
Report on Sustainable Business Operations

2015



telenor foundation



SOCIETY IS DEVELOPING BY CONNECTING INDIVIDUALS



We are working in one of the fastest growing industries, which enable us to introduce the society to the benefits of the digital era. Products and services we offer play an important role in the lives of people and enable positive social changes. Fast internet and advanced technologies can improve individuals' lives, and connected individuals help societies grow and develop.

The society represents the key word for us in Telenor, as we draw our inspiration from it and strive to give something back through what we excel in.

In Serbia, over the years, we have connected with more than 300 partners, with whom we have been working on programs that will help the development of the society. We are especially dedicated to the young people, helping them to be better educated and informed, and know how to have fun and safely surf on the Internet.

As support to socially vulnerable groups, we have recently opened Telecentre – the first online audio-video service for

translation into the sign language. In 2016 we continue to direct our help and public attention to people with impaired hearing, which number over 30,000 in Serbia.

Another example of the beginning of major social changes is the assistance to the Roma community, through the project "Povezivanje". This is an initiative helping 140,000 Roma get official papers for the first time and vaccination for 30,000 children.

One of Telenor's guiding principles is Internet for all. That is why we are proud to continue our strategic partnership with UNICEF and the Ministry of Education, Science and Technological Development, with which we are cooperating to enable a safe environment for children and the young on the Internet. Over 10,000 children have been educated through our joint project "Stop digital bullying". They are the future of this society, which makes our responsibility to them even more significant. That is why we are helping them learn how to use all the advantages of digital society in a responsible and sustainable way.

Sincerely,

Ingeborg Øfsthus

CEO OF TELENOR SERBIA



RESPONSIBLE BUSINESS - #MORE THAN WORK



Telenor – We Believe in People

People and their well-being are what we work for, and Telenor employees are our greatest and inestimable value. While we are a company operating in the domain of new technologies, we are aware that it's indeed our people that develop these technologies. That is why we continuously invest in our employees and they respond by working hard and respecting their workplace and the environment. An acknowledgment of such work ethic and respect came from the Serbian Association of Managers (SAM), which named Telenor Employer of the Year, amid very tough competition.

An equally important and precious recognition came from our employees, who in an internal survey put us in the first place among Telenor's European business units and among top three companies at the level of the entire Group.

Obviously, the prerequisite for success is a healthy and safe work environment, and the best indicator of our commitment to it is the absence of work injuries for the second year in a row. We consistently enforce the standards of efficient employee protection and constantly improve working

conditions. Major efforts have been invested with the aim to reduce negative effects of our activities, products and services on the environment; we develop responsible and sustainable business across the supply chain and we foster gender equality by employing an equal number of women and men.





Telenor Employer of the Year once again

In 2015, the Telenor Company was once again named Employer of the Year in Serbia, this time in the survey conducted by the Serbian Association of Managers (SAM). The criteria against which the nominated employers were assessed were: working conditions and motivation, opportunities for professional development, employee satisfaction, reputation of the company and corporate social responsibility. Telenor's competitors for best employer in Serbia in the category of small and medium enterprises were very strong. The performance of Telenor Srbija's employees was also validated by the results of the internal EES survey in the Telenor Group, conducted by an external agency. This survey aims to establish the level of dedication of employees. Namely, Telenor Serbia holds first place among European business units and is among top three companies at Group level.

Investing in employees and developing talent

Telenor particularly values professional development of its employees: we know that only those who continuously improve their knowledge and skills can keep up with the ever-demanding needs of the market. Our development programs include mentoring, a shadowing program, rotations, 1-on-1 meetings, feedback, coaching... In 2015, our employees spent an average of 29.27 hours in training in both specific know-how and skills and in soft skills that help them work together more efficiently. Leaders are given special attention, with the idea to build strong leadership based on the 4E model (Explore, Engage, Empower & Execute). All new leaders attend months-long training in team management, while 20 key leaders and experts participate in training held at Telenor's head office in Oslo, Norway, and several other countries where Telenor is present. At the beginning of

the year, 84 top talents were identified; they were given an opportunity to showcase their potential in challenging and interesting projects, as well as a possibility to upgrade their skills supported by mentoring, training and other programs. Telenor Srbija received Stanton Chase's top prize for developing talents and managers, among the competition of 17 domestic and international companies, including Microsoft, IBM and NIS. In such a tough contest, Telenor's programs for developing young talent and management were assessed as the best.

The aforementioned prize is a significant acknowledgment of the way we work. At Telenor, professional development of employees truly lies in their hands, while talent development is an integral part of every manager's duties.



Giving young people opportunities – practice at Telenor

The field of digital communications is one of the fastest growing in the world. It's characterized by the need for constant improvement, hard work and keeping step with the latest technologies. Supporting the education of young people in that area is an important segment of our business. Through the Practice for Students program launched six years ago, final year university students or fresh graduates are offered the opportunity to acquire the first relevant practical experiences from their respective areas of education, as well as the chance to get to know Telenor's corporate culture better. Last year, 23 trainees attended the practical training program.

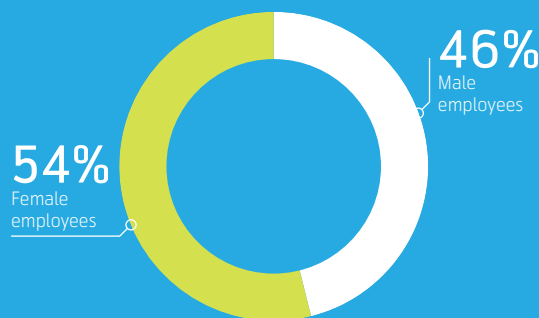
One of the ways for us to contribute to the education of young people is by taking part in seminars, educational youth programs organized by different organizations we work with, as well as by participating in employment fairs. Furthermore, we liaise with relevant organizations, such as the Students' Association of Belgrade and AIESEC Srbija. By joining their programs we help empower many generations of students to successfully manage their careers in the future.

We are proud that Jovana Miljanović and Miloš Kostić were chosen among the finalists of Telenor's Youth Forum this year, "Knowledge for All". For the third consecutive time, the Forum was organized by Telenor Group in cooperation with the Nobel Peace Center. Four talented young people had the opportunity to present their ideas outside of Serbia, at Telenor's unique Youth Forum.

At the end of 2015, a total of 1,079 employees worked at Telenor under employment contracts. Telenor had contracted human resources companies for the purpose of recruiting personnel for positions where the number of workers varies subject to business requirements and work organization.

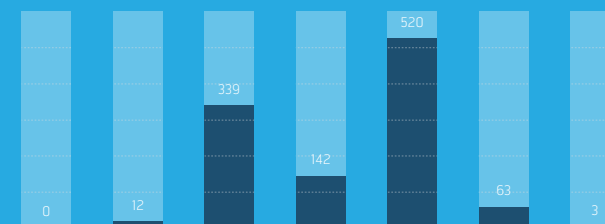
Since Telenor strives to preserve the gender equality of its employees, we employ 46% of men and 54% of women. Men hold 56% of managerial positions, while the share of women is 44%.

Gender structure of employees



Qualifications structure

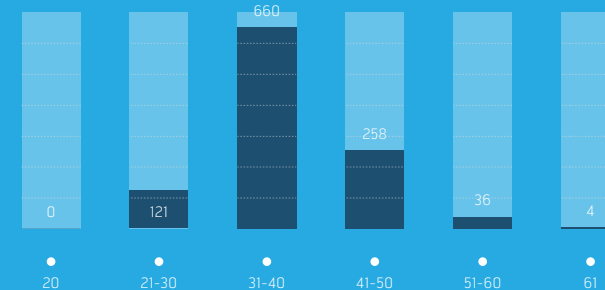
NUMBER OF EMPLOYEES



More than half of the employees at Telenor have university education.

Age structure of employees

NUMBER OF EMPLOYEES



72% of employees fall in the 31-40 age group. The average age of employees is 37.6.



The Mobility Program – Working at Telenor Companies Worldwide

This program has two main models: Expert Mobility and Development Mobility.

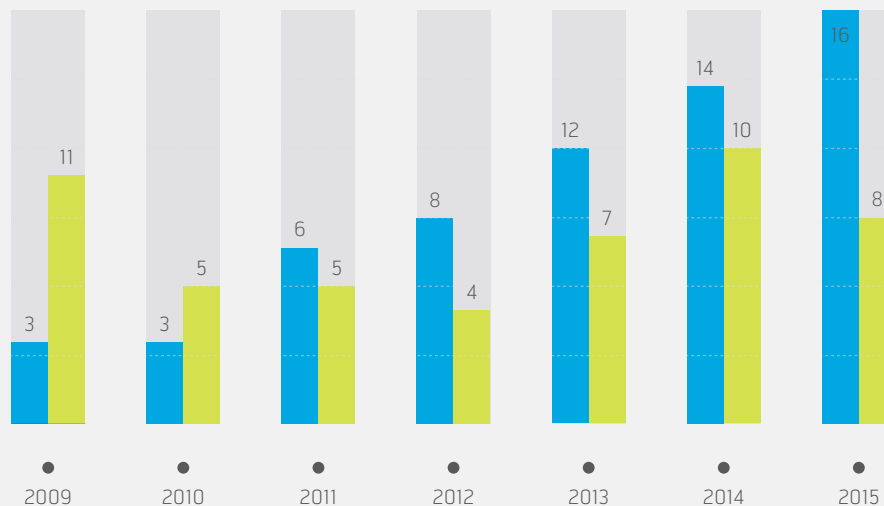
Expert Mobility aims to achieve standardization and introduce best practices at all Telenor companies worldwide. We achieve that by having employees with the requisite skills and competences assigned from one company to another, allowing them to gain work experience all over the world and develop their professional and leadership qualities.

This, in turn, contributes to aligning business methods in the best possible way in all Telenor Group companies. Telenor's competitiveness in the market is ultimately increased and the company has better access to its customers, developing its employees professionally at the same time.

Development Mobility aims to develop the professional and leadership skills of employees with potential. This program trains them to work in more complex and demanding positions, thus contributing to the development of their careers.

While the mobility program at Telenor exists from the very first day the company started operating in Serbia, the number of employees assigned to Telenor Srbija exceeded those relocated from Serbia to other Telenor companies. In recent years, the gap between the two groups is shrinking – the number of those leaving for positions in other Telenor companies is on the rise.

Mobility statistics



New customer - oriented corporate culture

The latest Employee Engagement Survey helped us learn how much we think about the customers in our daily business, and its results confirmed that the customer is truly at the focus of everything we do. We are very proud of that result, since we adopted the Customer in Focus concept only two years ago. Changing the corporate culture is a quite difficult task, especially in a company operating throughout Europe and Asia in societies with different business cultures. Such a change also entails the willingness of all employees to embrace a different way of thinking and attitude toward work and customers.



Healthy and safe work environment

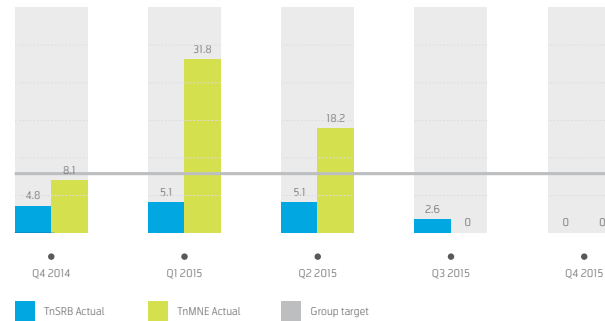
We consistently apply the OHSAS 18001 standard, which ensures a more efficient system of occupational safety.

Telenor gets occupational health and safety recognition On World Day for Safety and Health at Work in the Republic of Serbia, the Occupational, Health and Safety Office of the Ministry of Labor, Employment, Veteran and Social Affairs presented Telenor Srbija with the 28th April Charter. This Charter is traditionally awarded to companies and entrepreneurs for their dedication to the values of occupational health and safety. At Telenor, a healthy and safe working environment is a matter of course in everyday work. Accordingly, we constantly invest in the health of our employees. For the third consecutive year we didn't have a single occupational injury, which is the best indicator of our commitment to the safety of our employees, as well as of their awareness that health matters the most.



A responsible supply chain

Supply Chain Sustainability Risk Indicator (%)



With a firmly anchored policy and innovative program, Telenor advocates and delivers responsible and sustainable business operations across its supply chain, consisting of more than 500 domestic and international companies and entrepreneurs. Our ambition is for them too to develop a culture that fosters occupational health and safety, respect for human and employee rights, business ethics and environmental awareness – the values we cherish at Telenor Group. In late 2015, a total of 424 agreements on responsible business were signed, a proof of how much our partners and suppliers value the importance of compliance with regulations and international standards that define daily business operations.

In the course of 2015 we organized two workshops on the topic of capacity building in the area of occupational health and safety. Telenor practices zero tolerance for corruption and other types of unethical conduct and the focus of future supplier training will be on establishing and enforcing procedures that prevent illicit business practices.

Human rights

We at Telenor believe that telecommunications enable the exchange of ideas and access to information. At the same time, we are aware of the potential challenges brought on by new means of communication in this field, which is why the respect for and constant improvement of human rights is part of our everyday business operations. Telenor is committed to respecting human rights, in the manner prescribed by the United Nations documents Guiding Principles on Business and Human Rights and the Ten Principles of UN Global Compact. These principles, together with those laid down by Telenor's internal acts – Code of Conduct, Policies, Supplier Conduct Principles and Vision and Values – enable the entire Telenor Group, including Telenor Srbija, to have the same stand towards colleagues and customers. They also prescribe how we see our role in the societies we are doing business in. At Telenor, we pay particular attention to identifying challenges for human rights and seek ways to address them.



#MORE THAN CONNECTIVITY

Mobile phones have become the catalyst of growth both on personal and social level. Year in year out, it's becoming increasingly clear that mobile communications contribute to social integration and help people remain in touch wherever they are. Access to these communication services may help eliminate poverty, illiteracy and poor health and allow people to improve their living conditions. Over the last nine years, Telenor has been an active participant of the growing digitalization of society, with the aim to make the Internet accessible to everyone. Bringing about well-being to an increasing number of people is one of our key goals and for that reason we will continue to create value in society by providing the widest possible access to communication services.

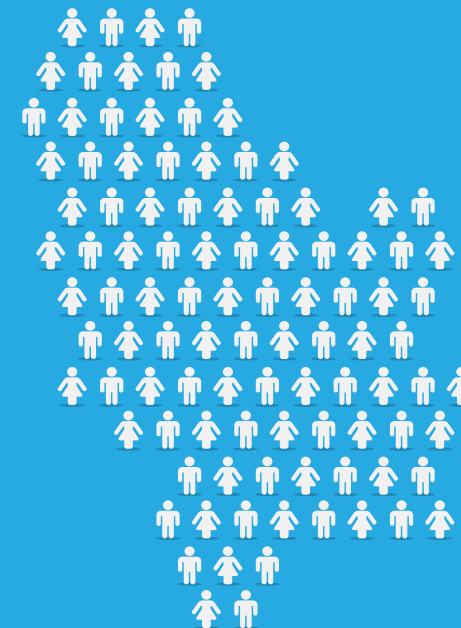




Povezivanje: More efficient work of Roma health mediators

Last year we continued our partnership with the Ministry of Health of the Republic of Serbia and UNICEF in Serbia, with the aim to improve the health and lives of Roma families. The Ministry of Health launched a health mediators project in 2008, while UNICEF and Telenor joined this project in order to organize additional training and provide computers and mobile phones, thus helping establish a database for recording and tracking the health status of Roma children and families and providing services in local communities. Owing to that project, for the first time Serbia has a database on Roma citizens used by state institutions. In only a few years, Roma health mediators have helped bring about tremendous improvement in the lives of Roma families. Not only was access to health services drastically increased and

the child mortality in Roma settlements reduced by 50%, but their efforts also helped Roma families exercise many other rights they are entitled to. Initially identified as healthcare workers, Roma mediators evolved into social workers and became a unique bond between the Roma population and the entire institutional system. The “Povezivanje” program is a great example that shows how Telenor addresses major systemic problems in the long run. Furthermore, the project aligns the core activities of our company with socially-responsible activities, which are at the center of our corporate responsibility. The project “Povezivanje” found its place on the global map of socially responsible business, taking a position of an example of excellent cooperation of the state, non-governmental and corporate sectors, which moved positive social changes. Telenor Group and UNICEF have signed a Global Cooperation Agreement, which includes both financial, as well as technical support aimed at social inclusion of vulnerable groups in all countries of Telenor operations.



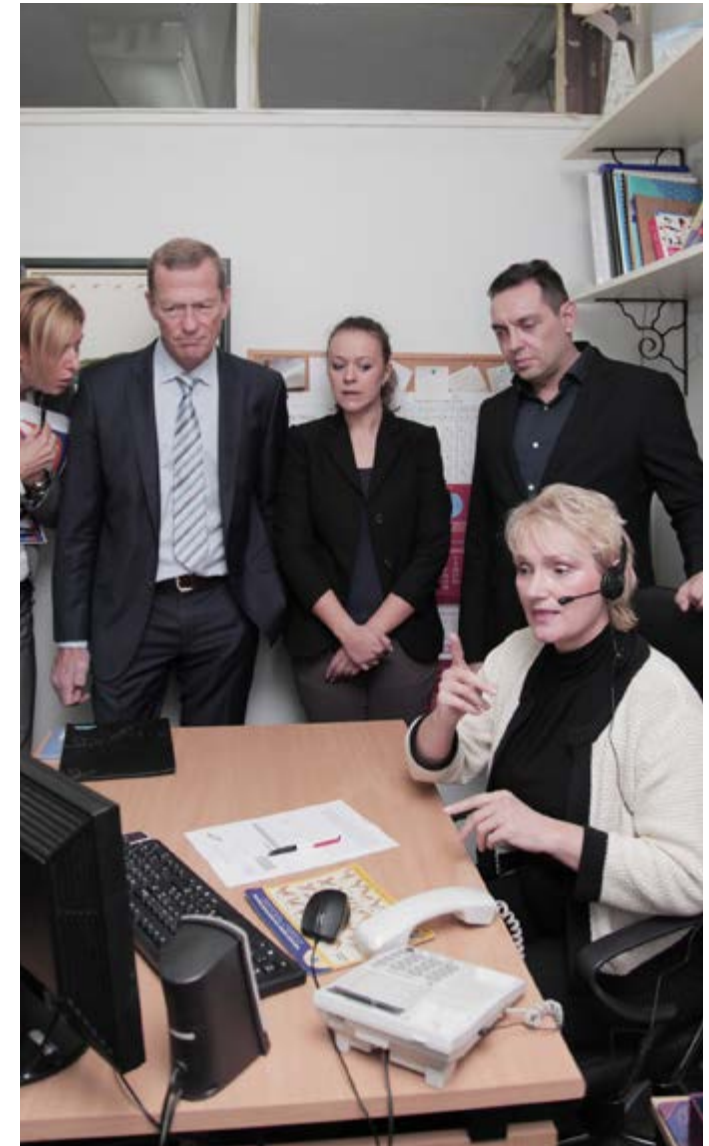
- 75 Roma health mediators in 59 towns and municipalities in Serbia,
- 140,408 Roma from informal settlements registered, including 50,754 children and 46,453 women,
- each child was assigned its chosen pediatrician,
- the number of pregnant women using pre-natal and post-natal healthcare services was increased,
- increased number of children from Roma settlements enrolled in schools.



Telecenter: An online sign interpreting service for 30,000 deaf and persons with impaired hearing in Serbia

The first online audio-video sign interpreters service Telecenter was launched on October 28, 2015, at the City Organization of the Deaf of Belgrade. It is located on the premises of the organization and equipped with Internet access and state-of-the-art audio-video service for sign interpreting. Representatives from 44 official organizations throughout Serbia were presented with tablets and special Telenor tariff plans for deaf and persons with impaired hearing, which will make the network of online sign interpreting services accessible to 30,000 hard of hearing persons. Telecenter is designed as an audio-video service of sign interpreters and enables deaf and people with impaired

hearing to use it with a tablet or mobile device whenever they need it. At Telenor, we are committed to providing all citizens in Serbia with the benefits of Internet and digital services, especially vulnerable groups. We hope that this will increase the inclusion of people with impaired hearing across Serbia in society. This project is merely the beginning of Telenor's efforts to secure equal opportunities for all 30,000 people from the aforementioned category in Serbia. It was carried out in cooperation with the Ministry of Labor, Employment and Social Affairs.



Free Internet and computers for hospitalized children

In the scope of the Be in the Loop project, in 2015 the Telenor Foundation provided computers and free Internet access for two hospitals for children that have been hospitalized for an extended period of time due to the nature of their illnesses. Thanks to these donations, the children will have access to the Superschool program, a virtual classroom with more than 700 lessons in the Serbian language, math, physics and chemistry, helping them to make up for lost school time. The educational portal also offers lectures, experiments and explanations that will help children in grades 5-8 of primary school to study and learn more easily.

Free Internet access was also provided for children hospitalized at the Institute for Health Protection of Mother and Children of Serbia “Dr Vukan Čupić” in Novi Beograd, where 15 computers were purchased for the departments of Chematology I and II, the Department of Orthopedic Surgery, Day Hospital Clinic of Pediatric Surgery and the Department of Plastic and Reconstructive Surgery and Burns. These departments accommodate up to 80 children a day who need to stay hospitalized during an extended period of time due to the nature of their condition.

A similar donation was made to children with disabilities undergoing extended treatment at the Rehabilitation Clinic “Dr Miroslav Zotović”. The hospital was presented with 15 computers and provided with free Internet access. A special and important segment of the clinic’s activities is the work with children with disabilities. At annual level, they carry out around 4,500 outpatient examinations and have 220 stationary stays of children, spending a total of 13,500 days in hospital. Among them, there are on average 15 primary school children.

Internet in schools for all

With donations in Mionica, Bare and Ljig last year, we continued our longstanding Internet for All project, which saw more than 20 schools and educational centers equipped with computers and Internet access.

Future economic technicians, waiters and chefs, 178 students of the “Mionica” secondary school can now surf the Internet more comfortably and at greater speeds thanks to modern technical equipment and access to Telenor Internet.

The “1300 kaplara” secondary school in Ljig is covered by Telenor Internet and in the cabinets for IT and math classes students can use 15 computers and a laptop for surfing the web, which will help them improve their computer literacy.

We especially hold dear to us the pupils from the “Sveti Sava” primary school, which also has three detached classes and is located in the village of Bare. A total of 85 pupils can now use four laptops, a printer, beamer and digital camera, owing to the support of the Telenor Foundation.

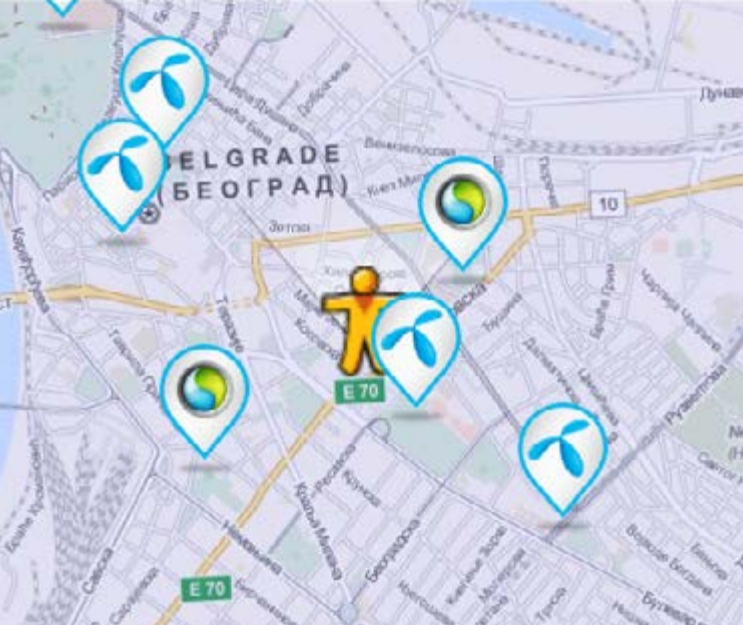


Refugee crisis

On August 30, Telenor set up an open Wi-Fi zone at two of the busiest locations in Belgrade where migrants used to gather – the park adjacent to the central bus station and the park in front of the Faculty of Economy. Internet access is vital for the refugees, since it allows them to stay in touch with their loved ones and stay informed.

Furthermore, Info-desk was provided with 5 SIM cards with free voice and data services intended for emergency calls and informing. Set up at the initiative of B92 Fund and “Trag Foundation” Info-desk is available for refugees as a place where they can get all necessary information.





Expanded Blue Green Map of Serbia

For the third year in a row, we continued to support the platform for the development of eco-tourism and spending time in nature developed by the Environment Improvement Center. These two issues – environmental protection and eco-tourism – converge in the Blue Green Map of Serbia, which covers more than 70 locations in Belgrade, Vojvodina and Eastern and Western Serbia. The platform comprises an Internet portal and an Android app and presents locations such as protected areas, urban green zones and Telenor Internet parks. The Blue Green Map of Serbia provides users with photos, information on attractions, activities for visitors, bars and restaurants, as well as instructions to get to their destination of choice. The Internet portal can be visited at www.bgmap.rs, while the Android app can be downloaded for free, from any mobile network via Google Play Store.



Third anniversary of the Belgrade Sound Map

In early 2015, we celebrated the third anniversary of the Belgrade Sound Map, a project that aimed to record, in a modern way, stories about the social history of the city, as well as to constitute a unique presentation of this kind of cultural heritage. The Sound Map can be an added value to the existing tourist offer of Belgrade and a unique archive for inter-generational exchange. To date, it has interviewed more than 100 persons that talked about the cultural and historical legacy of Belgrade. At www.zvucnamapabeograda.rs and through the Android application, these stories are available in two languages and as of this year users can also download virtual tours for exploring the streets and the history of Belgrade. Owing to its distinctive method of working with the local community, the Sound Map was presented at the Venice Biennale in Architecture, as well as at several domestic and international festivals.



SURF SAFELY- #THINKFIRST



Internet for all – safely and responsibly

Telenor's ambition is to provide Internet for all. When we say all, we mean it – for every person, anywhere on the planet. However, in order to deliver on that ambition, we must recognize the obstacles on that path and remove them. We are convinced that the Internet is beneficial for children, but we also know that children's needs to explore the world around them carry risks. As a particularly sensitive group, children deserve great attention and support from their entourage in order to avoid the dangers of the Internet and to be able to use it safely. Therefore, together with our experienced partners, we actively promote the safe usage of communication technologies by children and teenagers, but also by teachers, parents and guardians. The key priorities are the prevention of digital bullying and the development of a safe online environment.

Telenor sees its role in five areas to which it wants to contribute across the Telenor Group:

- Cooperation with schools in order to raise awareness on Internet safety and provide educational content for children, parents, guardians and teachers;
- Provision of parental control tools;
- Enabling access to hotlines for helping children exposed to harmful content;
- Creating efficient and accessible mechanisms for reporting illegal and harmful content;
- Maintenance of effective mechanisms to prevent the proliferation of sexual abuse of children.

#ThinkFirst – Educational campaign for empowering youth in the digital world

Marking the globally celebrated Safer Internet Day, on February 10, 2015, the Ministry of Education, Science and Technological Development, UNICEF and Telenor presented the start of the new campaign #ThinkFirst and the continuation of the cooperation in the scope of the Stop Digital Bullying project. #ThinkFirst was supported by UNICEF's ambassadors Ana Ivanović and Aleksandar Saša Đorđević, race driver Dušan Borković, basketball player Boban Marjanović and blogger Boris Trivan. In short educational videos they provided information about digital communication and empowered young people to adopt newly acquired knowledge and explore the Internet more safely. In the last two years, the Stop Digital Bullying project has included more than 7,000 students, as well as more than 1,000 teachers and parents, respectively. Furthermore, more than 15,000 people follow our educational Facebook page Choose your Words, Stop Hate Speech. The results achieved so far show that all sectors need to participate and that schools, parents and children need to constantly cooperate.



Klikni za podrsku!



SOS platform helping young victims of digital bullying

An SOS platform for helping young people who are victims of digital bullying was presented at the panel discussion titled "How to be Cool Online", held as part of the Teen Talk 2015 conference. It was also created in the scope of the Stop digital bullying project. The platform is a unique Facebook application enabling young people to report bullying in real time, as it happens. It includes professional support from teachers, mentors and psychology students and entails a number of mechanisms for preventing and stopping digital bullying. The application is available on Telenor's website and Facebook page Choose your Words Stop Hate Speech.

#ThinkFirst Facebook Contest

#ThinkFirst campaign started with a competitive quiz on positive models of online communication and behavior and on social media. The competition was organized on Facebook and lasted four weeks. The best participants were Jelena Nićiforović from Valjevo, Sandra Javorović from Golubinci and Nemanja Fent from Mačvanska Mitrovica. They achieved the best scores among a total of 1,612 participants in the contest that involved answering questions from the field of safe Internet usage. Top-ranked Jelena received a tablet, second-ranked Sandra a pair of earphones, while third-ranked Nemanja got a wireless charger for his mobile phone.

#ThinkFirst at the Belgrade Marathon

The representatives of Telenor, UNICEF, Ministry of Education, Science and Technological Development, as well students from 12 primary and secondary schools with their teachers took part in the Fun Run at the Belgrade Marathon. They all promoted the importance of adopting positive models of behavior online and ran under the #ThinkFirst slogan. The message, which is intended primarily for young people, encourages them to think twice before posting any kind of content on social media, because after that, they have no control whatsoever over it.



DON'T CHANGE NATURE, CHANGE YOURSELF

Environment protection is an issue Telenor has been committed to ever since we came to Serbia. We want to be a role model that will raise awareness about the need to preserve nature and natural resources. While we all live in the natural environment and depend on it, we often forget this. Climate changes are increasingly affecting our lives and that is why we at Telenor pay considerable attention to raising awareness of our employees, who are the main promoters of sustainable environmentally friendly behavior. Together with our families, every year we take part in tree planting campaigns, with the aim to control the impact of our business on the environment, and our business activities are in accordance with all the requirements of the ISO 14001 standard.



Collection of PET bottle caps – “A Bottle Cap for a Handicap “

Since September 2015, Telenor has been supporting the activities of the Čep za hendikep association (A Bottle Cap for a Handicap). We have set up boxes for collecting PET bottle caps, which are accessible to the employees in administrative buildings in Belgrade and regional centers in Novi Sad and Nis. From September until the end of 2015, we collected around 180 kg of bottle caps. This is an initiative of the Južni Banat Paraplegic Association from Zrenjanin, with the goal being to sell the collected caps for recycling and subsequently purchase various orthopedic aids (wheelchairs, walkers, crouches...).



New 1,000 flower seedlings for the park in Ada Huja

The Supernatural Park at Ada Huja has been improved with an extra 1,000 seedlings of the “flowers of life” at the Telenor Garden, thanks to Telenor employees, the representatives of the City of Belgrade, as well as many well-known personalities from public life. The additional 1,000 seedlings were planted in three Telenor gardens and arranged in the form of concentric circles around the Maze Park. This is the fourth park gifted to Belgrade by Telenor and its employees and is the result of the longstanding cooperation between the Supernatural Movement and our company. After the planting, workshops were organized on the topics of treasure hunt, honeylogy an musicycling.

- *The total energy consumption in 2015 was 56.47 GWh, which is by 9.18 % than the previous year and is the result of the Company’s growth.*
- *We have generated and recycled 33,205 tons of electronic and electric waste in 2015, which is 50% more than in 2014.*
- *We have reduced heating consumption by 31% compared to the previous year.*
- *Since 2011 we have a certified Environment Management System (ISO 14001 Standard), the quality of which is verified every year by an accredited organization.*



**IN PARTNERSHIP
WITH THE LOCAL
COMMUNITY -
#SHARING SUCCESS**





UČINITE NEŠTO VAŽNO.

Slanjem SMS poruke „200” na broj 9656 donirate UNICEF-u 200 dinara mesečno. Mesečne donacije možete prekinuti u svakom trenutku slanjem SMS poruke STOP na broj 9656. Cena odjave: 0 dinara. Važi samo za korisnike Telenor mreže.

algotech telenor unicef

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Humanitarian numbers

Our company gladly participates in campaigns of national significance and when needed, we set up humanitarian numbers. In this way we act as intermediates between humanitarian organizations, foundations and associations and the citizens, who are provided with a quick and simple way to donate money for specific humanitarian purposes. These numbers are in fact investments in our technical, human and financial resources necessary for the functioning our services. Moreover, our company bears all associated charges. The bulk of these campaigns were intended for the collection of additional funds for supporting medical care of citizens – children and young people in particular – undergoing special therapy.

Among other such campaigns are the customary SMS donations to UNICEF, collection of aid for the soup kitchens in Kosovo and Metohija, campaigns in the daily Blic Heart for Children, the campaign of the Secretariat of the Government of the Republic of Serbia for collecting aid for people that remain vulnerable after the floods, etc.

A total of RSD 46,445,880.94 (470,001 text messages sent) was collected in 2015 in humanitarian campaigns active through a total of 41 humanitarian numbers.

41 HUMANITARIAN NUMBERS

46.445.880,94^{RSD}

470.001 TEXT MESSAGES SENT





Telenor supports UN70 – Caravan for sustainable development

A tree of peace and more than 900 student works marked the beginning of the UN70 Caravan, which toured Serbia for two months last year, marking the 70th anniversary of the United Nations. Representatives of Telenor, together with those of the Association for the United Nations of Serbia, presented the awards for the best works of the traditional art and literary competition. On its journey, the Caravan of the UN Country Team promoted the new Sustainable Development Agenda by 2030 and 17 sustainable development goals that have been recently adopted by 193 member countries, including Serbia. These goals are very important for Telenor and our entire business, which is committed to ensuring the progress of society by means of digital technologies. We intend to provide Internet access to more than 200 million people across the globe by 2017, thus contributing to a better future for all.



Top graduates receive Prof. dr Ilija Stojanović Award

Exceptional graduates from the Department for Telecommunications, authors of the best student papers at the TELFOR 2015 conference, as well as authors of the best scientific paper published in a professional magazine, were presented with the Prof. dr Ilija Stojanović Award, traditionally presented by the Telenor Foundation for the 9th year in a row. Professor Ilija Stojanović is the father of modern telecommunications in the former Socialist Yugoslavia and today's Serbia and can also be credited with Telenor's own development. This was an additional drive for us to invest in the education and development of young people and motivate them to continue to demonstrate knowledge in their scientific papers. The best graduates in 2014/2015 are Đorđe Lukić from the Faculty of Electrical Engineering in Belgrade, Tijana Delić from the Faculty of Technical Sciences in Novi Sad and Teodoros Prokić, from the Faculty of Electrical Engineering in Nis.

Special Olympics

By participating in the Fun Run at the Belgrade Marathon, we have helped young athletes – members of the Special Olympics of Serbia sports association, to take part in the Summer Games of the Special Olympics in Los Angeles. It was the greatest sports event organized in 2015, gathering more than 7,500 athletes from 185 countries, which competed in 22 different sports. The Serbian national team for the Special Olympics participated with 87 athletes and 19 coaches in nine sports with tremendous success: the Serbs won as many as 17 medals in individual and team sports – 6 gold medals, 6 silver medals and 5 bronze medals. We congratulate our magnificent special Olympians!



BELhospice tournament

The Telenor team participated for the third consecutive year in the humanitarian football tournament BELhospice 2015. The 7th edition of the tournament took place at the Sports Center of the Football Association of Serbia in Stara Pazova, with the support of the local municipality. The humanitarian tournament collected 12,000 euros for the palliative care of cancer patients.

FEFA Tournament

Last year, we supported the students of the Faculty of Economy, Finances and Administration (FEFA), who on May 16-17, 2015, organized the humanitarian tennis tournament FEFA OPEN on the courts of the Novak center in Belgrade. From the participation fees and donations, a total of 273,000 dinars was collected. All the proceeds were channelled to the UNICEF program for supporting inclusive education, since the organization costs were split between the sponsors and the FEFA Faculty. This year, the tournament was organized in two parts – the traditional singles for men and for women and the corporate tournament, with the participation of the representatives of Telenor.



The “My Home” Exhibition in the FFA Gallery

Students from the Faculty of Fine Arts (FFA) and the wards of the Institution for Children and Youth with Developmental Disabilities “Sremčica” created works of art together and presented them at the “My Home” exhibition at the FFA Gallery on Knez Mihajlova. The wards of the “Sremčica” Institution created their works in different thematic units, while the students and the professors from the FFA gallery encouraged them by giving them specific assignments. Apart from the exhibition, the sponsorship of the Telenor Foundation also allowed for the setting up of an Internet domain where the pieces, debates and gatherings, as well as future activities in that communication direction will be available for the general public. With this project, the FFA students had an opportunity to contribute to the integration of children and young people with developmental disabilities, while the wards of “Sremčica” Institution got the opportunity to use their existing potentials and perhaps discover some new ones.



Global Compact

Telenor d.o.o. is part of a global initiative for connecting socially responsible companies with UN agencies, the business sector, governments and civil society. The largest global voluntary initiative in the world, called UN Global Compact, was launched in order to enhance the ten universally accepted principles for the protection of human and labor rights, preserve the environment and fight corruption.

Telenor contributes to raising awareness throughout the world on 17 new global sustainable development goals. #GlobalGoals are a call for a united front to put an end to global issues such as poverty and hunger, ensure quality education, improve health and quality of life and gender equality. The global goals strive to foster economic development, the growth of innovation and infrastructure and taking steps to protect the environment, reduce waste and preserve natural resources.



Responsible Business Forum

Telenor Srbija is a member of the Responsible Business Forum (RBF). The RBF is a network of prominent companies that contribute to the development of the community by encouraging the development of corporate social responsibility and establishing durable and stable socially responsible practices in the business sector. The Forum is a platform that connects business leaders with representatives of other parts of society, thereby encouraging inter-sectorial dialogue, cooperation and exchange of positive experiences. The RBF develops practical and sustainable solutions in all four areas that constitute the pillars of corporate social responsibility: the local community, the environment, work environment and the market.



Impressum

The report presents social, environmental and commercially responsible projects by Telenor d.o.o. and the Telenor Foundation, realized in 2015.

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