



Sustainability Report 2017



telenorfondacija

A Decade of Connected Society

If I had to describe a year behind us in just one word, I would choose this one: inspirational.

Everything we do, we do in a responsible manner and we expect the same from our partners and suppliers. By the end of 2017, we had 342 signed Agreements on Responsible Business Conduct, which indicates that our partners and suppliers understand the importance of respecting legal regulations and international standards that define everyday business. With the re-certification of EMS standards, we have once again confirmed that environmental protection is high on the list of our priorities, greatly contributing to the society. Telenor cooperates with 5.000 small and large suppliers in Serbia, meaning that 57.000 people in Serbia operate in accordance with the high standards of Telenor.

While the entire telecommunications industry, headed by Telenor, is undergoing a digitization process, Telenor Foundation, along with its partners, has started numerous new projects where technologies and digital solutions are being used to reduce inequalities and connect the society better.

In 2017, we celebrated another jubilee - the ten years of the Telenor Foundation!

We are entering the second decade of Telenor Foundation with a new phase of cooperation with one of our oldest partners - UNICEF. Mid this year, we have signed an agreement on start of a two-year project "Family Safety Net". Younger and younger children are entering the world of the Internet and for the first time we are focusing on the smaller ones, children aged 4 to 8. We also realized that it is necessary to include adults in the education process - parents and teaching staff, since most of school kids consider that their parents are not familiar with a computer and Internet and they do not see them as support in the digital world.

In order to communicate with as many children as possible, we organized a webinar with the Tijana Jurić Foundation. Within ten

days we educated 10.350 pupils and 1.100 parents and teachers.

The digital world opens up incredible opportunities for learning and entertainment. With the development of technologies and Internet, there are no longer obstacles to acquiring new knowledge.

That is why, thanks to the cooperation with the civic association "Jerina's Town", we have provided 10 elementary school students in Serbia with interactive dictionaries, applications for learning Mathematics and English language and interactive school boards and tablets, as well as training for their teachers.

We continued with the activities within the project "Be a Part of Good Communication". The lexPad application was developed to make reading and writing easier for people with dyslexia. Also, three experts, with the support of the Telenor Foundation, made the application "Easy with Marko", which enables easier socialization for children with communication difficulties, while at the same time helps improve the work of institutions for children with disabilities.

In addition to the willingness to support new projects across Serbia and responsibly operating through our entire supply chain, we have set ourselves a serious task for the year ahead: teach 10,000 children how to be safe on the Internet. I believe that we have enough courage and persistence to achieve this goal!

Ingeborg Øfsthus
CEO of Telenor Serbia



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a team for great ideas

Ready for Any Challenge

Digitization changes the whole societies, industries and occupations as such. Telenor is involved in a highly dynamic industry that changes fastest than ever, which requires continuous improvement of employee's knowledge and skills and discovering new ways of functioning. We stimulate and encourage lifelong learning as a deliberate and continuous process.

In order to provide quality and digital education for employees, Telenor has redesigned the digital learning portal, the Telenor Campus, and enriched online learning offerings with selected courses of recognized providers such as Lynda (LinkedIn Platform) and Coursera (on-line courses by leading world universities and business schools). In addition to the courses in the field of key competences (digital marketing, digital channels, applied analytics, design and product development), the Telenor Campus also offers modules for learning from the field of management, agile and traditional project management, strength-based approach and growth mindset. Telenor Campus courses are free of charge for employees.

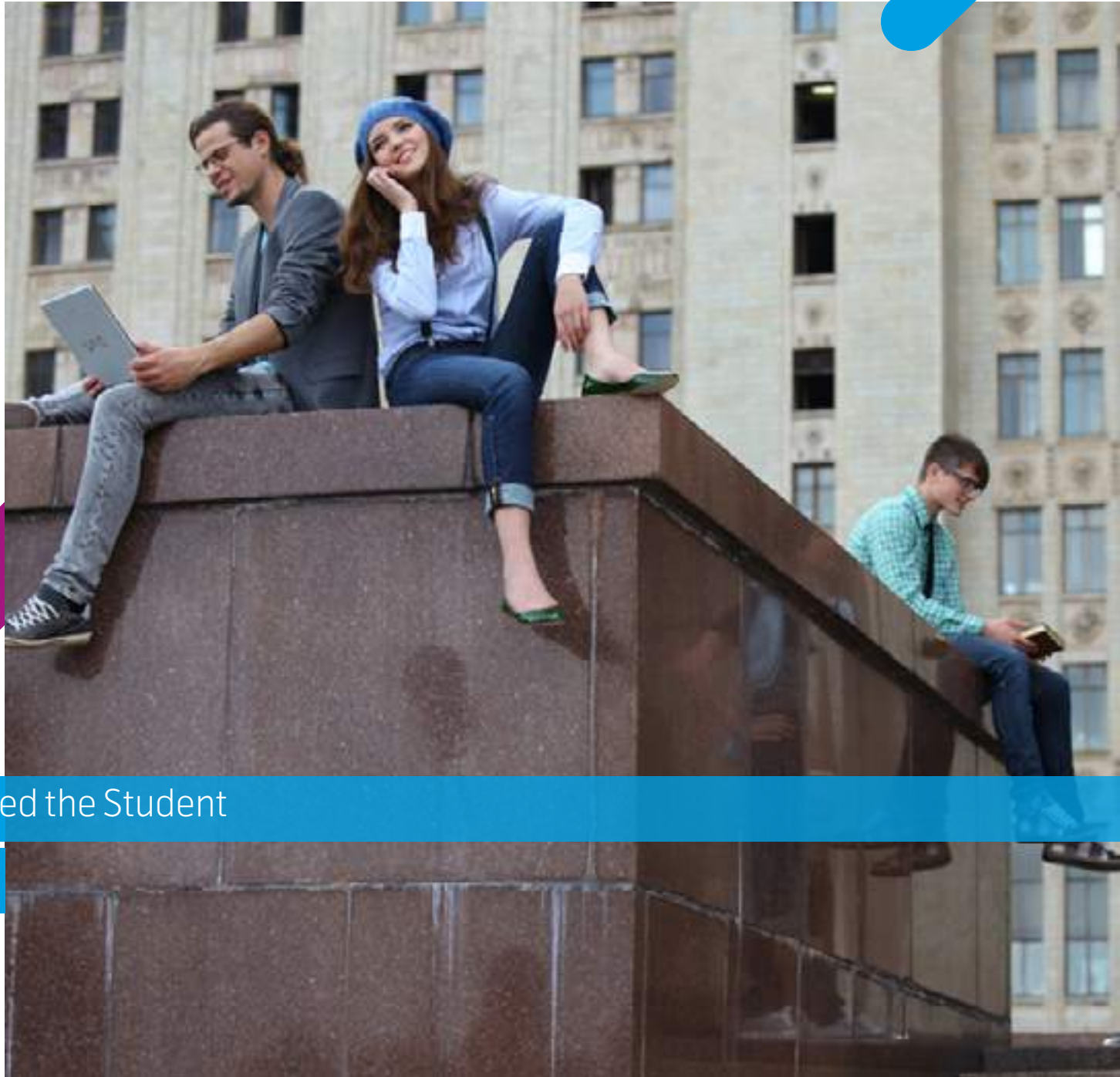
In addition to the new tools, we continued using traditional methods such as mentoring, screening programs, rotation, "1 on 1" meetings, feedback and coaching. In 2017, 84 courses and training sessions were held, focusing on expert knowledge and skills and "soft skills", with the 1132 participants. Specially designed trainings intended for leaders were held for 142 targeted participants.



An Opportunity for the First Career Steps

Experience indeed is important, but so is getting a chance to acquire it. Telenor believes in young people and their ideas, creativity, and driving force. For eight years, we have been providing an opportunity for those who are still studying to gain their first real-life experience in their fields of study, as well as to learn about Telenor's corporate culture. In 2017, 20 interns used this chance through the Student Internship Program.

The partnership with the University of Belgrade's Faculty of Mathematics, School of Electrical Engineering, and Faculty of Economics, made official by the signing of the 2016 Memorandum, in 2017 continued to provide professional training for final-year students within the internship programs, mentoring programs, as well as lectures by experts from our company.



In 2017, **20 interns** completed the Student

Internship Program.

The Telenor Team

Great ideas require a good, well-functioning, carefully selected team. The success of our mission and set goals depends on each and every employee at Telenor. That is why we pay so much attention to all aspects of professional development and caring for employees, especially to fostering a healthy and safe environment that gets better every year. That is the kind of environment where our employees can develop all of their potentials.

People are the focus of our business and our resource number 1. The practical support to the gender equality is reflected in nearly equal number of male and female employees. Since the beginning of our operation, we are offering employment opportunities to the new, young generations. Over the years, we developed trust and learning from each other. We are striving to set a good example of sustainable business, transferring our corporate culture and way of thinking to all of our partners.

Average age of Telenor employee is **38.86**.

More than half of Telenor employees have **university degree**.



Telenor Serbia employs a total of **762 people**



56% of employees are **women**



44 % of employees are **men**

Telenor Youth Forum

Talented Millennials are Responding to Global Challenges

For the fifth year in a row, representatives of Serbia took part in the Telenor Youth Forum in Oslo. Ana Janošev and Veljko Ristić, selected among 45 applicants, joined young leaders from 12 countries in the Norwegian capital in order to team up on solving social challenges.

During their stay in Oslo, Ana and Veljko participated in workshops searching for a global-challenges solution, explored the ways in which digital technologies can contribute to solving global issues, and attended events organized within the Nobel Peace Prize Award ceremony.

In 2018, the selected delegates will be developing digital services, and they will present their efforts through a digital exhibition organized in partnership with the Nobel Peace Centre.



Career Without Borders

Our employees are part of the big Telenor family operating in 12 countries throughout the world. Ideas are best developed while moving and communicating, which is why Telenor encourages its employees to learn about each other and continuously work on exchanging business best practice.

The "Mobility" program provides them with an opportunity to share their experiences and acquire new knowledge by working in other companies within the Telenor Group. Switching from one work environment to another brings new energy and motivation, and learning about a range of different approaches to solving everyday challenges contributes to developing their careers and helps them achieve their own companies' goals.

During 2017, **5 employees** from Telenor Serbia had the opportunity to work in other companies of **Telenor Group**.



A Creative Workspace for Open Access to the Ideas

Our industry requires continuous innovation and adapting to the dynamics of today. We subscribe to this also when it comes to our employees' work environment in order to encourage their creativity and their cooperation.

It is important to us that our workspace is a stimulating and inspiring environment that reflects values of our corporate culture: transparency, creativity, and knowledge sharing. By continually redesigning the interior, we improve our open plan concept, which is applied across the Telenor Group and reflects Telenor's way of work. As a final result, such work environment positively affects the satisfaction of employees with the work surroundings and increases their productivity, as well as the productivity of the entire organization.

The creative ambiance of the work environment is boosted by 200 works by 80 artists of contemporary Serbian art within the Telenor collection. By supporting young artists, we have become an important partner in their promotion, and contributing to their establishing on the cultural map is yet another aspect of responsible business, which we as a company constantly aspire to.

Corporate Culture Changes

Results of EES research on employees' engagement (Employee Engagement Survey) in 2017 highlighted the topics that employees consider important for improving everyday work and business. Employee effectiveness index that measures their engagement and enablement, maintained a high level, which shows that employees see a clear connection between their own work and company goals.

Effectiveness and engagement of employees are some of the key success factors of organizations, especially in time when the business environment is rapidly changing. That is why the real value of the EES is in the realization of an action plan that continues to become, with full management support, part of everyday business. That is what ensures that the survey results serve as a tool for continuous improvement on a team and company level throughout the year.



Human Rights

Recognizing Challenges and Finding Solutions

Telecommunications are enabling exchange of the ideas and access to information, but are also bringing potential challenges. That is why in everyday business we pay great attention to recognizing these challenges and finding appropriate solutions. We are governed by United Nations documents - Guiding Principles on Business and Human Rights and The Ten Principles of the United Nations Global Compact. Both documents are based on the UN Charter on Human Rights. Our principles are defined by Telenor's internal bylaws. Those include: Code of Conduct, Policies, Supplier Code of Conduct, and Vision and Values. Both throughout the Group and in Telenor Serbia, these documents provide a unique approach to treating co-workers and customers, the way we run our business, as well as how we see our role in the societies in which we operate. At the core of these activities are long-term perspective and constant improvement and dialogue of all relevant stakeholders and decision-makers.



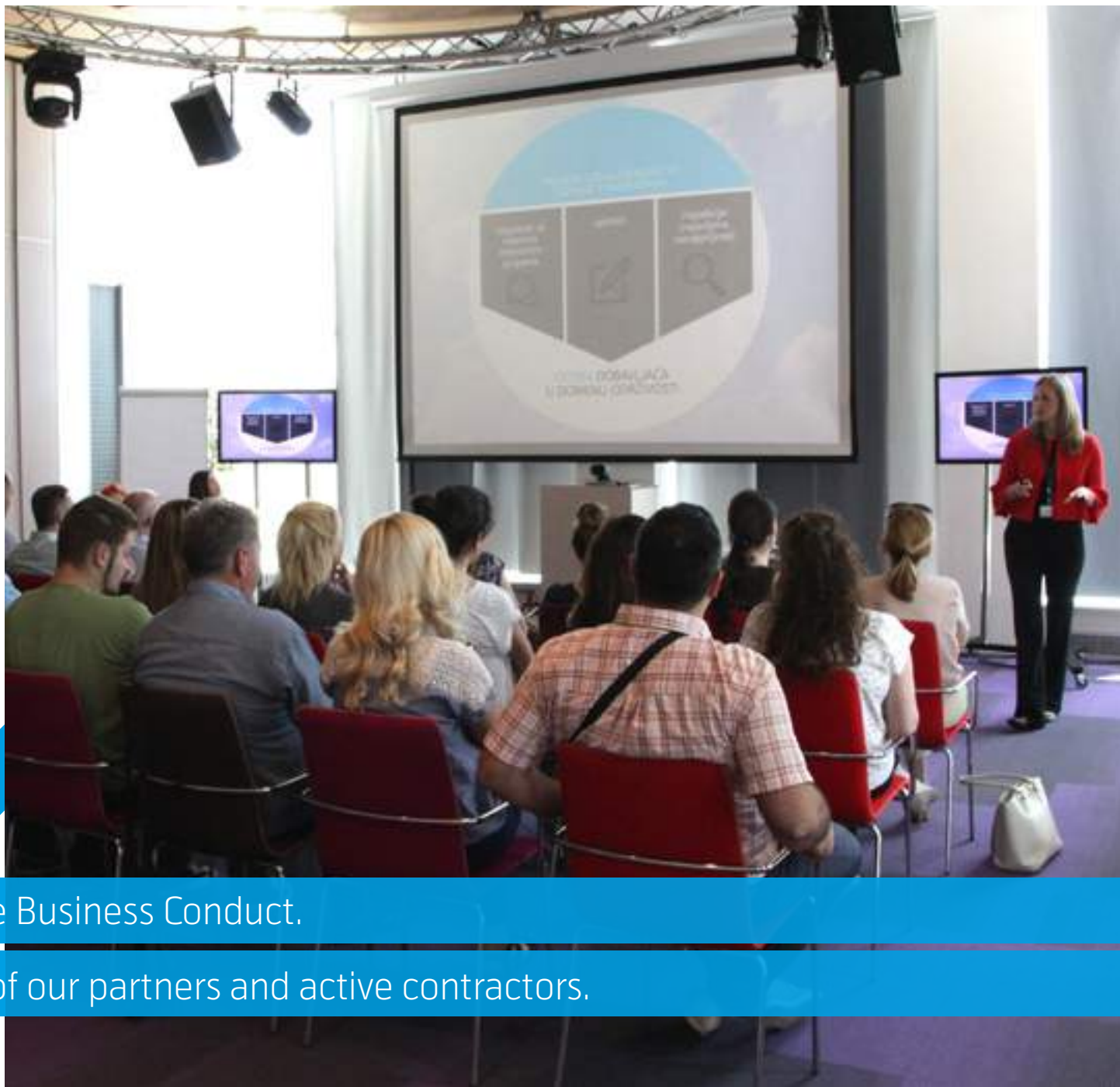
Suppliers

Responsibility of All Links in the Chain

Responsible and sustainable business operations throughout the supply chain, consisted of domestic and foreign companies, is one of Telenor's core principles. The culture of health and safety at work, the respect of human rights and the rights of employees, business ethics and ecological awareness are firmly established in our business policy, and we endeavour to develop these postulates also within our partners.

Capacity Building Workshops are part of our efforts to work on continuous improvement of our own business operations, as well as of our partners and suppliers. Special focus of these workshops is the application of the health and safety principles, environmental protection, fight against corruption, privacy and data protection.

At the end of 2017, we had 342 Agreements on Responsible Business Conduct, which indicates that our suppliers understand the importance of respecting legal regulations and international standards that define everyday business. Telenor regularly controls and evaluates its suppliers through on-site inspections and annual questionnaire. In the previous year, licensed inspectors performed more than 100 on-site control of partners and active contractors. Major inconsistencies have not been identified.



342 Agreements on Responsible Business Conduct.

More than 100 on-site controls of our partners and active contractors.

Playing by the Rules

Competition prompts creativity and innovation, and Telenor supports competition in all of its markets—paying attention to this topic as a key element in trainings is important to us as a company. We constantly strive to develop awareness on fair business and business environment management strategy.

Employees whose daily activities are affected by the Law on the Protection of Competition completed an online training. In addition to our sales, communications, wholesale, legal, regulatory, and finance departments, for which these lessons are mandatory, all employees are recommended to go through the training course.

In Serbia, 96 percent of the targeted employees completed training.



Business in Compliance with Ethical Standards

Code of Conduct in Telenor is global and applicable to all employees, and corporate moral is more than avoiding law violations. It defines the principles of behaviour within and outside the company. Telenor's guidelines contained in the Code of Conduct apply to Board members, directors and managers, to all our employees, as well as others acting in the name of or on behalf of Telenor. Employees are obliged to read the CoC and to comply with its rules, and in case of violation, they face consequences that are proportionate to the nature and extent of the violation of the Code. In line with its policy, Telenor respects all applicable laws and governmental rules and regulations. In the event that there are differences between such laws, rules and regulations and the standards set out in our Code of Conduct, the highest standards complied with applicable local laws shall be applied.

At company level, we promote environment that encourages the exchange of ethical dilemmas and reporting of violations of the Code of Conduct.

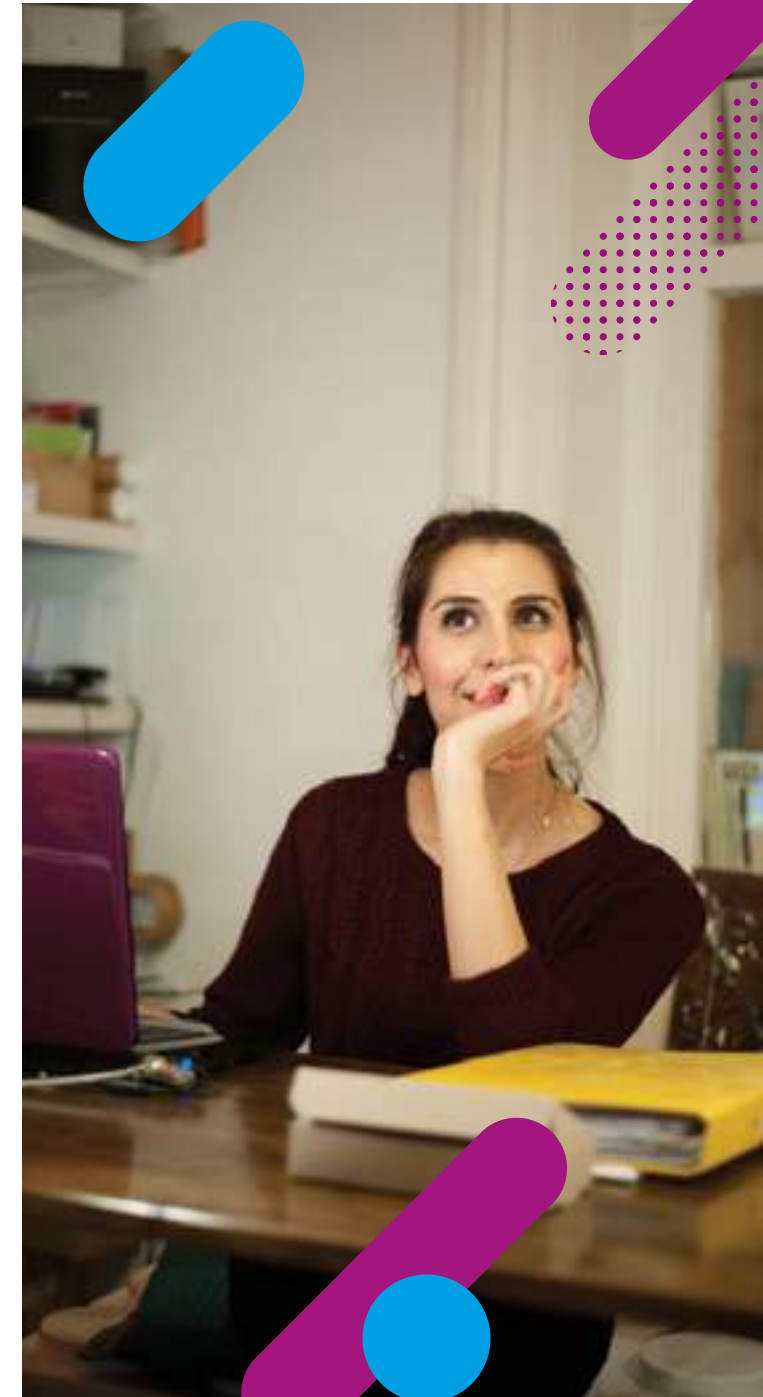
The Ethics & Compliance Hotline is a confidential channel where everyone can ask questions and raise concerns about possible breaches of Telenor's Code of Conduct, including relevant laws, regulations and governing documents. The report intake of the hotline is operated by a professional vendor, and all data is stored on their secure servers, while investigations are conducted inside the company. The Ethics & Compliance Hotline is accessible via this website: <http://telenorhotline.ethicspoint.com> and is available 24 hours a day, seven days a week.

Our commitment to operate in accordance with the highest ethical, moral and legal standards contained in the Code of Conduct resulted with the improvement of the anticorruption measures of our company.

Corruption is both bad for the societies where we operate, and for our business. It hinders predictability and the forming of trusting relationships with customers, partners and suppliers. Telenor believes in zero tolerance and is opposed to corruption in all forms.

Online training "Say NO to Corruption" is initiated in order to make it easier for all our employees to understand what our anti-corruption policy is about, and to ensure compliance at all levels. Training was rolled out to the entire organisation and it consists of e-learning and a team scenario training. This course was successfully completed by 98% of our employees.

In addition to online training, there is also the Anti-Corruption Manual that provides answers to all situations that can cause problems in the everyday work of our employees and helps them to make the right decision if they face dilemma.



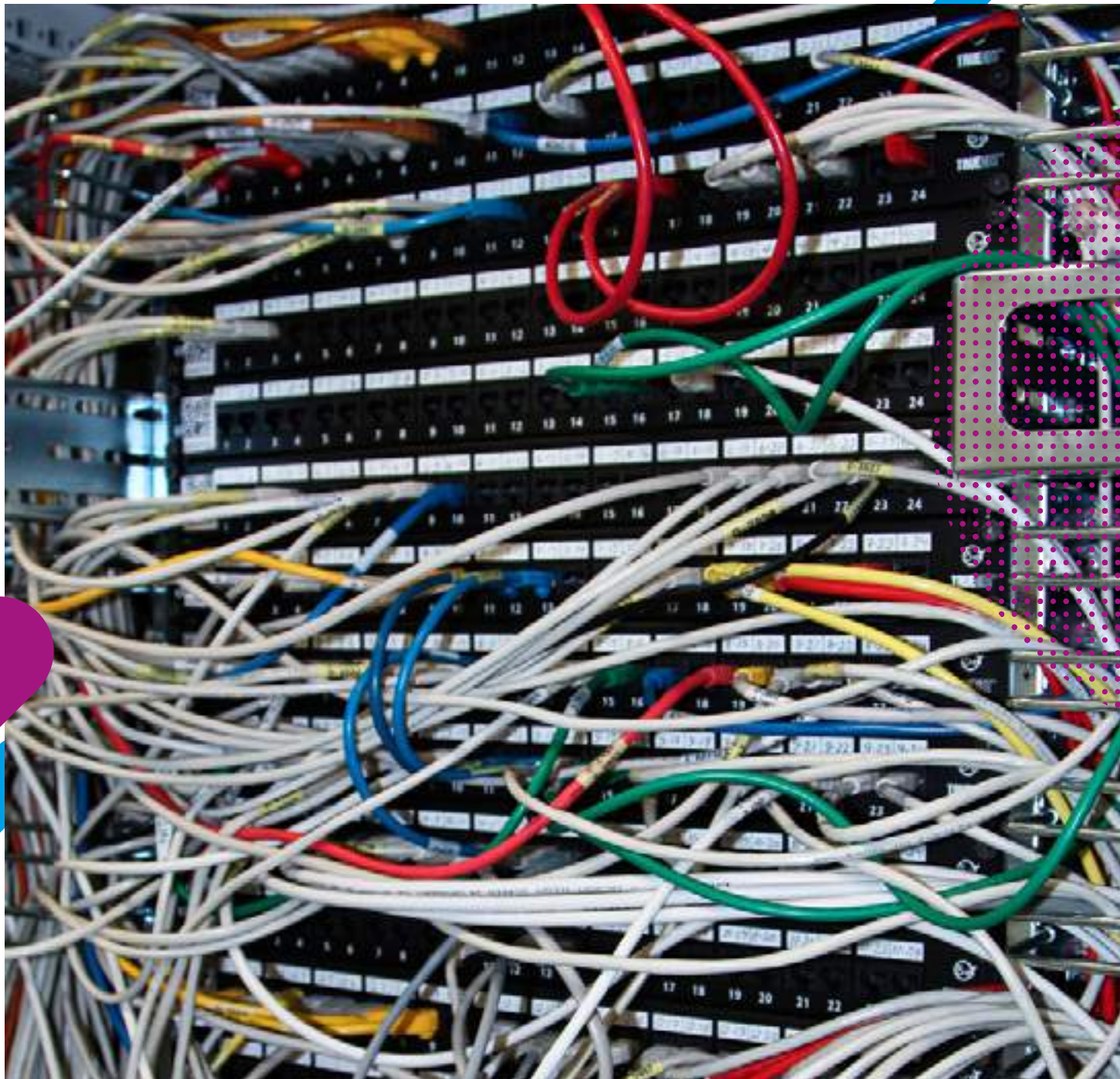
Data Privacy Security with Telenor

Our customers are placing their trust in us. With that in mind, we always take care that their personal information are safe and secure.

Telenor's policy regarding data privacy is very strict, and our customers can rest assured that their information will not be abused by our company in any way.

Customers are aware of our method of collecting and using their personal information, and we are committed to using these information solely to provide even better and more relevant services.

With the GDPR's coming into force approaching, Telenor Serbia has held an open-door day for its employees to discuss why privacy matters as a topic to Telenor's business and enable the company to welcome the norm's implementation prepared.





*our focus -
child online safety*

With UNICEF in the Fight for Safe Internet

The children online safety is an important topic that requires engagement and systematic approach along the digitization of the entire society in Serbia. Aware that we are, with the support of our partners, on the right path in creating the online community a safe place for the youngest, Telenor is keeping on the cooperation with UNICEF.

In June 2017, Telenor's CEO Ingeborg Øfsthus and UNICEF Representative in Serbia Michel Saint-Lot signed an agreement announcing the official start of the project "Family Safety Net". The project will last two years and will be focussed on education of children aged four to eight, their parents, and their teachers.

The latest research conducted by UNICEF shows that children are starting to use the Internet before their turn six. Almost 90 percent of them are using the Internet 80 minutes a day on average, and every third child is exposed to some sort of content that is disturbing for them.

Experts cite this as the reason why children need to be educated about safe Internet use in preschool age.

Studies also show that every fourth parent does not think that he/she has sufficient knowledge to provide appropriate support to a child in any potentially dangerous situation online. Therefore, one of priorities of this project is that 100,000 parents and 2,000 teachers complete training over the next two years.



“Watch the Webinar - Be Safe”

Given that as a telecommunications company we also offer the possibility of Internet usage, it is our responsibility to make it safer, especially for school-age children, with the Internet being an integral part of their learning and growing up. The partnership with the Tijana Jurić Foundation came as a natural step because our goal is the same—keeping children safe online.

In our continuous efforts to make the Internet safe, we are finding different ways of communicating with the target audience. In December, using the webinars, with the support of the Telenor Foundation, the Tijana Jurić Foundation realized the project “Watch the Webinar - Be Safe”.

Online recruiting, predators, cyber dens, human trafficking, peer violence, and digital violence are some of the issues that 10.350 pupils and 1.100 parents and teachers learned about over ten days. The role of educators was entrusted to representatives of the Tijana Jurić foundation, Serbian Ministry of Internal Affairs, and Osijek's Safer Internet Centre.

The knowledge acquired on the webinars was checked in a quiz. Students from the “Posavski Partizani” Primary School from Obrenovac showed the best score, and were presented with the award by the representatives of the two foundations. Wanting for the students to continue being highly knowledgeable about online safety, an online corner was awarded to the winning school.

Over ten days **10.350 students** and **1.100 parents** and teachers were educated.





*digital ally for
learning*

Digital Numbers and Letters

Surveys have shown that work with apps keeps children's attention longer than traditional work with a textbook. Set to contribute to improving the quality of education and making the learning itself more fun, the Telenor Foundation partnered up with the citizens association Jerinin Grad for the project "Improving Digital Literacy with ICT in Primary Schools in Serbia", donating Coprix Dictionaries, apps for learning Mathematics and English language, interactive boards, and tablets for ten primary schools in Serbia.

The Interactive Dictionary is a multi-award-winning language learning system developed in partnership with experts from the Faculty of Philology and the Teacher Education Faculty. It combines the game-like app with touch-sensitive devices to teach children the letters of the alphabet, making them easy to memorize. The first graders got this opportunity to learn using modern technologies and digital pens, which enable the full development of graphomotor skills in a same way as when writing on paper.

The idea of the project is to increase the number of trained teachers, because they are the most important in the process of transferring knowledge and using new technologies. The interactive applications are already being used in more than hundred schools in Serbia.



“Read Visually”

Although the subject of dyslexia is increasingly talked about, this disorder that affects the ability to read or understand what is read is still very little known. With the idea to help people with dyslexia, in cooperation with Telenor Foundation the “Read Visual” project is realised.

The lexPad application is designed for computers and aims to make reading and writing much easier for people with dyslexia by converting Word and PDF documents into a format that is easier for them to “decode.” Defining the parameters for phonetic signs was supported by the results of expert research that indicated the groups and combinations of letters and numbers that most often confuse students with dyslexia. The letters are defined by size and color and allow the program to convert documents both for Latin and Cyrillic scripts.

lexPad can be downloaded from the Inclusive Network Association website.



A young woman with long brown hair is smiling broadly while talking on a mobile phone. She is wearing a white jacket. The background is a blurred outdoor setting with trees and a building. The image is framed by a thin gold border. There are decorative graphic elements: a blue dotted pattern in the top right corner, a gold brushstroke in the top right, a blue brushstroke in the top right, a gold brushstroke in the bottom left, and a blue dotted pattern in the bottom left. A semi-transparent gold box contains the text.

*still a part of
good communication*

Computer Equipment and Internet Provided for School with Dorm for Children with Impaired Hearing and Speech “11 May” in Jagodina

With great enthusiasm in 2017 we continued our “Be a Part of Good Communication” project.

Telenor Foundation donated eight computers and Internet access for the School with Dorm for Children with Impaired Hearing and Speech “11 May” in Jagodina. Thanks to the equipment, the children will be able to adopt new knowledge, use the Internet for learning, as well as make their leisure more interesting.

Through the Telenor Foundation’s “Be a Part of Good Communication” project, launched in 2015, many activities that facilitate communication of deaf and persons with impaired hearing were implemented. Apart from Jagodina, school centre in Subotica and Home for Children and Youth with Impaired Hearing in Belgrade also received equipment donated by the Foundation.

Telecenter, the first online translation centre for the sign language in the Balkans, was also launched within the project. Online access, tablets, and special tariff plans were donated to 44 city organizations of deaf throughout Serbia, and late 2016 saw the launch of a one-of-a-kind app for learning about and understanding the Serbian sign language and the International Sign (IS) called Talking Hands.



“Easy with Marko” – Application for Children with Communication Difficulties

Creating equal opportunities for everyone is the foundation of our business, mainly by providing online access and using the advantages of modern technology. Research has shown that children with disabilities respond well to content viewed on mobile phones, tablets, or similar devices. Bearing this in mind, three experts designed and, with support from the Telenor Foundation, developed the “Easy with Marko” app to facilitate the socialization of children and, at the same time, to improve the work of institutions for children with intellectual and developmental disabilities.

The five situational stories within the app are a fun and creative way to make it easier for children to deal with daily tasks and interact with others while using transportation, going to parks, going to the doctor’s or to a birthday. Each theme is shown with four images that allow children to view the order of events, as well as the communication involved.

The app is intended for children with communication difficulties such as autism, cerebral palsy, aphasia, and developmental dysphasia.

The authors, employees at the Miloje Pavlović primary school with years of experience in this field, Aleksandra Bukovica, Jelena Mitić, and Snežana Medić, presented their effort at the “Novelties in Education and Rehabilitation of People with Disabilities” professional gathering held in Valjevo.



A photograph of children walking away from the camera on a dirt path in a park. The scene is overlaid with a purple semi-transparent banner containing white text. There are also decorative purple and yellow brushstroke-like shapes on the right side and a purple dotted pattern on the left side.

***digital technology,
ally in nature***

Telenor Botanical Challenge in Stražilovo

Thanks to the Telenor Botanical Challenge app, visitors of the Botanical Garden of Stražilovo have an opportunity to have an unusual adventure and learn more about the world of plants that surrounds them and the importance of protecting and preserving natural resources. At the Botanical Garden of Stražilovo, special plates mark 50 predominantly woody plants originating in Europe and other parts of the world. With the help of an Android app, featuring a map of the botanical garden with drawn trees, visitors are tasked with finding a specific type by navigating through the garden, answering questions, and competing with other visitors. The game is a combination of orienteering skills, physical activity, and learning.

In addition to supporting the development of the Telenor Botanical Challenge app, 38 new plant species and Telenor Internet were donated to the Botanical Garden of Stražilovo.

The project's partner, Mountaineering Association Stražilovo from Sremski Karlovci, has a long tradition focusing on promoting the importance of staying in nature and active lifestyle. The Botanical Garden of Stražilovo represents the first botanical garden in the Fruška gora National Park and contributes to the protection of the mountain's biodiversity.





*partners of the
society*

#ForEveryChild at Belgrade Marathon

On April 22, 2017 we joined the jubilee 30th Belgrade Marathon. More than 280 employees and their family members made the Telenor team in the Fun Run. This time we provided support for UNICEF. Under the slogan #ForEveryChild we were running in order to help realize some of the goals of our partner: that health services reach every child, that children attend kindergartens, learn well and live in families that will support them in realizing their potential.



Catch the Idea

We are proud of the fact that more than half of Telenor's employees and leaders are women. Wanting to contribute to raising awareness of gender equality since early childhood, 2017 saw another International Girls in ICT Day celebrated by the Association of Business Women in Serbia, supported by the Telenor Foundation. The event included the Catch the Idea competition, which aimed to empower the girls when choosing their future careers, as well as encourage them to be guided by their own interests and talents in professional orientation.

This year's Telenor Girls' Day was marked through encouragement of girls in being creative, think like a team, expressing themselves through familiar online technologies and presenting entrepreneurial ideas.

The finalists visited Telenor, talked with the women leaders at the company, and practiced presenting their ideas as effectively as possible in a workshop.

The winners were the students of the Đura Jakšić primary school from Belgrade—Neda Kovačević, Maša Jović, and Tijana Petrović, and the Telenor Foundation rewarded them with smartphones.



Support for “BELhospice” Humanitarian Mini Football Tournament

For one more year Telenor employees participated in humanitarian mini football tournament organized by BELhospice. The tournament was held on the terrain of the Football Federation of Serbia in Stara Pazova, and ours the team won a trophy. With the support of foreign and domestic companies, that participated in the tournament, EUR 17.500 is collected, and will be used to provide palliative care for oncological patients in terminal stages. These funds are enabling 700 visits of the multidisciplinary BELhospice team.



Fair Play Tournament – For the Right Cause

Telenor’s employees participated in the traditional UNICEF’s Fair Play basketball tournament. Together with the representatives of another 20 companies we enabled raising RSD 1.300.000 for support of programs for prematurely born children.

This time the aim of the tournament was to raise funds for strengthening capacities of neonatal centre and provision of optimal conditions for the development of prematurely born and sick babies, theirs nutrition with mother’s milk and care in which the entire family participates from the very beginning.



Prof. Dr Ilija Stojanović Awards Presented at the Celebration of the Day of School of Electrical Engineering

For eleventh year in a row, the best graduates of the telecommunications department, the authors of the papers awarded at the TELFOR 2017 conference, and the authors of the best scientific paper published in an international journal were presented with the “Prof. Dr Ilija Stojanović” Awards.

These exceptional students are Tijana Zrnić from the Faculty of Technical Sciences in Novi Sad, Goran Crnobrnja from the School of Electrical Engineering in Belgrade, and Nikola Raičević from the Faculty of Electronic Engineering in Niš.

The authors of the TELFOR 2017 award-winning papers were Ferenc Janky, Srđan Milojević, Predrag Mitrović, and Stefan Tešanović, while Zoran H. Perić, Marko D. Petković, Jelena R. Nikolić and Aleksandra Z. Jovanović won the awards for the best scientific paper published in an international journal.

The Telenor Foundation presents the award in memory of Prof. Dr Ilija Stojanović, a pioneer of modern telecommunications in the former SFRY and today's Serbia and founder of the Department of Telecommunications at the School of Electrical Engineering in Belgrade.



The awarded students are the future leaders and creators of telecommunication trends in Serbia. I'm certain that ahead of them there are many opportunities to learn, develop, and grow following the speed of our industry

Ingeborg Øfsthus, CEO of Telenor Serbia

Sport for All

This year our company also directed funds intended for the business partner's New Year's gifts, to the community.

Within the New Year's Teleton titled "Call and Help", UNICEF collected funds for programs for children with disabilities. During the Teleton, within Telenor network 1.247 minutes of telephone calls was realized. Telenor used the opportunity to deliver a check in the amount of Million RSD, to support one municipality within the "Sport for All" project. These funds are intended for purchasing of sports and recreational equipment and for the improvement of the professional capacity of employees, in order to increase the chances in developing the capacities through the sports, play and recreation among children with disabilities.



New Year Humanitarian Sales Exhibition

In 2017, we had the honor to host the "Center for housing and day care for children and youth with disabilities" from Belgrade, and to transform our premises into a gallery for humanitarian sales exhibition. Various decorative items made of textile, clay and wood, created during occupational therapy of children and youth with disabilities were exhibited. This type of therapy alongside socialization is one of the most important parts of their treatment. The funds from the sale of the exhibits are providing further program sustainability of the Centre.

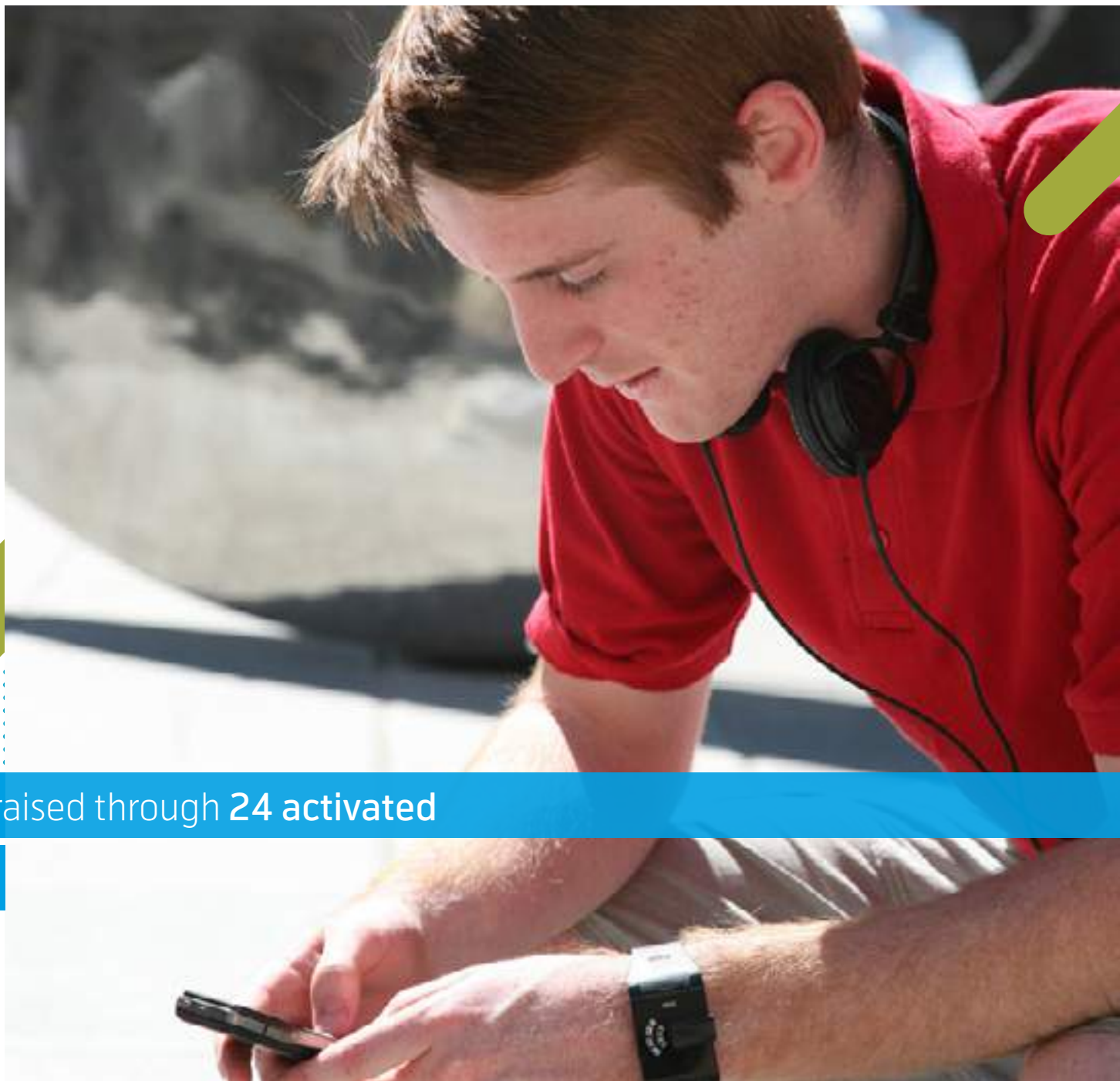


Charity Short Codes Support of Solidarity

Helping the others is making us all better. But even solidarity sometimes needs support. Our support is provided through the activation of charity short codes, thus intermediating between charity organizations, foundations, associations, and citizens willing to donate funds for the cause simpler and faster.


We are glad to engage our technical, human and financial resources in enabling functionality of such service, as someone's health, life, or roof over the head might be kept due to solidarity. Only during last year a total of RSD 120.182.370 were raised through 24 activated charity short codes. The largest number of actions was intended to raise additional funds to support medical treatments of mostly children and youngsters on special therapies.

Total of **RSD 120.182.370** were raised through **24 activated**
charity short codes.





*high ecological
standards*



Environmental protection is very high on the list of our priorities, and Telenor has been committed to it since arriving in Serbia. Climate change has an increasing impact on our lives, and that is why Telenor pays great attention to raising awareness among our employees so they can properly and sustainably treat the environment.

We want to lead by example and draw attention to the preservation of nature and available resources.

That is why we operate in line with all the requirements of the ISO 14001 international standard.

The Highest Environmental Protection Standard

Last year, we re-certified for the EMS standard. Received certificate from SGS states that our system is fully compliant with the requirements of the ISO Standard 14001:2015. Each investment in the environment brings great benefit to the community, and this confirms how much our company cares about environmental protection every day.

Our company keeps investing and finding solutions also when it comes to waste management and recycling, energy efficiency and reduction of CO₂, as well as everyday rationalization in the consumption of the organization's resources. Employees have been actively involved in the recycling process since 2010, and the company also takes care of the disposal and recycling of telecommunication equipment and electronic devices.

Different green initiatives have contributed to a reduction in the total energy consumption in 2017, compared to 2016.

Total energy consumption in 2017 was **61.97 GWh**.

We generated and recycled **17 tons** of electronic and electrical waste, which was the total collected e-waste at the company.

In order to reduce **CO₂** emissions, we reduced the time of air travel compared to the previous year. The number of kilometers traveled has been reduced by **22%** compared to **2016**.

We also saw a reduction in fuel consumption for company cars by **6%** compared to **2016**, although the number of cars has not been reduced.

A high-angle photograph of three men in business suits walking on a staircase. The man in the foreground is looking down at a smartphone. The man in the middle is looking towards the man on the right. The man on the right is looking back towards the man in the middle. The staircase has a metal handrail. The background shows shadows from the stairs. There are decorative graphic elements: a blue and yellow brushstroke on the right, a blue brushstroke on the left, and a yellow dotted pattern on the left.

*a part of responsible
community*

Global Compact

Telenor Ltd. is included in the global initiative for connecting socially responsible companies with UN agencies, businesses, governments and the civil society. That largest international voluntary initiative, called UN Global Compact, was created in order to further the 10 universally accepted principles pertaining to the protection of human and labour rights, preserving the environment and combatting corruption. Telenor gives its contribution in order to raise the awareness across the globe about the 17 new global goals for sustainable development. Telenor has aligned its sustainability agenda with the UN Sustainability Development Goals, in particular Goal#10: Reduced Inequalities. The global goals (#Globalgoals) are a call for united action in order to put an end to global problems such as poverty and hunger, ensure quality education, improve health and quality of life and foster gender equality. Global goals strive to increase economic growth, develop innovation and infrastructure and take steps aimed at preserving the environment, reducing waste and preserve natural resources.

Responsible Business Forum

Telenor Srbija is member of the Responsible Business Forum, a network of leading companies that contribute to the development of the community, by encouraging the development of socially responsible business and establishing durable and stable socially responsible practices in the business sector. The Forum is a platform connecting business leaders with the representatives of other parts of society, encouraging intersectoral dialogue, cooperation and the exchange of good experiences in the process. The Forum also develops practical and sustainable solutions in all four fields that are the pillars of social corporate responsibility – the local community, the environment, work environment and the market.



The report presents social, environmental and commercially responsible projects by Telenor Ltd. and the Telenor Foundation, realized in 2017.

The photographs included in this publication were taken in the course of actions involving Telenor Ltd. or the Telenor Foundation, or were taken from Telenor's archives or those of its partners.

For more detail about Telenor's responsible business practice visit <https://www.telenor.rs/en/about-telenor/about-us/corporate-responsibility/>

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For the Publisher

Marija Vujanić

Editorial Team

Milica Begenišić

Natalia Pribojan

Associates

Dragana Vučetić

Ivana Matijević

Ivana Hatežić

Kristina Mitrović

Miloš Antonić

Petar Kosovac

Rade Đukić

Production

Studio za interaktivni dizajn Fleka

Design

Studio za interaktivni dizajn Fleka

Text Adaptation

Jasmina Lazić

Serbian Language Editing

EVENT Group Office

Translation

EVENT Group Office

Contact

Telenor Foundation

Omladinskih brigada 90

11070 Novi Beograd

fondacija@telenor.rs

<https://www.telenor.rs/sr/o-telenoru/o-nama/drustvena-odgovornost/>

