



TELEKOM SMART DIGITAL PROGRAM

in cooperation between Magyar Telekom and the Academy of Digital Knowledge



Application for the CSR Hungary Award - 2015



It is not seldom that companies, like us, organize voluntary programs. However, it is an unusual and gap-bridging initiative by the Telekom Smart Digital program that volunteering employees educate future generations to live smart in our digital society through conveying their professional knowledge on latest technologies. The education is provided at schools, outside the volunteers' usual workplace environment, whereby our colleagues leave their comfort zone during the performance of their voluntary work. During this effort the employees energize themselves and create value while encourage other businesses and info-communication organizations to follow their example. This is the sustainable idea which - at the same time - is innovative as well.

What does sustainability mean for us?

For Magyar Telekom sustainability and the recognition of the link between the environment, society and economy as well as an active and positive participation in this effort are among the company's long-term strategic principles. We do believe that what we do today determines the life of future generations. With our responsible approach and sustainable solutions we strive to make this future as much livable as possible.

Magyar Telekom, as the leading service provider of the Hungarian info-communication market, launched complex development efforts in 2014 to fulfill the Digital Hungary objectives set out in the partnership agreement concluded with the government of Hungary.

Our joint ultimate goal is that high-speed broadband internet should be available in all Hungarian households by 2018, i.e. two years before the closing of the 2020 deadline set forth in the European Union's Digital Agenda.

We believe that as a responsible big enterprise our tasks, besides providing services, encompass to help the use of our services and to bridge the digital gap between certain areas of Hungary. Education is a way of fulfilling this mission: we convey our knowledge on the digital world by way of giving free classes, lectures to children, adults, parents and teachers.

Our objective is that future generations should not only use the internet but also be able to grab opportunities offered by the digital world in a smart and conscious way.

We also would like to encourage our children to turn to adults if they have any questions on the digital world therefore we give lectures to parents, teachers and the elderly generation too. This is how the **Telekom Smart Digital Program** was born.

It is our mission to actively contribute to the development of

- Hungary's digital maturity,
- digital literacy and
- the safe, conscious use of the internet by future generations.

The program has various modules the majority of which are operated in partnership with the Academy of Digital Knowledge and the support of our company's volunteers.

The focus points of the Telekom Smart Digital Program, being a responsible company initiative, are digital education and voluntary work. Employees of the company group - Telekom and T-Systems employees - give lectures on the use of the internet and the digital world free of charge throughout the whole country for those who otherwise would not have the opportunity to attend such classes thereby upholding examples and perspectives on

making the participants' lives more comfortable successful and simple. This is where the sustainable and socially responsible idea is linked to the company's business mission.

Target audience of the Smart Digital program modules

Smart Digital Program for primary school pupils	Telekom volunteers go to schools and discuss the conscientious, safe and ethical use of mobile phones and the internet at lessons.
Smart Digital Program for secondary school pupils	There are lessons for more mature students where the volunteers discuss the smart and safe use of the internet in relation to consciously creating one's personal brand.
Smart Digital Program for parents (from June, 2015)	We teach parents how they can pay attention to their children in the digital space. Besides basic information on safety we also discuss cyber bullying.
Smart Digital Program for teachers (from June, 2015)	During the 2 x 45 minutes training sessions we convey the knowledge that teachers may need to be partners of their students in the online world.
Smart Digital Program at municipalities/Digital Bridge Fest	Within the frame of the program we visit less-favored areas to bridge the digital gap and proactively contact settlements where we perform development activities so that local people may acquire skills that are necessary to use the services available through the high-speed broadband infrastructure. During the Digital Bridge Fest event the participants may discuss various topics with our voluntary experts where we also offer talent management programs that can be followed online.

How Telekom's management supports the program?

- **Several top managers participate in the program as volunteers,**
- Telekom's partner, the Academy of Digital Knowledge, is a nonprofit organization that was established four years ago as a bottom-up initiative by Telekom employees working at the customer service department, as they were the ones who were directly informed on the actual needs of the society.
- Since 2013 Telekom has been supporting the program with **donations in the amount of several tens of millions of HUF, mobile phones, communication tools, vehicles and gasoline donations** to ensure that the program can be offered free of charge for all schools, teachers, parents and settlements who/that are interested in the initiative.

since 2013

**346 volunteers provided
2348 education sessions
for 62 831 children
1167 teachers and
220 parents
countrywide**