we describe on another page in this report, schoolchildren also receive information about how they can contact Kors på halsen if they need to discuss problems they encounter in the digital world.

bullying FILTER

DIGITAL BULLYING VIA TEXT OR PICTURE MESSAGES CAN AFFECT BOTH ADULTS AND CHILDREN. AT TELENOR NORWAY WE BELIEVE THAT NO-ONE WHO RECEIVES UNWANTED TEXT MESSAGES SHOULD HAVE TO CHANGE THEIR MOBILE NUMBER TO PROTECT THEMSELVES FROM NUISANCE MESSAGES. FOR THIS REASON WE HAVE DEVELOPED A FREE BULLYING FILTER WHICH REJECTS MESSAGES FROM DIGITAL NUISANCES.

Telenor's bullying filter is easy to install. Mobile subscribers first call our customer service on 09000 to activate the filter. Then the subscriber specifies at www.telenor.no which senders' numbers should be rejected.

Once the bullying filter has been installed blacklisted messages will be sent to a dedicated e-mail account at www.telenor.no so that the subscriber will have access to them. When messages are rejected the sender automatically receives the following message: "Advarsel. Du har blitt sperret fra å sende meldinger til dette nummeret." ["Warning. You have been blocked from sending messages to this number."] We see that many subscribers need this service.





TELENOR Abuse response TEAM (ART)

TELENOR NORWAY'S EFFORTS TO SECURE SAFE INTERNET EXPERIENCES FOR USERS REQUIRE SPECIAL EXPERTISE IN MANY AREAS. TELENOR NORWAY'S ABUSE RESPONSE TEAM (ART) WORKS ACTIVELY TO DETECT AND RESTRICT THE HARMFUL EFFECTS WHEN CUSTOMERS' PASSWORDS GO ASTRAY OR MALICIOUS SOFTWARE (MALWARE) APPEARS ON CUSTOMERS' COMPUTERS.

Some ART results in 2012

18,394

cases processed

3,761

cases of compromised customer passwords detected

85

phishing websites closed

ART is responsible for identifying misuse of Telenor's services on the internet. The next step for ART is to take the appropriate measures and to warn our customers about what has happened. If for instance ART has established that somebody has gained unauthorised access to the password of a customer's *online.no* e-mail account (as a result either of *phishing* or of the password having been compromised through insecure use) the ART personnel will immediately provide the user account with a new password and the customer will be contacted by the Telenor Customer Service.

However, our experts at ART also work on other problems. The majority of cases involve malware on customers' computers. Very often the customers themselves are not aware that their machines have been infected. These infected machines may be used to send out spam or participate in Denial-of-Service attacks. Phishing is a growing problem throughout Europe. In 2012 Telenor ART accordingly dedicated much of its efforts to countering phishing activities, i.e. criminal attempts to acquire customers' usernames and passwords for Telenor services.

DDoS attacks

DDoS stands for *Distributed Denial-of-Service*. It is based on the attacker getting a number of computers to send so much network traffic to one or more *other* computers that desired traffic does not get through. This stops machines which are subjected to a Denial-of-Service attack from functioning.

Phishing

This word is derived from the English word *fishing* and describes attempts to illegally obtain sensitive information such as usernames and passwords. Credit card numbers are also often targeted by phishing. ID theft resulting from phishing is a growing problem in contemporary society.

Malware

This word is a combination of *malicious* and *software* and is a collective term for various types of malicious software. Computer viruses, computer worms, spyware, and Trojans are examples of malware.

TELENOR SECURITY OPERATION CENTRE (TSOC)

*HIGH INFORMATION SECURITY DEPENDS
ON CUTTING-EDGE EXPERTISE WHICH
IS CONTINUOUSLY DEVELOPED AND
SHARED. TELENOR'S SECURITY CENTRE
MONITORS TRAFFIC ON OUR NETWORKS
IN ORDER TO INCREASE INFORMATION
SECURITY FOR OUR CUSTOMERS.
OUR SECURITY SPECIALISTS ALSO
SHARE THEIR SKILLS AND EXPERIENCE
IN THE PUBLIC ARENA.*



In 2012 TSOC published **253** daily newsletters about internet security.

You can find the TSOC blog at <http://telenorsoc.blogspot.no/>

Monitoring and traffic analysis protect customers' networks

TSOC is Telenor's 24-hour security centre. The centre monitors network traffic to Telenor's business customers in order to protect them against network attacks. This can happen in two ways. We can either gather data in Telenor's own network, which is called "net-centric services". Or we can provide so-called "customer-located services", using sensors installed in the customers' networks. The sensors gather and organise the network traffic from strategic points. In both cases we submit the data retrieved to a thorough analysis. Our analyses are conducted both automatically and manually so that we can better detect advanced network attacks. When we have detected an attack we notify the customer affected by it. TSOC staff are all security experts with cutting-edge expertise in various areas, and the professional environment at the centre is regarded as one of the leading specialist environments in Europe.

Sharing knowledge to increase information security in society

In addition to detecting and preventing unwanted network activity in customer networks Telenor also aims to contribute to increased information security in society by sharing knowledge and experience about security-related incidents and our own findings. TSOC communicates tips and advice to the public through several channels:

- The TSOC blog
- TSOC's Facebook page
- TSOC's twitter account
- TSOC's daily newsletter



underSTANDING THE SOURCES OF THREATS

TELENOR CONTINUOUSLY ASSESSES THE THREAT SCENARIO AND THE CONDUCT OF PARTIES FROM WHOM THREATS STEM. THE ASSESSMENT IS BASED ON NORWEGIAN AND INTERNATIONAL OPEN AND UNCLASSIFIED THREAT ASSESSMENTS PLUS OTHER OPEN SOURCES AS WELL AS OUR OWN OBSERVATIONS AS A TELECOM OPERATOR.

Threats are often divided into two categories depending on their source: Internal or external. Internal threats may stem from employees and others with authorised access to premises, information and systems. External threats may stem from foreign authorities, political groups, hacktivists, criminal organisations, suppliers, competitors or dormitory hackers hunting for “honour and glory” and jobs on the wrong side of the law. There may be links between two or more of these groups, who make use of each other’s abilities.

The threat scenario is becoming increasingly complex, both technologically and organisationally. Parties who constitute a threat increasingly behave like legitimate business enterprises, and in many cases they are closely linked to legal activities. This may lead to companies and their customers unconsciously conducting a business dialogue with parties who actually represent a security threat.

The activities of such parties may eventually result in financial losses, downtime and unstable operations. Companies may be exposed to fraud, lose their own data or lose their customers’ data.

Telenor Maritim Radio is part of Telenor Norge AS.

TELENO MARITIM RADIO

TELENO MARITIM RADIO OFFERS COMMUNICATIONS SERVICES TO COMMERCIAL VESSELS AND LEISURE CRAFT. IN ADDITION TO VARIOUS SERVICES LINKED TO ORDINARY COMMUNICATION AT SEA WE ALSO PROVIDE HELP AND ASSISTANCE TO SEAFARERS WHO ARE IN PERIL OR WHO REQUIRE MEDICAL ASSISTANCE. CONDUCTING INSPECTIONS AND ISSUING LICENCES AND CERTIFICATES ARE IMPORTANT PARTS OF OUR EFFORTS TO ENHANCE SAFETY AT SEA. OIL INDUSTRY PLATFORMS ALSO COME UNDER OUR AREA OF RESPONSIBILITY.

Maritim Radio's technical infrastructure:

123 VHF -

service-controlled base stations

32 MF -stations

a large number of antenna facilities

more than **800 radios**

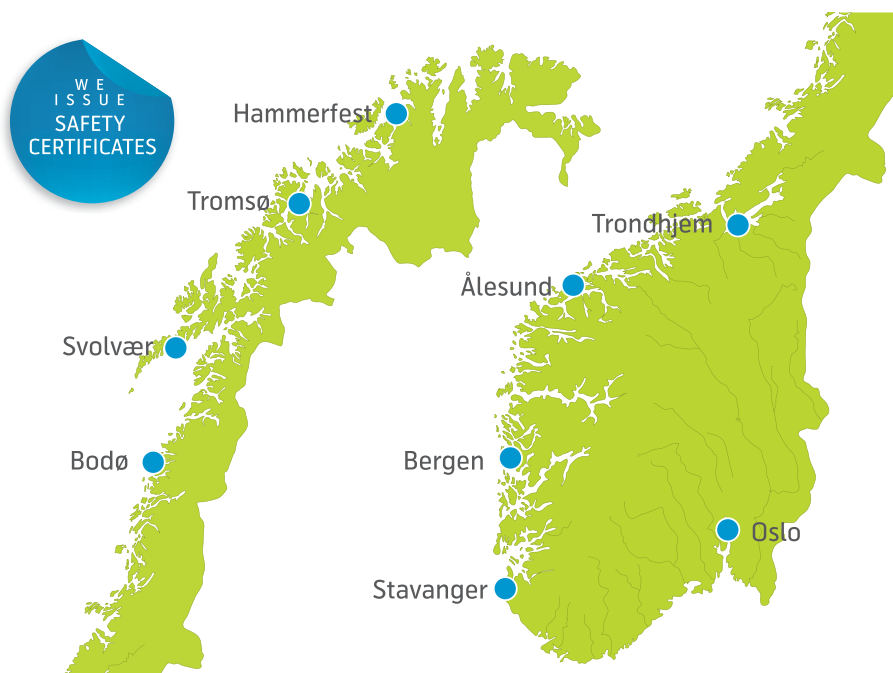
Our five coastal radio stations make up the Kystradio ["Coastal Radio"] unit, which is Maritim Radio's largest unit. The Kystradio unit monitors the emergency channels along the Norwegian coast and on Mjøsa (Norway's largest lake) around the clock. As soon as a request for help is received we raise the alarm with the appropriate main rescue centre. We have a direct connection to both the Main Rescue Centre for southern Norway at Sola and the Main Rescue Centre for northern Norway at Bodø. Our operators also put boats which require medical assistance or medical advice in contact with Radio Medico Norway, Haukeland University Hospital's emergency service for ships.

Telenor Maritim Radio also plays an important preventative role. We communicate safety messages for seafarers (Maritime Safety Information - MSI). These safety messages give people at sea weather forecasts and navigation warnings so they know whether a storm is brewing or a gale is coming, or whether there are defective lighthouses and lights in the waters they are entering. Rogaland radio and Bodø radio also broadcast the Norwegian Meteorological Institute's *Havvarsel for fiskeriflåten* ["Marine warnings for the fishing fleet"].

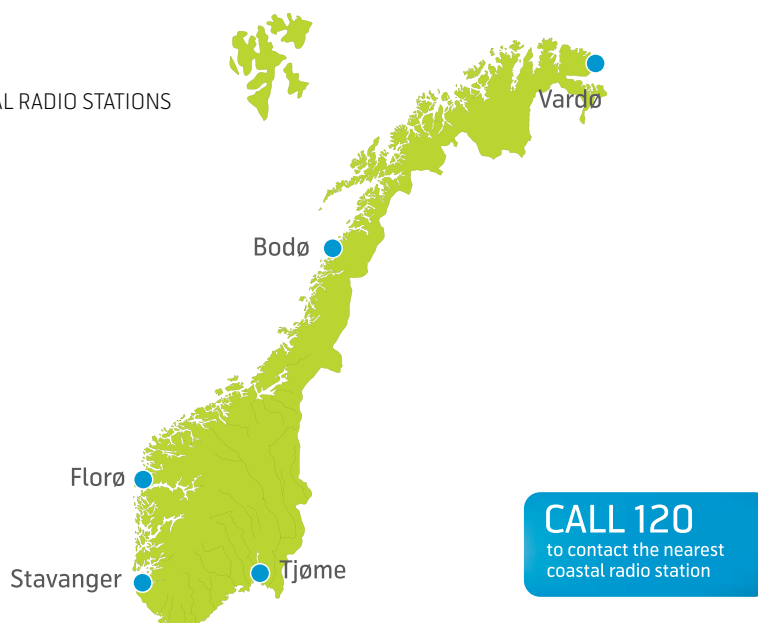
Our preventative work at sea includes inspections and issuing licences and certificates. On behalf of the Norwegian Maritime Authority we check that all Norwegian commercial vessels have radio communication equipment which complies with the authority's requirements. Every year Telenor Maritim Radio's Radio Inspectorate conducts more than 2,000 radio checks on Norwegian vessels. Commercial vessels must have safety certificates for radios. The certificates are issued by our inspectors after checks have been made. We also conduct more than 200 inspections a year on foreign vessels on behalf of foreign authorities, classification companies, etc. We also conduct inspections on platforms on the Norwegian continental shelf on behalf of the Petroleum Safety Authority Norway.



MAP OF THE RADIO INSPECTORATE



MAP OF THE COASTAL RADIO STATIONS



In 2012 Maritim Radio responded to a total of 4,189 requests for assistance. The calls were made up as follows:

**1,321 leisure craft, 348 fishing boats,
2,402 other commercial vessels, 118 others**

Of the **4,189** requests in 2012, **322** resulted in emergency actions and **2,187** in medical advice from Radio Medico Norway being communicated to boats in Norwegian territorial waters.

*responsibility
And diversity*

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SOCIAL responsibility in working life

52

Telenor Norway is one of Norway's major workplaces. With a history stretching back to the 1850s we have rich traditions as a working partnership in which the employees see how their efforts help to shape society every day. Our technology contributes to shaping the society around us. As Norway's major telecoms operator Telenor Norway is also one of Norway's largest workplaces. Therein lies an obligation. Our ambition as one of Norway's major employers is to make Telenor a productive and diverse workplace for our employees.

Telenor Norge AS in 2012

Number of employees **4,393**

Proportion of women **35.2 %**

There are 27 different nationalities represented among our employees, who are spread across more than 30 workplaces around Norway.

The company's management consists of 12 members, 3 of whom are women.

Ethics and good business practice

The entire Telenor Group has a shared platform which we call *The Telenor Way*. All the Telenor companies base their national company culture on this platform. *The Telenor Way* has three main pillars: All initiatives must be assessed in relation to the customers' best interests, employees have to get involved and engage with the company, and everything we do must be of a high ethical standard. We have strict ethical guidelines which all our employees commit themselves to follow. In order to ensure that every aspect of Telenor Norway's activities in Norwegian society conforms to the same high standard we actively work to ensure that all our suppliers also conduct themselves completely ethically and responsibly.

An inclusive workplace

Our employees have cutting-edge expertise in a wide variety of areas. We want to have the best people, and this requires that as an employer Telenor Norway sees the potential where many others still stop at the limitations. As one of Norway's major companies we also consider it our obligation to lead the way for other companies. For this reason we actively work to give employees with physical disabilities or mental disorders an opportunity to enter the employment market. Furthermore, we believe that a major Norwegian workplace should reflect the diversity in the modern Norwegian population by recruiting employees from immigrant backgrounds.



A diversity of experts actively support Telenor Norway's social responsibility

We want Telenor Norway to be an inclusive working partnership. Our employees have cutting-edge expertise in a broad range of professional fields. Our employees throughout Norway represent a diversity of experts. They show great commitment to Telenor Norway's social responsibility and also make individual contributions to society. The blood bank sends a bus to Fornebu every month, and in 2012 as many as 338 blood donors faithfully met up in the car park outside our headquarters. You can read about Telenor Norway's contribution to the Norwegian Broadcasting Corporation's Telethon in

another chapter – many of our employees act as donation-tin carriers on the day of the Telethon. In this chapter we would like to give some examples of how various activities in 2012 contributed to ensuring that the diversity at Telenor Norway will remain in years to come, and that our strong ethical principles are followed up in every part of our overall operations.



TELENOOR open mind (TOM) – working life FOR ALL

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TELENOOR NORWAY HAS HELPED PEOPLE WITH REDUCED FUNCTIONAL ABILITY TO FIND THEIR WAY INTO WORKING LIFE THROUGH THE OPEN MIND PROGRAMME SINCE 1996. WE FEEL THAT IT IS MORE IMPORTANT TO DISCOVER THE POSSIBILITIES THAN TO STOP AT THE EDGE. WE THEREFORE WANT TO HELP TO CREATE AN EMPLOYMENT MARKET IN WHICH JOB SEEKERS WITH VARIOUS TYPES OF FUNCTIONAL RESTRICTIONS GET THE CHANCE TO MAKE USE OF THEIR SKILLS. IN 2012 WE TOOK ON 15 NEW OPEN MIND PARTICIPANTS AT TELENOOR NORWAY, SPLIT INTO THREE INTAKES.

We work closely with the Norwegian Labour and Welfare Service, which supports Telenor Open Mind through the *FARVE – forsøksmidler arbeid og velferd* [“*FARVE* -trial funding, work and welfare”] programme. Over the course of the year 75% of those participating in TOM have got jobs as a result of the programme and most of them have moved into standard positions with the Telenor group. For Telenor as an employer Open Mind is therefore also an opportunity to recruit resources which other employers have not discovered – yet. Of course we still want disabled job seekers to have as many opportunities as others to use their skills in working life. For this reason it is pleasing that the programme is arousing interest and inspiring others, both here in Norway and far beyond its borders.

The Open Mind model in the wider world

In April 2012 a delegation from the Bundestag – the German national parliament – which was visiting Norway to hear about how the UN Convention on the Rights of Persons with Disabilities was being followed up in Norway and to gain an insight into Norwegian initiatives to create increased opportunities for the disabled here in Norway called at our headquarters at Fornebu. At our offices the German politicians got to hear about the basic concept of the Open Mind programme and the results it has achieved.

We are keen to speak about TOM within the Telenor group. This has led to several sister companies in both Europe and Asia setting up corresponding schemes, either as projects or as established programmes. Telenor Sweden started up its Open Mind programme in 2007. The companies in Malaysia, Bangladesh, India and Serbia have also run projects to increase awareness about disabled people’s right to participate in working life. Telenor Pakistan launched the *Khuddar Pakistan* programme in 2009, and in June 2012 the manager of the Norwegian Open Mind was in Islamabad to exchange experiences with colleagues from Telenor Pakistan.

Employment in Norway in the 2nd quarter of 2012

Among people aged 15–66 **15%** of the population stated that they had a disability (defined as a long-term physical or mental health problem). Of these 41% were in employment, while overall almost 75% of the population were in employment.



Open Mind participant
Linn Therese Jyhne.
Photo: Ingrid Ihme



Linn Therese Jyhne started in Open Mind in September 2012. She has completed a four-year course in marketing at Hawaii Pacific University and a one-year course in psychology at the University of Oslo. Jyhne has suffered from social anxiety for many years and this has both delayed her education and restricted her in working life.

I took part-time jobs in shops and call centres, Jyhne says, and I had many strategies to avoid social contact. By doing different shifts I managed to avoid meeting the same colleagues every day. I ate my lunch alone in a multi-storey car park. I made sure that I took the tram to work at different times and switched between alternative routes from my stop to my workplace. I didn't dare to apply for jobs which were appropriate for my qualifications.

Jyhne found her way to Open Mind via the Norwegian Labour and Welfare Service course "Det hele mennesket" ["The whole person"].

A course leader encouraged me to read about Open Mind on the internet and I realised straight away that it might be something for me.

After a three-month introductory course Jyhne started work as an analyst in the Mobile Division's sales unit.

Everything I learn through the Open Mind programme is worth its weight in gold for me! she says.

I get both professional development and a safe social environment here. It's so good that Telenor offers this to people with mental health problems as well. My colleagues are aware of my anxiety problems and I have been given a safe arena where I can develop coping techniques rather than avoidance strategies. I now look forward to going to work and I have something left over to make more of life than just dreading the next working day!



Telenor Open Mind and Telenor Integration have shared, central management.

Front, from left: Marianne Glomseth, Bernt Anders Schea Bakke, Ingrid Ihme and Tommy Rovelstad. Back, from left: Mina Khairalomoum, Ann Kristin Ekerhovd and Geir Håkensen.

Photo: Halvard Lundgård

Open Mind is a *Win-Win-Win* concept: Telenor wins by getting good employees, participants win by getting a unique opportunity to show what they can do for employers and society wins by people moving from receiving social security benefits to employment.

Ingrid Ihme
director of Telenor Open Mind

Increased access to the employment market has major socio-economic benefits

Great socio-economic benefits and benefits for state finances could be achieved if the proportion of young people with disabilities who are in employment could be increased, according to the Norwegian Work Research Institute (AFI) report *Samfunnsøkonomisk analyse av økt sysselsetting av personer med nedsatt funksjonsevne* ["Socio-economic analysis of increased employment of people with reduced functional ability"]. In this report, which was commissioned by the Norwegian Ministry of Children, Equality and Social Inclusion and published in March 2012, the AFI calculates the socio-economic benefit over a 10-year period to be millions of Norwegian kroner.

TELENOR

INTEGRATION (TI)

– A SUCCESS FOR ALL PARTIES

TELENOR INTEGRATION IS AN EMPLOYMENT-TRAINING PROGRAMME FOR HIGHLY-QUALIFIED FIRST-GENERATION IMMIGRANTS. THE PROGRAMME AIMS TO BRING INTERNATIONAL SKILLS AND EXPERIENCE FROM COUNTRIES OUTSIDE EUROPE INTO TELENOR.

We work in partnership with NAV Intro, an entity within the Norwegian Labour and Welfare Administration, to find suitable candidates for the programme among those who are registered as unemployed. The programme lasts a total of 12 months. In the first two months we map the candidates' existing skills and further development needs. During this period they are offered workplace Norwegian language tuition, a communications course and a course in project work/project management. After this the participants are given a training position in a Telenor department for up to 10 months.

New Telenor Integration candidates spring and autumn

In 2012 we took on new Integration candidates in April and September.

During the spring term we took on three candidates with Eritrean, Palestinian and Indian backgrounds respectively. Two of them are trained communications and network engineers and the third has a bachelor's degree in Computer Science. The autumn intake consisted of four people: A Pakistani electronic engineer, a Tunisian with a bachelor's degree in networks and communications, a Moroccan with a master's degree in telecommunications and an Iranian with a master's degree in IT, specialising in telecommunications.

We aim to inspire

In December 2012 Telenor Integration was visited by two Conservative Party of Norway MPs, Afshan Rafiq and Torbjørn Røe Isaksen. The politicians wanted to hear about how first-generation immigrants can enter Norwegian working life.

"Telenor Integration is a great programme in which Telenor leads the way – both state and municipality could learn a lot here. At the same time, as a politician I find it depressing that it is a private company leading the way in an area in which the public sector should take the lead," Torbjørn Røe Isaksen said during the visit. His colleague Afshan Rafiq noted that governmental bodies and ministries should be able to employ more immigrants through their own tailored courses, following the model developed by Telenor.



Telenor Integration is a great programme in which Telenor leads the way. Both state and municipality could learn a lot here.

*Torbjørn Røe Isaksen
Conservative Party of Norway MP*



Engaged conversation between Telenor Integration participants and Norwegian MPs

From left: Telenor Integration participants Umer Saleem, Waqas Ahmed, Afshan Rafiq and Torbjørn Røe Isaksen.
Photo: Erlend Bjørtvedt



Start-up in April 2012 – out in training positions in May 2012

Project manager for Telenor Integration Mina Khairalomoum with the new spring participants. From left: Simon Tesfay, Mahmoud Alimrany and Yogesh Kulkarni.
Photo: Halvard Lundgård



Start-up in September 2012 – out in training positions in December 2012

From left: Umeer Saleem, Khauola Elouaer, Badredine Alaoui-Echrif and Pirnia Shabnam.
Photo: Halvard Lundgård



Electronic engineer Simon Tesfay is 30 and arrived from Eritrea in January 2010. He began as a participant in Integration in April 2012. His skills and willingness to get involved made it easy to find a training place with Telenor after the two-month induction period. His training period should have lasted 10 months, but Tesfay's new managers at Telenor decided to employ him on standard conditions before his job training had been completed.

” **The programme has given me greater experience of Norwegian working life culture and valuable professional development. I have also been able to strengthen my planning skills, says Tesfay. I really value participating in the programme and getting to know so many nice, skilled people who are very willing to share their expertise. I would absolutely recommend others to participate in Telenor Integration – it is a great way to gain experience in a modern, international working environment.**

TELENOR SUPPORTS ALARQA

THE ALARGA ORGANISATION WORKS TO PUT KEY NORWEGIAN COMPANIES IN CONTACT WITH OUTSTANDING MASTER'S DEGREE STUDENTS WITH MULTICULTURAL SKILLS. BY DOING SO ALARGA HELPS TO STRENGTHEN THE COMPETITIVENESS OF NORWEGIAN BUSINESS. AT TELENOR NORWAY WE HAVE WORKED TOGETHER WITH ALARGA SINCE THE ORGANISATION STARTED UP IN 2007.

Students who are admitted to the Alarga programme receive a scholarship of NOK 100,000, split over two years, as support for their Master's degree course. Scholarship recipients are linked to one of the companies which have entered into a partnership with Alarga. The Master's degree student is assigned a mentor in the partner company and offered summer jobs during the course of the scholarship period. At Telenor we have been very pleased with "our" Alarga scholarship students, and many of them have moved into standard permanent employment with us once their time as Alarga scholarship students was over.

The Alarga partnership in a broader perspective

Supporting Alarga is part of our strategic focus on international expertise. At Telenor we believe that Norwegian workplaces cannot afford to overlook highly qualified professionals from minority backgrounds. Our partnership with Alarga is part of a wider context. On another page in this report you can read about the Telenor Integration programme, which aims to support highly qualified first-generation immigrants in entering employment. We want the Telenor Norway employment community to benefit from the diversity which can be found among highly qualified employees in today's Norwegian employment market. As of 2012 there were 27 different nationalities represented in Telenor Norway's workforce. As one of Norway's major employers we have experienced that such breadth can help to boost our competitiveness. For us cultural diversity is a competitive advantage, not just a topic for after-dinner speeches.



Telenor wholeheartedly supports the fundamental concept of Alarga, namely that the Norwegian employment market needs diversity. As an Alarga partner we are able to introduce bright Master's degree students to a working community, while in turn benefiting from their valuable intercultural skills. Telenor has taken part since Alarga started up, and we are also the partner company which has had the most Alarga scholarship students linked to us.

Mads Møglestue

head of Telenor Norway's Strategic HR & Projects unit.



Telenor's latest Alarga scholarship students

- 2010** In 2012 scholarship student Tom Chottayil Varghese graduated from the University of Bergen with a Master's degree in jurisprudence, whereupon he received permanent employment in Telenor Group. Varghese joined Telenor as an Alarga scholarship student in 2010.
- 2011** In 2011 Subhan Malik became our new scholarship student. Taking a Master's degree in Economics and Business Administration at the Norwegian School of Economics (NHH), Malik has been linked to Telenor Norway's business division. In the autumn of 2012 he was an exchange student at the University of Melbourne in Australia and will therefore be completing his scholarship programme with Telenor in the spring of 2013.
- 2012** In the summer of 2012 Christian Ceccaroli Syvertsen was taken on as a new Alarga scholarship student. We provided him with a mentor in Telenor Group and he will be offered a summer job within Telenor in 2013. Syvertsen already has a Master's degree in jurisprudence from the University of Bergen. He is now studying for two more Master's degrees – one at Institut d'études politiques de Paris (often referred to as Sciences Po) and the other at the London School of Economics.

OXLO prize for head of Alarga

In November 2012 we congratulated Alarga Director Dilek Ayhan on being awarded The City of Oslo's OXLO prize. This is the City of Oslo's award for enterprises and individuals who have made a special effort towards the creation of a spacious, inclusive and open city, free of prejudice and racism. Ayhan received the award for her many years of work to enhance the position of multicultural young people in Norwegian society and business.

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Alarga's Managing Director Dilek Ayhan received The City of Oslo's OXLO prize for 2012 at Oslo City Hall.

From left: Tom Chottayil Varghese (former Alarga scholarship student, now permanently employed by Telenor Group); Hilde Andresen (Telenor Group); Amira Delnezirovic (former Alarga scholarship student, now permanently employed by Telenor Shared Services); prize winner and Managing Director of Alarga Dilek Ayhan and Mads Møglestue (head of Strategic HR & Projects, Telenor Norway).

Photo: Sunniva Halvorsen

OUR ETHICAL responsibility encompasses THE SUPPLY CHAIN

MAINTAINING A HIGH STANDARD OF BUSINESS ETHICS IS IMPORTANT TO TELENOR NORWAY, AND WE HAVE STRICT GUIDELINES WITH WHICH EVERYONE IN THE COMPANY UNDERTAKES TO COMPLY. IN ORDER TO ENSURE THAT OUR ETHICAL GUIDELINES INFLUENCE ALL ASPECTS OF OUR BUSINESS OUR PARTNERS AND SUPPLIERS MUST COMPLY WITH THE SAME GUIDELINES.

In 2009 Telenor Norway set up its own *Business Assurance* unit, as did all companies within the Telenor Group. The BA unit will ensure that the whole of our company operates in an effective manner and for the benefit of people, society and the environment.

A high ethical standard for us and our suppliers

In order to ensure a high ethical standard in every part of our operations Telenor Norway has established a set of ethical guidelines with which all suppliers must undertake to comply. The guidelines are set out in a separate agreement called *Agreement on responsible Business Conduct (ABC)*. Every time we enter into a new supplier agreement the supplier must sign this ABC document.

Annual risk assessment of all suppliers

In 2012 we had some 500 different suppliers. Most supplier agreements are entered into for a lengthy period. Every year Telenor Norway's BA team conducts a risk assessment of all suppliers in order to ensure compliance with our guidelines. Suppliers who might be in the risk zone are asked to complete a very comprehensive questionnaire. The questions we ask aim to provide us with an overview of the working conditions and safety of the supplier's employees, including whether those employees have full freedom to organise and benefit from an adequate HSE programme. The questionnaire will also capture whether the supplier has foreign employees or employees under 18 years of age so that we can ensure



compliance with Norwegian employment legislation rules. Other questions aim to give us an indication of whether the internal and external environments are safeguarded in a responsible way. We also ask questions which will indicate whether there is a risk of breaches of anti-corruption legislation or competition rules. The BA team's analyses of suppliers' responses forms the basis for inspections at selected suppliers.

Inspections to uncover and eliminate deviations

During the inspections which Telenor Norway conducted in 2012 we found several deviations from our standards on our suppliers' premises. In 15 of these cases the deviations were quite serious. All the suppliers concerned have been required to correct the deficiencies by set deadlines. Some of the deficiencies had been rectified by the end of 2012, but most of the deadlines expire in 2013.

Correspondingly, during inspections in 2011 we found deviations which the suppliers concerned had to rectify by a given deadline in 2012. All deviations uncovered in 2011 had been rectified by the end of 2012.

Inspections are combined with knowledge transfer

In 2011 Telenor Norway's BA team started to combine their inspections at suppliers' premises with systematically providing information about the principles behind our ethical guidelines. This information activity was continued in 2012. We consider this an important attitude-forming measure which will help to prevent future breaches of good business practice and to raise the general level of attentiveness among suppliers within our area of operations.

Inspections:

	2010	2011	2012
Number of inspections at suppliers' premises (from 2011 inclusive, inspections are combined with the provision of information to increase suppliers' general knowledge and awareness)	34	37	35

Fatal industrial accidents:

	2010	2011	2012
Number of fatal industrial accidents among suppliers/sub-suppliers	0	0	0

Business Assurance (BA) means checking continuously to ensure effective work processes which comply with the applicable legislation and good business practice in every way. The BA work at Telenor Norway will ensure that neither our suppliers nor their sub-suppliers are responsible for breaching ethical principles and applicable legislation. We will ensure responsible operations at every stage through agreements, checks and dialogue with suppliers.

A FUNCTIONAL working environment WITH AESTHETIC QUALITIES

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AT TELENOR HIGH-QUALITY ART AND DESIGN ARE AN IMPORTANT PART OF THE WORKING ENVIRONMENT. OUR EMPLOYEES SHOULD BE SURROUNDED BY ART WHICH CAN INSPIRE AND CHALLENGE US ALL TO THINK IN NEW WAYS.

We have a long tradition of aiming for aesthetics and quality in the workplace. When Televerket's headquarters at Kongens gate 21 in what was then Kristiania (now Oslo) was completed in 1924 the Norwegian newspaper Morgenbladet wrote that *"the new telephone and telegraph building, which will be partially brought into use next week, is undoubtedly one of the most beautiful buildings in Kristiania ... With its architects Arneberg and Poulsson have brought a valuable addition to the city's monumental buildings."*

Our headquarters set the standard for our workplaces throughout Norway

In 2012 we celebrated the 10th anniversary of moving into our new headquarters at Fornebu. This complex of buildings from 2002 continued the traditions from Kongens gate. The architecture is visually attractive, with high-quality sustainable materials. The buildings have been universally designed to ensure that access and use are also easy for physically disabled employees and visitors. Functional furniture represents leading modern design.

The art collection

Telenor began systematically collecting international contemporary art in 1998. Telenor's art collection, which consists of around 700 art works of museum quality, can be experienced by employees and visitors at Telenor's premises throughout Norway. We also lend out works to art exhibitions, both abroad and in Norway. Much of the art is not represented in other Norwegian collections and we are delighted that our art collection can also benefit the public. Every day Telenor Norway's employees throughout Norway can enjoy pictorial art, sculptures and installations produced by internationally recognised artists such as Daniel Buren, Peter Halley, Liam Gillick, Maria Miesenberger, Ugo Rondinone, Olav Christopher Jensen, Tom Sandberg and Eline Mugaas, the last three being among the Norwegian artists represented in our collection.



1.



5.



8.



2.



6.



9.



3.



7.



10.



4.

1. Daniel Buren, Fondation Surgisante, 2002
2. Peter Halley, Telenor Floor, 2002
3. Lars Sture, Brooch, 1998
4. Maria Miesenberger, Utan Titel (Saga), 1999
5. Liam Gillick, Consciens Lobby, 2002
6. Ugo Rondinone, zweiterjunizweitausenundnull, 2002
7. Kira Wagner, Dàvits 5 B, 2004
8. Ugo Rondinone, dritterjanuarzweitausendundeins, 2000
9. Daniel Buren, Fondation Surgisante, 2002
10. Ugo Rondinone, I don't live here anymore, 1995

*CLIMATE &
environment*

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environmental benefits require continuous efforts

AS ONE OF NORWAY'S MAJOR COMPANIES TELENOR NORWAY WANTS TO CONTRIBUTE ACTIVELY TO INCREASED ENVIRONMENTAL FRIENDLINESS. THE TECHNOLOGICAL SOLUTIONS WE OFFER ALLOW OUR CUSTOMERS TO INCREASE THEIR EFFICIENCY AND REDUCE THE NEED FOR TRAVEL IN MANY LARGE AND SMALL COMPANIES THROUGHOUT NORWAY. WE WANT ENVIRONMENTALLY-FRIENDLY SOLUTIONS TO INFLUENCE THE WAY WE WORK OURSELVES TOO. TELENOR NORWAY EMPLOYEES WHOLEHEARTEDLY SUPPORT MEASURES WHICH BENEFIT THE ENVIRONMENT.

Environmental management system

In 2010 Telenor Norway established an environmental management system based on the international ISO 14001 standard. The environmental management system defines goals and parameters for the work to reduce our environmental footprint continuously. In this chapter we set out the status of environmental management work at the end of 2012 and give examples of environmental initiatives in the past year.

Reduction in number of flights

At Telenor Norway we have made a point of reducing how much we travel. With workplaces and operations throughout Norway this is a particular challenge. On this page you can see a table which shows that between 2008 and 2012 we have almost halved the number of flights we take. Flights involve very high CO₂ emissions per passenger and the environmental benefit of reducing the number of flights is correspondingly high. We have managed to travel less by air because we increasingly use video conferences and other digital communication channels instead of holding physical meetings. Feedback from our employees indicates that they are very happy to be able to set up internet meetings when they need to meet colleagues and partners who are far away.

ELECTROMAGNETIC FIELDS AROUND TELECOMS EQUIPMENT

In 2012 a group of experts appointed by the Norwegian authorities stated that:

“(b)ecause everyday exposure (*to electromagnetic fields, editor’s note*) falls far below the ICNIRP’s* recommended reference values and because overall it has not been demonstrated scientifically that harmful effects on health occur due to exposure below the ICNIRP’s reference values there are no grounds to assume that the exposure we experience in everyday life in Norway has an associated health risk.”

Weak high-frequency electromagnetic fields – an assessment of the health risk and management practice.

Published as report 2012:3 by the Norwegian Institute of Public Health, available at www.fhi.no.

* ICNIRP (International Commission on Non-Ionizing Radiation Protection) is an independent panel of experts established by the World Health Organization (WHO). ICNIRP sets recommended limits for exposure to electromagnetic radiation and makes recommendations about how such radiation should be measured.



Preventing health-damaging exposure to electromagnetic fields

A lot of modern telecommunications takes place via radio waves. We know that this creates worry about the extent to which the increased use of wireless communication technology represents a danger to health. The Norwegian authorities take this concern seriously and so do we at Telenor. Every year Telenor Norway receives several enquiries from people who are anxious about electromagnetic fields (EMF) in their local environment. We follow up on such concerns by conducting surveys and taking measurements around our antenna facilities. Telenor Norway also always complies with the World Health Organization (WHO) guidelines for electromagnetic exposure when we install new radio equipment and new antennas, because even though research has not demonstrated that there are any damaging effects on health from living or being close to base stations looking after customers who are concerned about EMF is important to us.

Return scheme for used mobile phones

In 2011 we began a partnership with The Norwegian Olympic and Paralympic Committee and Confederation of Sports to collect used mobile phones. Members of Norwegian sports clubs collect disused mobile phones and send them to us. We

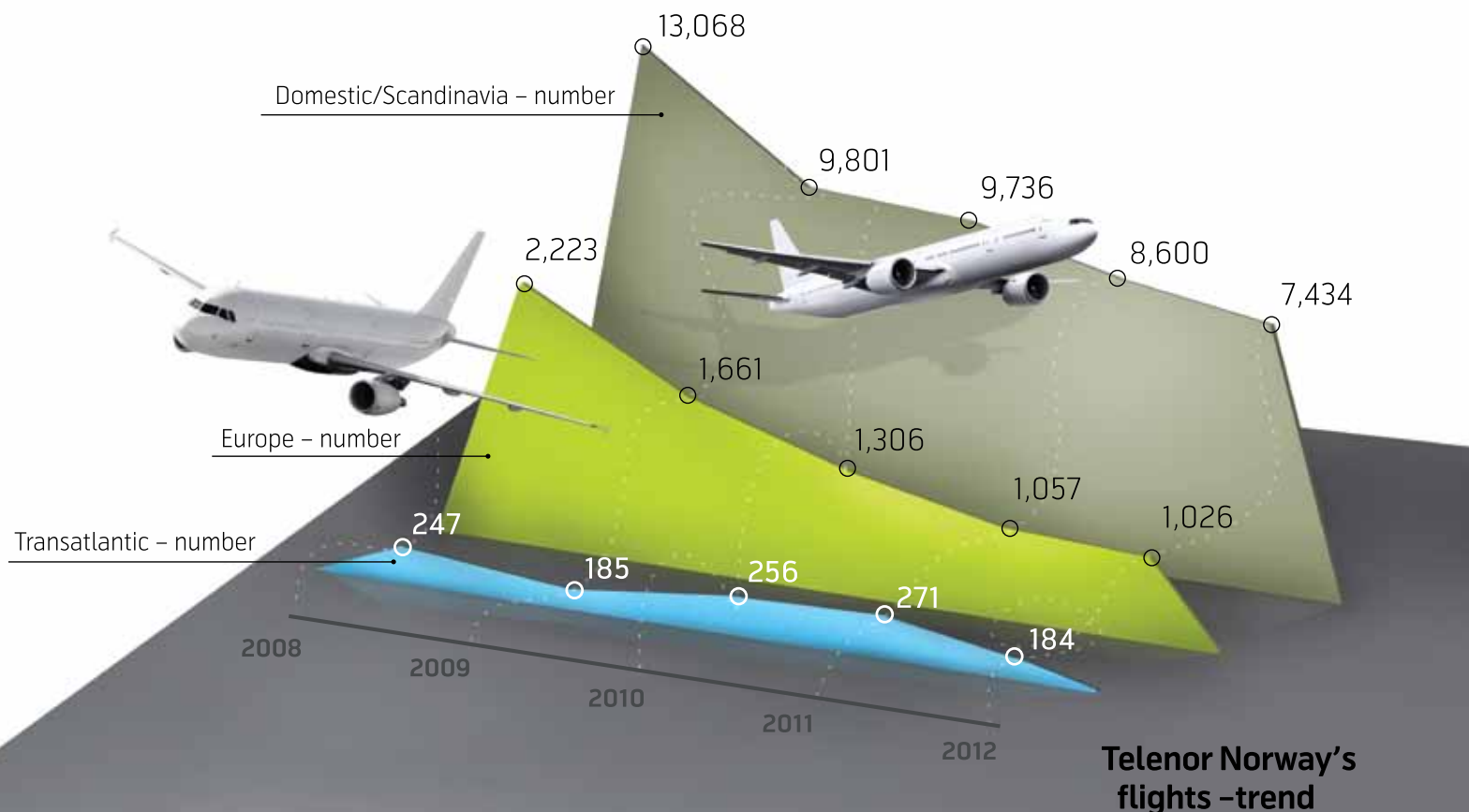
pay the sports clubs NOK 35 for every mobile we receive. The initiative was a great success in 2011 and was repeated in 2012.

Internal environmental heroes

In order to increase motivation and draw attention to initiatives which benefit the environment every three months Telenor Norway selects internal environmental heroes among employees who have made a particular effort to reduce our company's impact on the environment. In this chapter you can read about the four initiatives which received this environmental award in 2012.

Cycle-to-work campaign

From March to October every year a large number of Telenor Norway employees choose to cycle to work. Many of them participate in our own Cycle-to-work campaign, and we round off this chapter by telling you a little about their efforts for the environment.

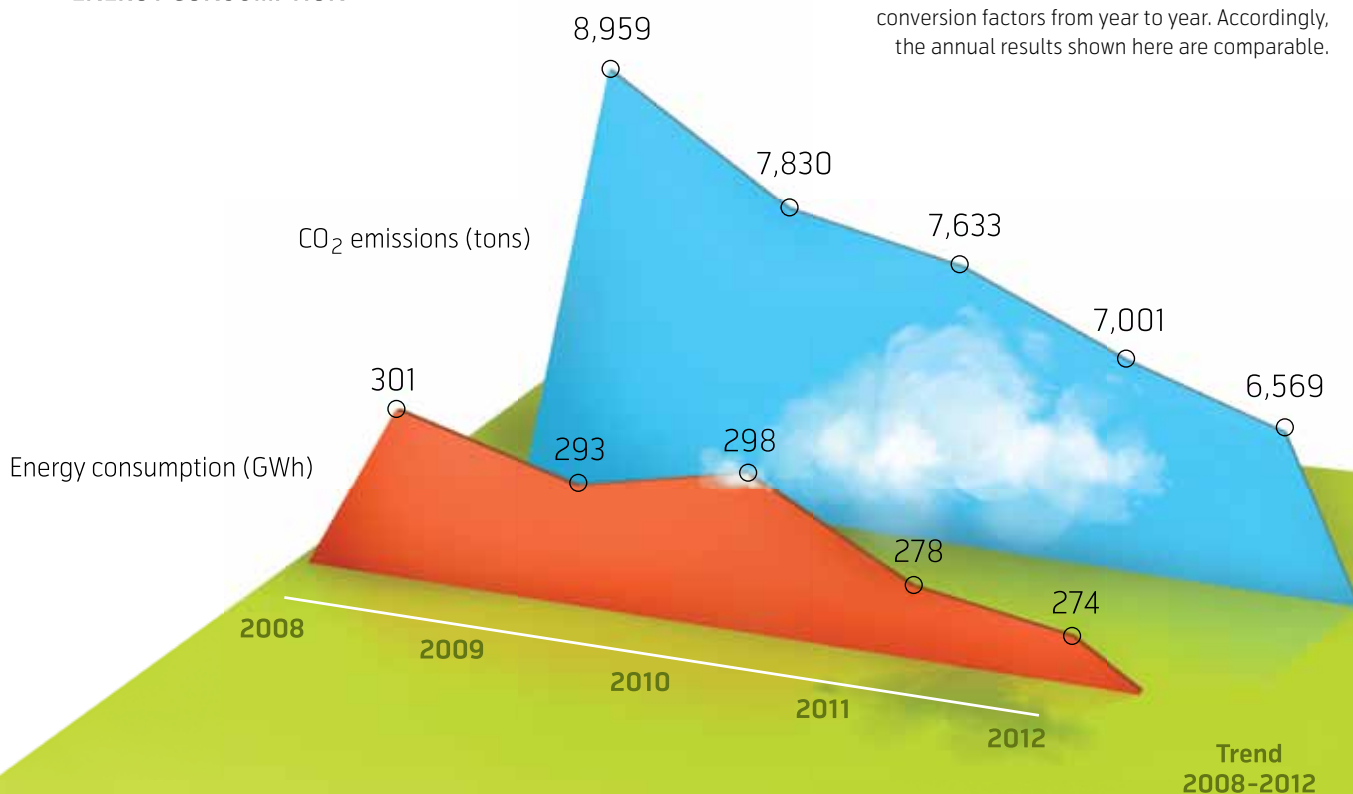


environmental responsibility starts with self-scrutiny

AS ONE OF NORWAY'S MAJOR COMPANIES WE FEEL A PARTICULAR RESPONSIBILITY TO LEAD THE WAY WHEN IT COMES TO ENVIRONMENTAL MATTERS. THIS INVOLVES NOT ONLY PRACTICAL MEASURES BUT ALSO ATTITUDES. IN ORDER TO ENSURE THAT THERE IS A LINK BETWEEN LIVES AND LEARNING IN THE FIELD OF ENVIRONMENTAL RESPONSIBILITY TELENOR NORWAY IN 2010 ESTABLISHED AN ENVIRONMENTAL MANAGEMENT SYSTEM BASED ON THE ISO 14001 STANDARD.

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REDUCTION IN CO₂ EMISSIONS AND ENERGY CONSUMPTION *





Specific targets create specific results

Our environmental management system (EMS) defines seven environmental areas. In each of these areas we will work continuously to reduce our impact on the environment. We have put emphasis on setting results targets and ambitions which both individuals and work groups can strive to achieve in their respective areas of responsibility. Only then will the EMS become a good measuring tool and its effect a genuine environmental benefit. At the end of 2012 we could look back at yet another year where the systematic environmental management work had produced good environmental results. The year 2012 also saw extensive efforts being put into identifying new measures which can further reduce our environmental footprint.

Like father like son

Telenor Norway's subsidiaries have also started using an ISO-based environmental management system with specific targets and long-term ambitions adapted to the individual nature of each company. An effective EMS cannot be general but must reflect the company to which it pertains.

Quarterly environmental heroes crowned

Telenor Norway employees actively support the company's environmental management targets. Every quarter since 2011 we have proclaimed either an individual employee or a team within Telenor Norway as the environmental hero for that quarter, and the results which our environmental heroes achieve show that the daily efforts made by our employees throughout Norway result in great environmental benefits.

TELENOR NORWAY'S ENVIRONMENTAL MANAGEMENT SYSTEM – CONTINUOUS IMPROVEMENT WITHIN SEVEN ENVIRONMENTAL AREAS:

1) CO₂ emissions/energy consumption

We shall reduce our own emissions of CO₂ by 30% in the period 2008 to 2017 and our own energy consumption by 15% in the period 2010 to 2020.

2) Recycling and returns

We shall ensure responsible processing of waste, increase our own reuse and recycling ratios and extend our mobile-return scheme.

3) Electronic distribution of information

We shall reduce our use of paper in customer contact.

4) Aesthetics

We shall take aesthetic considerations into account at all our installations.

5) Electromagnetic fields

We shall ensure that our installations lie below the limits for electromagnetic fields by performing checks and inspections.

6) Harmful emissions

We shall reduce the risk of harmful emissions from our operations and installations.

7) Sustainable purchasing

We shall ensure that our purchasing takes a sustainable environment into account.

Telenor Norway reduced our CO₂ emissions by

6% in 2012.

By doing so we have reduced emissions from our core activities by almost

27% since 2008,

and we are well on our way to achieving our own target of reducing CO₂ emissions by

30% before 2017.

Environmental management is a tool used to reduce companies' negative impact on the external environment. The company in question first formulates an environmental policy with associated environmental targets, after which activities, products and services are managed with a view to achieving those targets. In many cases this takes place in integration with the company's other control and management functions. The requirements which the EMS and associated tools must meet are set out in the different standards within the NS-EN ISO 14000 series.

Standards Norway (www.standard.no)

new opportunities for used mobiles

NORWEGIANS REPLACE THEIR MOBILE PHONES INCREASINGLY OFTEN, NOT LEAST BECAUSE OF THE INTRODUCTION OF SMARTPHONES. THE OLD MOBILE PHONES GENERALLY END UP IN A DRAWER. IN 2011 TELENOR NORWAY INITIATED A MAJOR "GET-IT-OUT-OF-THE-DRAWER" OPERATION.

There is a great scarcity of the metals and minerals needed to make new mobile phones and the extraction of these raw materials has a significant environmental impact. At the same time we know that more than 90 per cent of a mobile phone's parts can be used again. Accordingly, recycling used mobile phones represents a major environmental benefit.

2009: The start of our organised collection of mobiles

In 2009 Telenor Norway started to collect discarded mobile phones through our retailers. We collected a certain amount of old phones, but could clearly see that a greater effort was required to speed up collection. A nationwide survey commissioned by us and conducted by Norstat told us that 57% of Norway's inhabitants had up to three used mobile phones lying around at home. Almost two in 10 Norwegians stated that they had more than four used mobile phones in drawers and cupboards. More often than not they tended to remain there.

2011: Norwegian sports clubs get involved

For this reason we launched a new collection campaign in April 2011 in partnership with The Norwegian Olympic and Paralympic Committee and Confederation of Sports. We named the campaign *new opportunities for used mobiles* and invited sports clubs throughout Norway to take part in the collection of disused mobiles, thereby earning money for club funds. Already in its first year this initiative was a success. The sports clubs went from door to door and mobile phones were retrieved from drawers and boxes in Norwegian homes.

TELENOR NORWAY'S ENVIRONMENTAL MANAGEMENT SYSTEM

Environmental area 2: Recycling and returns

We shall ensure responsible processing of waste, increase our own reuse and recycling ratios and extend the mobile-return scheme



2012: The collection success continues

The start-up in 2011 produced such good results that we were in no doubt that the campaign should be continued. On 5 March 2012 the starter's pistol was fired for a new year of *new opportunities for used mobiles*. The volunteers from sports clubs again went from door to door around Norway in order to repeat the previous year's success. They managed it. In 2012 a total of 180,114 old mobiles were collected in the course of Telenor Norway's *new opportunities for used mobiles* campaign.

The overall result of Telenor Norway's partnership with The Norwegian Olympic and Paralympic Committee and Confederation of Sports in 2011 and 2012 is that a total of 354,411 old mobiles have been recycled and that the sports clubs have received a total of NOK 12,404,385 in voluntary income. This is a result and an environmental benefit which we are very happy with, and the campaign will start up again in the spring of 2013.

Join the journey – this is what happens to a mobile phone after it is collected

The collected mobile phones are sent to our Norwegian cooperation partner AlternativData, which registers, weighs and sorts them. The mobiles then move on to Telenor's certified returns partner Regeneris in the United Kingdom, where they are checked against the register of stolen phones before all data are deleted.

Most telephones are in a good enough condition to be reused. They are sorted by make and model, tested thoroughly and repaired if necessary. The used mobiles can then be sold in Africa or Asia, where acquiring a new telephone represents an unaffordable expense for many consumers. Telephones which are too old or which cannot be repaired are recycled.

In 2012 we collected more than **180,000** used mobile phones, the vast majority of them (some 170,000) through Norwegian sports clubs. We paid the sports clubs NOK 35 for every mobile phone they returned to us. This gave the clubs a total voluntary income of more than NOK 5,950,000 in return for their efforts in *new opportunities for used mobiles* in the past year.

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More than **90%** of the parts in a mobile phone can be recycled



ELECTRONIC INVOICING IS BENEFICIAL TO THE ENVIRONMENT

TELENOR NORWAY PRODUCES NEARLY 16 MILLION INVOICES EACH YEAR. BY SENDING INVOICES ELECTRONICALLY INSTEAD OF BY POST, WE CAN SIGNIFICANTLY REDUCE OUR OWN AND OUR CUSTOMERS' ENVIRONMENTAL IMPACT.



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**Percentage of invoices
distributed
electronically**

16%

24%

Telenor introduced electronic invoicing in the private market as early as 1999 and then in the business market in 2003. In 2009 we created a solution for distributing invoices by e-mail. Thus small businesses could also receive electronic invoices. The following year we established Telenor Norway's Environmental Management System (EMS), details of which are provided on another page in this chapter. In establishing the EMS we stipulated targets and measures in the area called "electronic distribution of information". The transition to electronic invoices is an important measure for achieving the targets in this environmental area.

Developments from 2008 to 2012

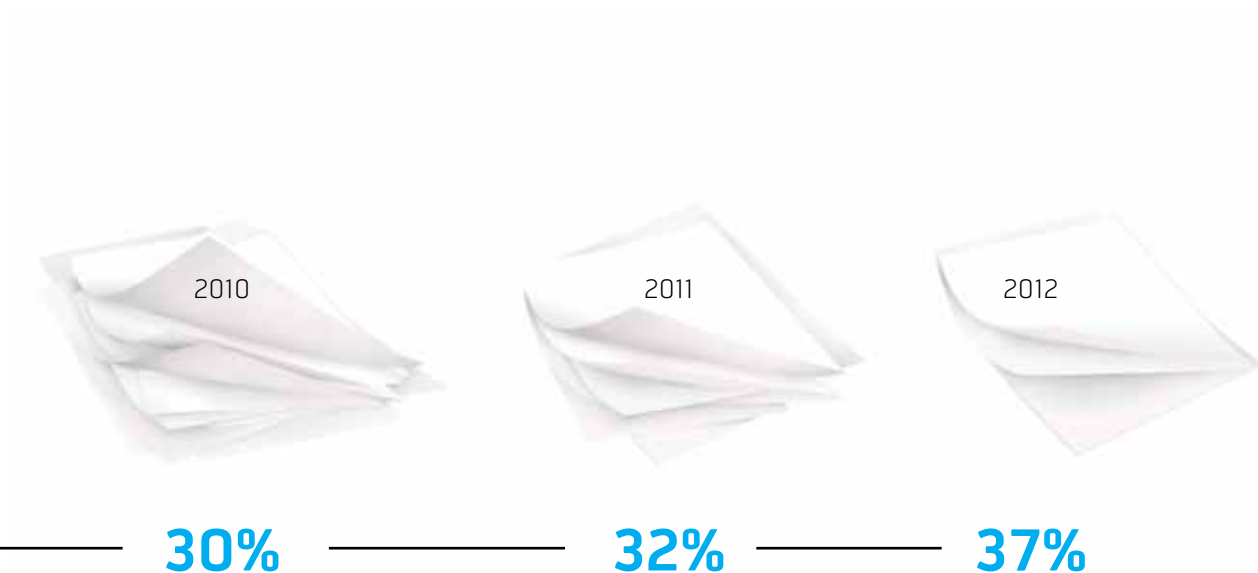
In the period 2008-2011 we produced in total 62.8 million invoices at Telenor Norway, and of these nearly 16 million were sent electronically. In 2012 we sent about 5.3 million invoices electronically, which corresponds to about 37% of all invoices.



TELENOR NORWAY'S ENVIRONMENTAL MANAGEMENT SYSTEM

Environmental area 3: Electronic distribution of information

We shall reduce the use of paper in our customer contacts.



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The environmental benefit is combined with simplified procedures and reduced costs

Besides the fact that the shift to electronic invoicing is beneficial for Telenor Norway it is also an example of how other companies can take advantage of technological solutions. Electronic invoicing can reduce the negative impact on the environment while simplifying the administrative work on the part of both sender and receiver. Fewer postal consignments implies that the sender can save costs related to printing and postage. Invoice recipients may in turn simplify their internal handling of invoices, which is often a time-consuming process.

Internal environmental award for the shift to electronic invoicing

Our invoicing and distribution team in Rørvik in North Trøndelag has taken great care to develop customer-friendly electronic invoices for private and business markets alike. For their efforts within area 3 of the EMS the team was named Telenor's environmental heroes in the first quarter of 2012.

big CLEAR-up in SVALBARD

TELENOR'S HISTORY IN SVALBARD STRETCHES BACK MORE THAN 100 YEARS. THE MAJORITY OF NORWAY'S PROTECTED AREAS ARE IN THE ARCHIPELAGO AND THE VAST MAJORITY OF THE ENVIRONMENT IN SVALBARD IS ALMOST UNTOUCHED. TELENOR'S EMPLOYEES IN SVALBARD HAVE MADE EXTENSIVE EFFORTS TO REMOVE TRACES OF PREVIOUS GENERATIONS' CONSTRUCTION ACTIVITIES.

Telenor Svalbard has implemented an environmental management system (EMS) based on the ISO 14001 standard – the first of Telenor Norway's subsidiaries to do so. You can read more about the basis for standardised environmental management work on another page in this chapter. Clearing up at Radio Isfjord was made the highest-priority environmental target in Telenor Svalbard's process to achieve environmental certification.

Telenor Svalbard's environmental efforts

Establishing an EMS in Svalbard is part of Telenor's systematic environmental efforts on this northerly archipelago. In recent years Telenor Svalbard employees have done extensive work to reverse the environmental harm committed in earlier times. Today Telenor Svalbard places great importance on protecting the environment and our Svalbard employees have a good dialogue with the Governor of Svalbard to ensure that environmental protection provisions are complied with. Svalbard has vulnerable and beautiful nature and particularly good "environmental behaviour" is required in order to avoid lasting damage. The special conditions on Svalbard require everyone conducting operations so far north to be particularly attentive.

The clear-up operation at Isfjord Radio

In 2011 Telenor Svalbard started a major clear-up operation in the area around Isfjord Radio. At the beginning of 2012 completing this clear-up job was top of Telenor Svalbard's list of priority environmental targets. Isfjord Radio at Kapp Linné was for many years the single point of contact between Svalbard and Norway. For many of the years when the radio station was owned by Telenor waste metal from the facility was deposited in a bay north west of the station building. At Isfjord Radio the beach was used as a storage area and rubbish tip. Following the major clear-up there is no waste left around the station. All the waste material was delivered to an approved reception facility in Longyearbyen in 2012.

One of the environmental targets which Telenor Svalbard set itself was to clear up as much of the waste as possible. The clear-up itself was conducted in the summer of 2011. Waste metal from several decades was cut up and packed, and at the start of September 2012 the waste was transported to a reception facility in Longyearbyen.

Environmental work in Svalbard given internal environmental award

Telenor Svalbard was declared our internal environmental award winner for the second quarter of 2012 for its efforts to clear up after the many years of Telenor's presence in a vulnerable and beautiful landscape.



We must leave it looking good

The motto of Telenor Svalbard's overall environmental efforts



Rubbish collected for shipping out from Isfjord Radio.
Photo: Telenor Svalbard

TELENOR NORWAY'S ENVIRONMENTAL MANAGEMENT SYSTEM

Environmental area 2: Recycling and returns

We shall ensure responsible processing of waste, increase our own reuse and recycling ratios and extend our mobile-return scheme.

Environmental area 4: Aesthetics

We shall take aesthetic considerations into account at all our installations.

SMART CONSTRUCTION METHODS SAVE THE ENVIRONMENT

TELENOR NORWAY SUPPLIES TELEPHONY
AND BROADBAND SERVICES TO CUSTOMERS
THROUGHOUT NORWAY.
WHEN FIBRE AND COPPER CABLES ARE TO
BE EXTENDED TO NEW CUSTOMERS
MODERN CONSTRUCTION METHODS
CAN REDUCE CO₂ EMISSIONS FROM THE
CONSTRUCTION ACTIVITIES. THE SAME
METHODS ALSO ALLOW US TO FINISH OUR
WORK FASTER THAN WITH TRADITIONAL
METHODS AND THE JOB GETS DONE
WITH LESS OVERALL INCONVENIENCE
TO THE SURROUNDINGS.

When cables and leads need to be laid in the ground the work is usually performed using excavation equipment and large lorries. Excavation takes time and obstructs other traffic in the area – sometimes it is necessary to close roads to other traffic while the excavation work takes place.

Considerate and environmentally friendly methods are coming in at full speed

When we and our sub-contractors are planning our work to connect households and companies to our networks we now increasingly use considerate and environmentally friendly methods. With *micro-trenching* and *sub-channeling* cables can be laid out to customers more quickly and with less disturbance to nature.

In brief, micro-trenching means that we cut a narrow trench in the asphalt. We lay micro pipes in this cut trench and we can then install micro (fibre) cables in the micro pipes. Sub-channeling means that we install “micro sub-pipes” in existing pipes. This gives us room for more cables in pipes which would traditionally be regarded as full and we therefore avoid new excavations.

Telenor’s environmental calculator can calculate the environmental benefit

Telenor has developed an environmental calculator to calculate the degree to which sub-channeling and micro-trenching can reduce CO₂ emissions in relation to standard cable trenching. We saw the need for such a calculator because the new methods were unknown in many municipalities, which were therefore sceptical about giving permission for the new methods rather than traditional construction methods. At Telenor Norway we regard these as environmentally friendly, effective and safe methods, and the increased use of micro-trenching and sub-channeling will have great social value.

Environmentally friendly construction methods honoured with environmental award

In addition to conducting pioneering activities which have a substantial effect on our overall environmental balance Telenor Norway’s micro trenching and sub-channeling experts have been exemplary in their work to explain and visualise the effects of the new construction methods. These experts were therefore pronounced Telenor Norway’s internal environmental heroes in the third quarter of 2012.



Micro-trenching



Sub-channeling

Traditional construction methods in 2012

In 2012 Telenor Norway dug approx. 730,000 metres of cable trenches using traditional construction methods. Approx. 90,000 metres of this consisted of trenches in asphalted roads.

Micro-trenching in 2012

Using micro-trenching we laid 20,000 metres of cable in 2012, corresponding to 2 % of the total. Compared to standard construction methods this represented a reduction in emissions of 108 tons of CO₂. At the end of 2012 we had orders for a further 13,000 metres of cabling to be laid using micro-trenching.

Sub-channeling in 2012

In 2012 we laid 138,000 metres of cables using sub-channeling, corresponding to 16% of the total. This represented a reduction in emissions of 904 tons of CO₂. At the end of 2012 we had orders for a further 75,000 metres of cabling to be laid using sub-channeling.

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CO₂-reduction in 2012

By using micro-trenching and sub-channeling we reduced our CO₂ emissions by a total of **1,012 tons** in 2012. This corresponds to **5,600,000 km** of car travel.

Compared to traditional excavation micro-trenching reduces CO₂ emissions by **75%**. Sub-channeling reduces CO₂ emissions by as much as **90%**.

TELENOR NORWAY'S ENVIRONMENTAL MANAGEMENT SYSTEM

Environmental area 1: CO₂ emissions/energy consumption

We shall reduce our own emissions of CO₂ by 30% in the period 2008 to 2017 and our own energy consumption by 15% in the period 2010 to 2020.

IN ALL NETWORKS TRANSMITTING VOICE AND DATA FOR OUR CUSTOMERS THERE ARE SERVERS AND OTHER TECHNICAL EQUIPMENT WHICH PRODUCE LARGE AMOUNTS OF HEAT. WE DEPEND ON COOLING EQUIPMENT TO KEEP THE TEMPERATURE OF THIS EQUIPMENT DOWN. WE ARE NOW CARRYING OUT AN EXTENSIVE REPLACEMENT OF OLD COOLING EQUIPMENT IN ORDER TO ACHIEVE BOTH ENVIRONMENTAL BENEFITS AND COST SAVINGS.

rePLACEMENT OF COOLing equipment

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Telenor Norway has more than a hundred large cooling systems which contribute to keeping down the temperature in spaces where we have heat-producing equipment. The oldest cooling systems are around 40 years old. When cooling systems get old they may begin to leak coolant. The coolant in the older systems is Freon, a liquid which may cause great harm to the environment. If Freon comes into contact with air it is converted into a gas called R22. This gas is harmful to the ozone layer, and the use of coolant which may form R22 gas will be banned from 1 January 2015.

We will replace around 100 cooling systems

Since Telenor has so many systems of this type we have to replace them over several years. In 2011 Telenor Norway set up a project with a view to replacing our largest and oldest cooling systems. In some cases the need for cooling has been reduced as we have upgraded the technical equipment and the old cooling systems can then either be replaced by systems of a lesser scale or removed completely. To us the replacement of old cooling systems represents both environmental benefits and a cost benefit.

Environmental benefits of new cooling equipment

- More environmentally friendly coolant
- Reduced need for coolant
- Lower energy consumption

More environmentally-friendly coolant and lower electricity consumption

The coolant itself in the new systems is much more environmentally friendly. New cooling systems also have better motors, their fans run more quietly and they consume less electricity. As a result our own electricity costs will decrease; moreover, a lower electricity consumption represents an environmental benefit in itself. When the replacement project has been completed we will have achieved an annual electricity saving equivalent to the electricity consumption of 250 households. Lower electricity consumption means a reduced need for electricity production in society.

By the end of 2012 we had replaced more than 30 of our oldest cooling systems. These are extensive processes which require the approval by various authorities, the planning of new technical solutions and systems and the precise tapping of coolant to avoid discharges of fluid or other accidents.

Telenor Norway environmental heroes in the 4th quarter of 2012

Replacing cooling systems is a very significant part of Telenor Norway's efforts to reduce our total impact on the environment. The team responsible for the replacement of Telenor Norway's cooling systems was declared internal environmental heroes for the fourth quarter of 2012. The project will continue in 2013 and 2014.

TELENOR NORWAY'S ENVIRONMENTAL MANAGEMENT SYSTEM

Environmental area 1: CO₂ emissions/energy consumption

We shall reduce our own emissions of CO₂ by 30% in the period 2008 to 2017 and our own energy consumption by 15% in the period 2010 to 2020.

Environmental area 6: Harmful emissions

We shall reduce the risk of harmful emissions from our operations and installations.



CYCLE- TO-WORK CAMPAIGN

TELENOR NORWAY HAS COMMITTED EMPLOYEES. MANY OF THEM TAKE PART IN OUR OWN CYCLE-TO-WORK CAMPAIGN, WHICH RUNS FROM MARCH TO OCTOBER EVERY YEAR.

Our campaign is part of the national *Bedriftsidretten* ["Company sport"] campaign. At the beginning of every cycling season Telenor Norway employees can sign up for the annual competition. They then record the number of kilometres they cycle to and from work. Every month we draw winners from among Telenor Norway's cyclists. The prizes are technical cycling jackets and similar cycling gear, which are intended both to encourage further involvement and to act as a visible sign in traffic that the user is an environmentally-conscious commuter.

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In 2012 434 cyclists from Telenor departments throughout Norway took part. The winners who were drawn in the course of the season work at our offices in Stavanger, Fåberg, Hakadal, Kristiansand, Trondheim, Kongsvinger and Fornebu.



Telenor Norway cooperates with cultural and sporting life in a range of activities.

We aim to promote diversity and contribute to good experiences in local communities.

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On the next few pages we will tell you about some of the measures we helped to implement in 2012.

COOPERATION WITH CULTURAL LIFE

Telenor's cultural involvement is wide-ranging. You can read about the Norwegian Telecom Museum and Telenor Kulturarv earlier in this report. Through these initiatives we seek to protect part of Norwegian cultural history, and this cultural protection work covers large parts of the country. Telenor also has a considerable art collection which includes works by a number of prominent contemporary artists. We are also keen to support other forms of art such as film, theatre and various genres of music. We believe that a geographical spread should also be achieved in supporting cultural activities. Here are three examples of events which Telenor Norway supports:

Tromsø International Film Festival (TIFF)

Telenor is an official partner of Tromsø International Film Festival. TIFF shows challenging quality films from the whole world to a local, national and international audience. The festival is the most important meeting place for the cinema milieu in northern Norway and contributes to promoting development and recruitment and increasing expertise. The festival was organised for the first time in 1991, with a total attendance of 5,200. In 2012 the festival had a total attendance of 53,488.

Trøndelag Teater

Trøndelag Teater is the oldest theatre in continuous operation in the Nordic region. The theatre's repertoire stretches from classical pieces to contemporary Norwegian plays, with presentations for children, adolescents and adults. Telenor has cooperated with Trøndelag Teater since 2000. Both Telenor customers and employees and their families are offered impressive theatrical experiences through this partnership agreement.

Bergen International Festival

Telenor cooperates with Bergen International Festival, which is the biggest music and cultural festival in the Nordic region. The festival is held in late May/early June every year and features music, theatre, dance, literature, pictorial art and folklore of a high national and international standard. In 2012 Bergen International Festival celebrated its 60th anniversary. As a festival partner of many years' standing Telenor greatly valued being able to contribute to a successful festival in its jubilee year.

PARTNERSHIP WITH MASS-PARTICIPATION SPORT

Telenor Karusellen

Telenor Karusellen [“the Telenor Carousel”] is a long-term partnership between the Norwegian Ski Federation [Norges Skiforbund] and Telenor.

Through this initiative local sports clubs throughout Norway are able to organise skiing competitions for children up to the age of 12. The initiative is intended to ensure recruitment to skiing at both mass-participation and elite levels by contributing to children’s enjoyment of skiing. The Karusellen tournaments are meant to be fun, and everyone who competes gets a diploma and a prize.

All clubs affiliated with the Norwegian Ski Federation can apply to organise tournaments. Telenor Karusellen therefore embraces all skiing disciplines: Alpine, freestyle, ski jumping, combined, cross-country and Telemark skiing. The clubs can come up with completely new events or make their own established competitions part of Telenor Karusellen.



telenor
karusellen

During the 2011/2012 winter around 80,000 children across Norway participated in Karusellen tournaments. At the end of 2012 the aim was that at least as many children should participate in Telenor Karusellen during the 2012/2013 season.

The Telenor games

The Norwegian Ski Federation and Telenor have together developed the Telenor games concept as an event for girls and boys aged 13 to 14 who are active alpinists. In other words the Telenor games take over when children have grown out of the Karusellen tournaments and begin competing in age classes. The games include slalom, giant slalom and super-G competitions. The participants first compete in their own skiing district and then the best from each district meet in a national final at the end of the season. In 2012 the national final was held at Sauda over the weekend of 15-18 March. 88 girls and 113 boys took part and all skiing districts except Finnmark were represented.



telenor
lekene



Ridderrennet

Ridderrennet is one of the world's biggest sports events for the disabled. It is held in April every year at Beitostølen winter resort and has gradually grown into a whole week of sporting activities. The Telenor Open Mind programme, which you can read more about in the *Responsibility and Diversity* chapter in this report, has had its own stand at Ridderrennet for five years. The presence of the Open Mind team is intended both to show that Telenor is about more than mobile phones and technology and to recruit participants for the Open Mind programme. In 2011 and 2012 Telenor also sponsored Ridderrennet. In 2013 Ridderrennet is celebrating its 50th anniversary and Telenor Open Mind will again have a visible presence, both as sponsor and through participants in the sports event.



The work in clubs and at the grass roots is the most important thing which is done to develop talent. It's great that the Norwegian Skiing Federation and Telenor are helping to stimulate activities in clubs through Karusellen. I well remember from when I was growing up how important it was to have an environment which looks after you and develops you. The fact that I succeeded is strongly linked to having people who backed me up all the way. We who now set an example know that the breadth which a scheme like this provides is the best guarantee of growth for the next generation.

Aksel Lund Svindal
alpine skier

Skarverennet

Telenor is one of the main sponsors of *Skarverennet*, which is a cross-country race starting at Finse or Haugastøl and finishing at Ustaoset. The race which begins at Finse is the longest, stretching over 37 km. The race runs through the Hallingskarvet National Park, where there is usually no mobile coverage. However, since the 1990s Telenor Norway has set up temporary mobile coverage in association with Skarverennet. We do this by setting up repeaters which capture signals from mobile masts far away. The repeaters are positioned at strategic points quite far from each other and are dependent on power from diesel-powered generators. In practice this means that our employees have to drive around in the terrain to fill them up with fuel many times in the course of the race day, from five in the morning until 10 at night.

Birkebeineren

Birkebeineren – by ski, bike or in running shoes. For several years Telenor has ensured that there is vital mobile coverage during all of the three Birkebeineren competitions.

The classic *Birkebeinerrennet* is a skiing race which was organized for the 75th time in 2012. The 54 km-long track runs from Rena to the Birkebeineren skiing stadium at Lillehammer and the competitors compete in the classic style. There may be up to 17,000 participants at the starting line. In recent years the traditional skiing race has had two offshoots in the summer: *Birkebeinerløpet* for those who prefer running and *Birkebeinerrittet* for mountain bikers.

Good mobile coverage is important, both for the opportunity to share experiences and for the participants to be able to report any problems they may encounter underway. The organisers also communicate via the mobile network, including when timing the participants.

In the course of 2013 Telenor Norway will ensure that there is 3G coverage along the whole of the Birkebeiner route.

new Agreement WITH THE FOOTBALL ASSOCIATION OF NORWAY

The Norwegian Football Association (NFF) and Telenor have worked together for several years. On 9 February 2012 the partners extended their partnership by signing a new four-year cooperation agreement. This new agreement has a financial framework of NOK 50-60 million, of which around half will go to mass-participation sport. The agreement includes two important measures targeted at children and adolescents – the *Telenor Cup* and a completely new initiative called *Telenor Xtra* respectively.

Telenor Xtra

The cooperation agreement which the NFF and Telenor Norway entered into in February 2012 formed the basis of a completely new scheme called *Telenor Xtra*. Children aged 9-12 will be offered football training after school through Telenor Xtra. The aim is that Telenor Xtra will contribute to more physical and varied activity for children in both a football and social perspective. In addition to the sporting aspect Telenor Xtra will focus on the importance



telenor
xtra



of a healthy diet, help with homework from skilled teachers, Fair Play and training in social skills. The website *treningsøkt.no*, which the NFF launched in partnership with Statoil and Telenor in January 2012, will be used to ensure the quality of what Telenor Xtra offers. On this website clubs and coaches can find training videos tailored to the various age groups.

The Telenor Cup

The Telenor Cup is a football tournament for under-16 girls', under-19 girls', under-16 boys' and under-19 boys' teams.

The tournament is covered by the cooperation agreement between the Football Association of Norway and Telenor Norway. As in the previous year local championships and national championships for the four age groups were organised in 2012.



THE VIVIL GAMES

The VIVIL games are a national sports tournament for people with mental disabilities. The tournament is held at Nadderud Stadium in Bærum in late May /early June every year.

The events are swimming, athletics, football, handball and Boccia. The events and competition rules are adapted for the participants. Everyone should be able to participate, regardless of their disability, and all participants receive a medal and a diploma. Trophies are also awarded for the team sports. Social activities are an important part of the games, and a major banquet is held for participants and leaders during the course of the tournament.

Telenor Norway has supported the VIVIL games for several years. In 2012 the tournament was held over the weekend of 1-3 June, again with the support of Telenor.

PARTNERSHIP WITH THE NORWEGIAN OLYMPIC AND PARALYMPIC COMMITTEE AND CONFEDERATION OF SPORTS

In 2011 Telenor Norway began a partnership with the Norwegian Olympic and Paralympic Committee and Confederation of Sports to collect used mobile phones. The partnership was continued in 2012, and in the chapter "Climate and Environment" you can read more about the return scheme *new opportunities for used mobiles*, in which Telenor pays local sports clubs NOK 35 for every used telephone they collect, so that we can arrange for the phones to be recycled.

CANAL digital GIR TILBAKE

In 2012 Canal Digital started the Canal Digital Gir Tilbake ["Canal Digital Gives Back"] project. Children's and youth football teams throughout Norway are invited to apply for funding of up to NOK 10,000 to give them a financial boost and slightly better training conditions. Canal Digital also chose to give NOK 80,000 to six clubs who had sent in particularly good reasons for receiving an extra boost. A jury made up of representatives of Norsk Toppfotball (organisation for the top two professional leagues in Norway), the local Tippeliga club, and Canal Digital, reviewed all applications and decided which clubs should receive support.

Hana IL in Sandnes received NOK 80,000 to continue working with young asylum seekers

In August Hana IL in Sandnes became the first recipient of a NOK 80,000 grant from *Canal Digital Gir Tilbake* [Canal Digital Gives Back]. Since 2010 Hana IL has welcomed residents of the Dale asylum centre to participate in football training and matches. The club wanted to increase its efforts for asylum seekers at the centre, and the jury awarded NOK 80,000 to support Hana IL's activities for the benefit of residents at the Dale asylum centre.

NOK 80,000 to revitalise Stridsklev IL in Porsgrunn

Stridsklev Idrettslag is a local club in Porsgrunn which focuses specifically on children's sport. However, poor training facilities had affected the enjoyment of activities and made recruitment difficult. Seeing that the club's football activities provide local children and adolescents with an important social arena, the jury awarded Stridsklev IL NOK 80,000 from *Gir Tilbake*.

Grykameratene awarded NOK 80,000 for artificial pitch

Grykameratene sports club on Averøy in Nordmøre applied for funding to pay off its debt after replacing a gravel pitch at Mork with an artificial surface. The jury felt that an artificial pitch would reinvigorate sport in the local community and Grykameratene was awarded NOK 80,000 for this purpose.

Rolvøy Idrettsforening awarded NOK 80,000 to reinvigorate casual football

Rolvøy IF in Østfold applied for funding to start up a casual football project. This was to be offered to all children for free, with older club members acting as coaches and making a social contribution in order to create a good, friendly framework for casual football events. The jury felt that the initiative would be a valuable contribution to the local area and Rolvsøy IF was awarded NOK 80,000 to implement its plans.

NOK 80,000 for Idrettsklubben Gimletroll's ball-game enclosure

"Trollbingen" – a dedicated ball-game enclosure at Gimlekollen in Kristiansand Municipality – had been slowly disintegrating since it was built in 1999. The Gimletroll sports club wanted to pull down the old enclosure and build a new one. The *Gir Tilbake* jury felt that this was a significant project which would be of great value to the local area and awarded NOK 80,000 for the upgrade.

Skarp IL received NOK 80,000 for roof repairs

Skarp IL is one of the oldest sports clubs in Tromsø. Skarp applied for funding to repair the roof of its clubhouse. The jury felt it was important to the local community that the clubhouse could be used and awarded Skarp IL NOK 80,000 to repair the roof.

Aksla IL in Ålesund received NOK 80,000 to upgrade its clubhouse

Aksla Idrettslag wanted to improve its existing club facilities to improve the enjoyment of around 400 participants, all 16 or under, apart from a couple of junior players. The *Canal Digital Gir Tilbake* jury awarded the club with NOK 80,000 to set up a separate activity room in Aksla IL's clubhouse and a storage room for the club's equipment.

Vartdal Turn & IL received NOK 80,000 to fill its new sports hall with equipment

Vartdal Turn & IL in Ørsta Municipality organises one of very few leisure activities for children in the village of Vartdal. A new training hall had recently been built in the village but it did not have any equipment. The *Canal Digital Gir Tilbake* jury therefore decided that Vartdal Turn & IL should get the opportunity to fill the hall with new equipment worth NOK 80,000.

A new round of Canal Digital Gir Tilbake begins in April 2013.

Canal Digital Norge is a company within the Telenor Group, and Canal Digital Kabel-TV is a subsidiary of Telenor Norway. As broadcaster and main sponsor of Tippeligaen, Canal Digital wanted to give something back to the grass roots, where football talent and enjoyment flourish.

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Carbon Disclosure Project

In the autumn of 2012 Telenor Group was listed for the second time in a row among the 10 international telcos who had succeeded the most in reducing their CO₂ emissions in the course of the previous year. Telenor has been reporting all CO₂ emissions to the Carbon Disclosure Project since 2005.

In 2012 companies were for the first time also assessed on the basis of their Supply Chain Management.



www.sustainability-index.com

dow jones SUSTAINABILITY index

Since 1999 the *Dow Jones Sustainability World Index (DJSI World)* has provided an annual presentation of how the world's major businesses perform their corporate responsibility through a sustainable business operation.

In 2012 Telenor Group was once again named as one of the top performers on the Dow Jones Sustainability Indexes (DJSI). This was the 11th year in a row that Telenor Group was listed among the sustainability leaders in the mobile telecommunications sector. For the first time we also secured a place on the DJSI Europe indexes. DJSI is the world's most comprehensive annual analysis of sustainability trends and corporate sustainability performance. Companies are assessed on the basis of their social, economic and environmental results.



www.unglobalcompact.org

THE UN GLOBAL COMPACT

As a member of the *United Nations Global Compact* Telenor has taken on an obligation to contribute to sustainable development by aligning our operations and strategies with 10 universally accepted principles in the areas of human rights, labour, environment and anti-corruption.



