



HOW TELENOR HELPS EMPOWER SOCIETIES: SDG IMPACT ASSESSMENT

United Nations Sustainable Development Goals

Mobile technology can play a key role in achieving the United Nations Sustainable Development Goals (SDGs). When used responsibly, mobile technology can be used as a tool to promote human rights, create new opportunities, and enable sustainable development. However, connecting people to social and economic resources for sustainable development isn't just the right thing to do, it's good business.

Telenor is committed to all 17 of the UN SDGs, but has a strategic focus on "Reduced Inequalities" (SDG 10) which has concerningly been trending in the wrong direction. Our approach to reducing inequality rests on two pillars: delivering wider access to our services; and raising standards across our operations. Through this approach, we are determined to connect the many, not the few.

Recognising the interconnectedness of all 17 SDGs, Telenor has initiated programmes that address multiple goals and targets. Through this range of initiatives, Telenor is ultimately inducing positive impacts on societies and reducing inequalities (SDG 10). These include providing access to health (SDG 3) and education (SDG 4), ensuring women's full and effective participation and equal opportunities (SDG 5), raising standards in our supply chain (SDG 8), and providing a legal identity for all (SDG 16). The recognition of the capacity for connectivity to reduce inequalities through multi-SDG impact initiatives is reflected in our purpose statement: Connecting you to what matters most. Empowering societies.

Telenor also systematically monitors its operational risks – such as network energy consumption, proper handling of electronic waste, children's online safety, and more which can be read in the [2018 Sustainability Report](#).

Partnerships for the Goals

Telenor believes strongly that partnerships are fundamental in maximising impact in the spirit of SDG 17, 'Partnerships for the Goals'. Amongst numerous strong relationships globally with governments, businesses, and civil society, Telenor has two long-term partners who support and motivate our efforts on SDG 10: UNICEF seeks to utilise the power of mobile connectivity to improve the lives of children, women, and young people. Plan International is helping to maximise the benefits of ICT, with a particular focus on empowering girls.

Our partners elevate our impacts on the SDGs, through initiatives such as mobile birth registration, improving children's online resilience, protecting workers in our supply chains, supporting farmers, and creating equal opportunities in a diverse workforce. We are pleased to share our progress on many of our initiatives from our [2018 Sustainability Report](#).

In 2016, we set ambitions to meet by 2020:

Seven million digital birth registrations

Achievement by year-end 2018: 587,239 8 %

Four million children receive training in online safety

Achievement by year-end 2018: 2,200,000 55 %

100,000 hours of capacity building

Achievement by year-end 2018: 110,000 >100%

Telenor is not on track to meet the birth registration target. This is due to challenges in 2018 with the Digital Birth Registration project in Pakistan, including difficulties with training, network availability in government selected areas, and process delays. Learnings will be incorporated going forward and discussions with global partners will help determine how to proceed the project in Pakistan.

TELENOR'S POSITIVE IMPACT ON THE SDGs



Low

High



MAPPING TELENOR'S SDG IMPACT

The graphic below describes a number of Telenor's sustainability initiatives towards the SDGs, indicating how each of the initiatives impacts specific goals and targets within the SDG framework. Telenor ultimately aims to reduce inequalities through all initiatives that are implemented. You can read more about sustainability at Telenor's [website](#).





LEVERAGING DIGITAL SERVICES TO EMPOWER SOCIETIES

Digital connectivity enables opportunities for financial inclusion, empowered societies and promotion of human rights.



FINANCIAL INCLUSION

Telenor's financial inclusion initiatives, such as Wave Money in Myanmar and Easypaisa in Pakistan, use widespread mobile technology to connect people to secure and accessible banking. In 2018, Wave Money served over seven million customers - or roughly one-third of the adult population - many of whom have not previously had access to banking services. Easypaisa distributes funds to around 1.2 million beneficiaries as a supporting initiative of the Benazir Income Support Program which provides income support to underprivileged families.



MOBILE BIRTH REGISTRATION

In Pakistan, nearly 10 million children under the age of five have no legal identity. In partnership with UNICEF and local authorities, Telenor Pakistan has developed an app that allows for children and babies to have their birth formally registered using mobile technology. By the end of 2018, 580,000 children had been registered in Pakistan, and the initiative has been piloted in Myanmar since August 2018.



SDGs addressed

Telenor's financial inclusion initiatives improve access to convenient and secure financial services (1.4, 8.10, 10.5) and facilitate secure transfers of migrant remittances (10.C). Wave Money is collaborating with the World Food Programme and Easypaisa is collaborating with Tameer Microfinance Bank to form partnerships for financial services (17.16).



SDGs addressed

Mobile Birth Registration provides a legal identity for all (16.9) which drives inclusion and reduced inequality (10.2, 10.3). It also affords access to education (4.1), social security (1.4), and protection from trafficking (16.2). Telenor contributes to SDG 17 in partnership with UNICEF and the government of Pakistan (17.16).

Challenges Increased access does not always ensure more equal outcomes. Vigilance and proactive measures are needed to protect vulnerable groups and help them maximise benefits of connectivity. Read more about how Telenor addresses social innovation and digital inclusion [here](#) and [here](#).

REDUCING INEQUALITIES BY RAISING STANDARDS

Raising standards is an opportunity to protect and promote human rights, improve working conditions, and create inclusive societies.



OPEN MIND

Telenor's Open Mind programme gives people with disabilities a pathway into diverse and inclusive workplaces through a year-long placement at Telenor. In Norway, Sweden and Pakistan, Open Mind provides workplace training and capacity building for individuals with physical and/or mental disabilities, with the aim of helping them secure paid work. Roughly three-quarters of participants have gone on to full-time work at Telenor or a similar company. Open Mind in Norway is unique in that it also incorporates a work-integration programme for non-EU immigrants in Norway.



SDGs addressed

Telenor's Open Mind programme contributes to providing meaningful work for everyone, regardless of ability (8.5). By achieving this outcome, we can promote social, economic and political inclusion (10.2), and ensure equal opportunity for all (10.3). In Norway alone, over 300 people have successfully graduated from the programme. In Pakistan 73 have graduated from the programme since its inception in the country.



RAISING STANDARDS IN SUPPLY CHAINS

Telenor is working to raise standards throughout the entire supply chain of 1.2 million employees, and organised over 20,000 hours of capacity-building initiatives in 2018. Training sessions inform workers about labour rights, health and safety, sustainability requirements, and empowerment of women in the workforce. Compliance is also monitored, and Telenor carried out approximately 3,500 inspections in 2018, mostly unannounced. Telenor also works collaboratively with other telecommunications operators in the Joint Audit Cooperation (JAC) to raise standards of global suppliers.



SDGs addressed

Supply chain capacity building helps to protect workers throughout the supply chain (8.8) and achieve higher levels of productivity per person (8.2) while also empowering all workers (10.2) irrespective of gender or other status.

Challenges The supply chain holds internal and external risks. As with all workplace training plans, there is a risk that advice and training will not be followed. The decent workplace extends to employee transportation, where road safety poses a challenge. See the [2018 Sustainability Report](#) for what Telenor is doing with compliance monitoring and road safety capacity building.



SKILLS FOR A DIGITAL FUTURE

Dedicated to supporting digital citizenship, Telenor is equipping children and adults with the skills and knowledge to manage the benefits and risks that come with being online.



CHILDREN'S ONLINE RESILIENCE

To protect children from online bullying, Telenor initiated Bruk Hue in 2009. As of 2018, Bruk Hue has reached 21,000 students and 4,000 parents in Norway about bullying and netiquette. Bruk Hue was the first initiative under Be Smart Use Heart, the group-wide brand supporting online child safety. Initiatives in all other business units have since followed. By year-end 2018, training had been delivered to more than 2.2 million young people.



SDGs addressed

Telenor educates children and adults on safely navigating the internet, combatting digital abuse and online violence against children (16.2), and making sure that they acquire the knowledge and skills to promote a digital culture of peace and non-violence (4.7). Be Smart Use Heart contributes to making the internet a safe and inclusive environment for all (10.2).



DIGITAL ACCESS AND OUTREACH

Telenor Myanmar's digital literacy centres, the Lighthouses, are multi-purpose online hubs for local communities in Myanmar. They provide smartphone and computer-based literacy training and online education to communities in rural areas, in addition to hosting child online safety sessions as part of Telenor Myanmar's outreach work. Since 2015, more than 144,000 students have received digital literacy and online safety training. At year-end 2018, 60 Lighthouses were in operation.



SDGs addressed

Telenor trains young people and adults, helping to achieving digital literacy (4.6). The Lighthouses contribute to safe, inclusive online environments (10.2) and support positive economic, social, and environmental links between urban, per-urban and rural areas.

Challenges Skills for a digital future for all require tailor-made and targeted efforts for specific groups. Children are particularly vulnerable because they are picking up technology at ever-younger ages, and can also be over-trusting. Read more [here](#).

USING DATASETS FOR SOCIAL AND ENVIRONMENTAL GOOD

Data generation and management is increasing in scale and scope, making it possible to predict disease spread, optimise farming, and much more.



BIG DATA FOR DISEASE FORECASTING

In 2015, Telenor used anonymised datasets from more than 30 million mobile subscribers to map the spread of dengue fever and the impact of human mobility, which can help local authorities predict and decrease fatalities. Telenor is now working on a study to map the spread of MDR malaria using anonymised mobility data. Progress has been made on the Bangladesh and Thailand studies, whilst work on the Myanmar study will begin in due course.



SDGs addressed

Telenor converts digital data into tangible disaster management tools for limiting the spread of diseases (3.3), with projects in Thailand, Myanmar and Bangladesh. This use of data supports statistical capacity building in developing countries (17.8, 17.19).



SUPPORTING SMART FARMERS

Telenor is strengthening farmers' resilience towards global challenges such as climate change. Dtac's *SMART Farmer* project provides farmers with real-time agricultural information straight to their mobile phones. In 2018 dtac launched "Farm Man Yum", a precision farming application, and also trained 20,000 farmers in online marketing. Telenor Pakistan's *Khushaal Zamindar* provides farmers with hyper-localised weather information via SMS, and has 5 million monthly active users. *Khushaal Aangan*, for female farmers, has 150,000 active monthly users.



SDGs addressed

The initiatives drive productivity and entrepreneurship in small-scale farming enterprises (8.2, 8.3), promote the adoption of ICT in less developed countries (9.c), and help to build resilience against a changing climate (13.1, 13.3). These initiatives arose from partnerships between the government, businesses, civil society and Telenor. (17.16).

Challenges With increasing quantities of data comes an increasing responsibility to store the data in energy efficient and secure data storage centres. See the [2018 Sustainability Report](#) for how Telenor is addressing carbon emissions.