



# Telia Societal Impact Report 2022



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# 01 Foreword



Our mission at Telia is to further the development of society and make Estonia a better place to live and work in. An ethical, responsible and long-term approach is the foundation of our operations. When initiating new projects or developing existing ones, we always consider the impact of our environmental footprint and handprint.

We take into account the digital divide and design our activities so that no one is left behind. We find it important to comply with all privacy and security regulations.

**We focus on several essential impact areas - environment, digital inclusion, privacy, and cyber security to make our contribution. These areas are part of Telia's values and business strategy.**

With regards to the environment, our goal is to achieve zero emissions and zero waste through our commitment to the continuous improvement of our environmental management systems. This is possible only in cooperation with our partners and customers. Furthermore, to achieve the largest possible impact, we are focusing on areas

that are directly related to our business – innovation and digitalization. The latter has a great potential in terms of reducing the environmental impact – by offering customers environmentally friendly technologies and digital solutions, we can reduce direct costs and emissions.

We want everyone to be better included in the increasingly digitalized society and be able to keep up with rapidly developing technologies. Our special attention goes to children and the elderly population. Estonian society is ageing and this trend is likely to continue. Although many of the elderly population feel comfortable with digital devices, there are also quite a lot of those who need support with using various digital solutions that help to improve their lives.

Additionally, we need to consider the youth who is growing up in the digital world. Alongside offering various solutions, we need to provide help and increase the knowledge on how to act in the digital world in a way that it does more good than harm. Therefore, we have taken it to our hearts to address the data protection issues and to keep the digital society safe and secure by improving the awareness of our residential and business customers.



**Robert Pajos**  
CEO of Telia Estonia

In terms of digital inclusion, the society faces a number of challenges, for example, only 20% of the workforce in the ICT sector are women. Thus we strive to inspire the new generation and also the women already in the workforce to seek challenges in the world of technology.

I am sure we are on the right track. Telia has been awarded a gold level quality sign by the Responsible Business Forum of Estonia. This is a recognition for an honest, informed and environmentally conscious activity. Although a number of important steps have already been taken, there is a long way to go. All this is possible thanks to Telia's employees, customers, and partners. I would like to thank everyone who has embarked on this journey with us!



**VASTUTUSTUNDLIKU  
ETTEVÕTLUSE INDEKS  
KULDASE 2021**



# Environment

The roadmap that helps Telia to **achieve zero emissions and zero waste**

## 2019

Telia Company set out environmental goals (Daring Goals) in order to achieve zero emissions and zero waste throughout its entire value chain by 2030.

## 2021

Telia Company set goals for 2023 and 2025, based on which Telia Estonia set its own focus goals for 2022.

Energy efficiency: yearly energy consumption does not exceed 50 GW.

At least three green offers to business customers.

2022

Maintain the 2021 level of 6.3% of the "Trade-In" buyback service of all sold devices.

Environment and circular economy: 30% of employees have their own personal environmental goals.

## 2023

Telia's own activities are climate neutral\*. The company's energy consumption comes from renewable sources, thus, the goals have been met.

Energy consumption has decreased on an average of 5% per user.

Refurbished devices sales will increase substantially, through the "Trade-In" service and reusing customer premises equipment.

Telia Company will reach the following goals

## 2030

Telia's has reached zero emissions and zero waste across its entire value chain.

## 2025

Emissions related to Telia's own activities have been reduced twofold.

Emissions related to devices sold by Telia have been reduced by 29%.

72% of Telia suppliers have adopted science-based climate goals.

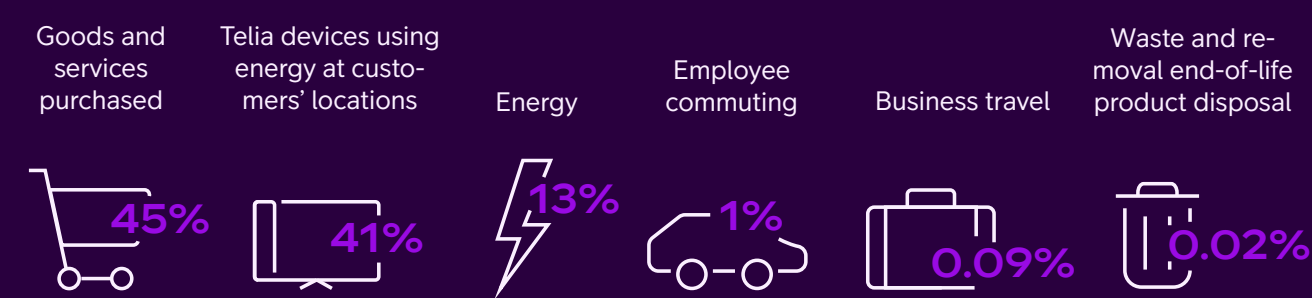


\*Climate neutrality within the framework of own activities means scope 1 and 2 calculations. 100% of Telia Company's energy use comes from renewable electricity. The rest of emissions which do not originate from renewable sources, e.g. business travel and vehicles, will be compensated. Additionally, measures will be taken to reduce all emissions.



Telia’s emissions across the entire value chain were as follows:

Methodology: Green House Protocol



Energy consumption and green energy

At the end of 2020, a solar farm that supplies Telia’s largest data center in Estonia was launched.

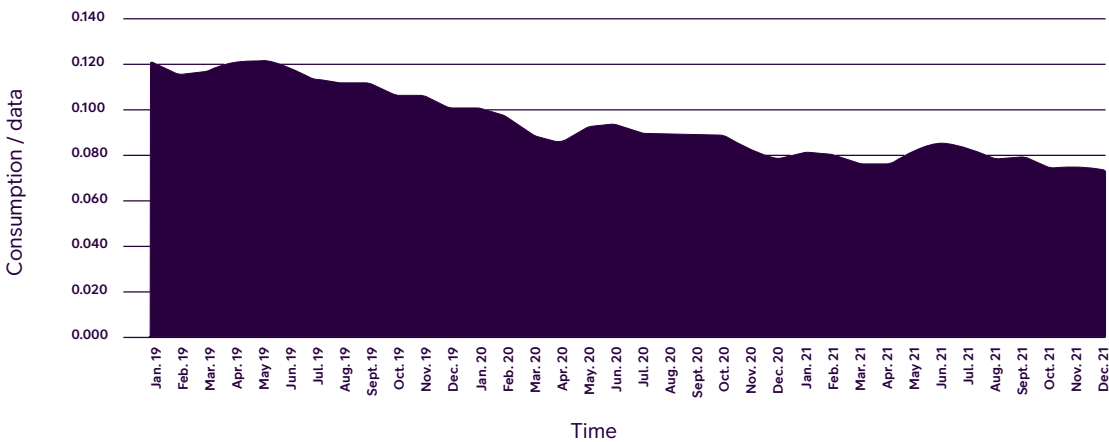
The capacity of the solar farm is 2x50 kW and the average planned annual production capacity is 119 MWh. In 2021, the capacity was 7% higher.

During one year of using the energy produced by the solar farm, approximately 160 tons of carbon dioxide were saved in emissions. This is comparable to driving 1.2 million kilometres with an average car that runs on gasoline.

In March 2021, Telia Estonia and Eesti Energia signed an agreement for the supply of 156 GWh of renewable energy. The electricity will be produced by the Telšiai wind farm in Lithuania.

The network was developed in a way that would enable a step-by-step yearly decrease of the amount of energy needed for the transmission of one data unit. This goal has been reached.

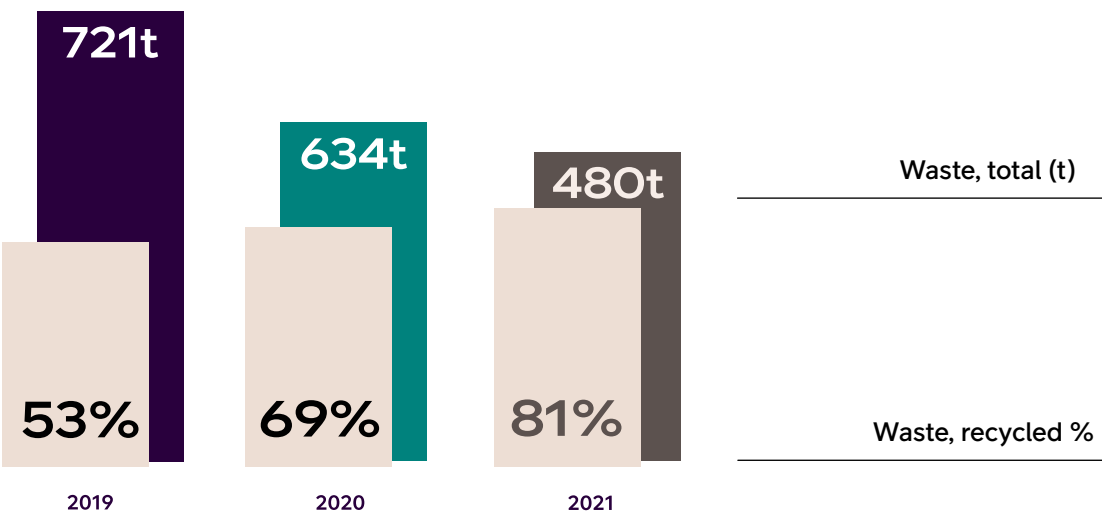
The ratio of energy consumption and data use



Waste, digital waste and circular economy

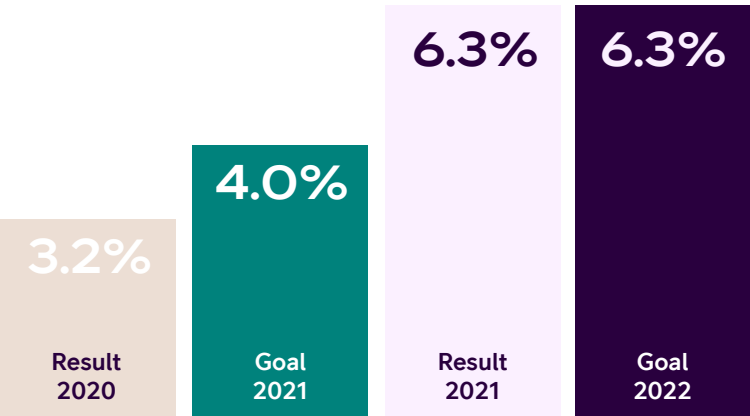
In the survey conducted in 2021 on Telia’s image with regards to addressing important social issues, 45% of respondents said that in terms of environmental issues, collecting and recycling old devices is the most important issue, which is an 11% increase compared to 2019. (Viilupi Uuringud, 2021)

The percentage of recycled waste has increased every year



Percentage of the “Trade-In” service of all sold equipments

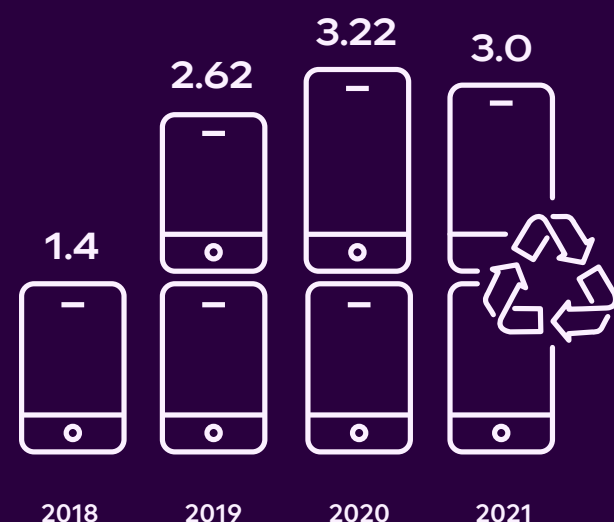
The “Trade-In” offer enables customers to get a discount on a new device upon returning an old mobile phone, tablet or laptop. Those devices that cannot be reused will be utilized following environmental regulations and the materials extracted will be recycled.





Telia recycles customer premises equipment, such as routers and set-top boxes

Recycling of customer-premises equipment (CPE) (mEUR)



Telia's subsidiary company Green IT provides B2B equipment rental service. At the end of the rental period, 99% of devices find a new owner and old devices are utilized following environmental requirements.

In 2020, Telia began selling used iPhones. The feedback on this initiative has been very positive, but the number of customers who have purchased used phones is quite small because used phones are sold and bought also through various e-commerce marketplaces.

*If the customer buys a used iPhone 8, it will save 46kg of emissions, because 80% of emissions come from the manufacturing process, which for a new iPhone 8 is 57kg.*

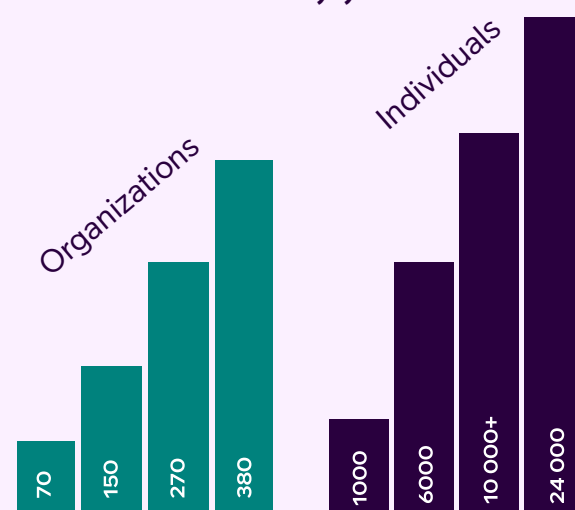
In 2021 Telia called upon individuals and organizations to participate in the third national digital clean-up day\*, which sets out to delete unnecessary content, i.e. digital trash, from devices.

*An average email account sends out emails with an impact roughly equivalent to driving 300km in a car. The digital clean-up day was awarded the EPRA environmentally sensitive communication initiative.*

In 2021, Telia and Kuusakoski launched an e-waste collection initiative Nutijaht.

*3,000 people participated in the campaign, 249 campaign codes were registered, 3,000 kg of electronic waste was collected.*

The number of participants in the digital clean-up day has increased every year



*\* The digital clean-up day is arranged in cooperation with the ELU project of Tallinn University, /this project ended in December 2021/, World Cleanup Day, Tartu Nature School, and the Green School network.*

## Environmental awareness

### Environmental indexing of mobile phones

In October 2021, Telia became the first mobile carrier in Estonia to **launch environmental indexing of mobile phones**. The index depicts the environmental impact throughout the devices' entire life cycle. This will help to increase the awareness of devices' environmental impact, which enables us to take this into account when purchasing a device. Furthermore, it will also increase the suppliers' motivation to decrease the environmental impact of the devices they produce.

### Environmental "advent calendar"

In December 2021, Telia brought a special advent calendar to its customers and social media followers. The calendar included 24 short and practical video clips where scientists and experts discussed crucial environmental issues and offered practical solutions for adopting an environmentally sensitive lifestyle. **Environmental video clips reached almost 100,000 viewers.**

### New trees to Järvselja Forest Research Center

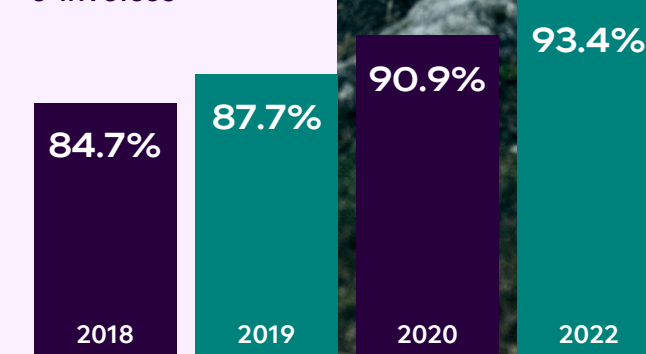
For several years, Telia has been active in promoting paperless billing. Last year, **Telia planted 7,000 trees** in the Järvselja forest on behalf of all customers who subscribed to e-billing.

*Järvselja Forest Research Center cooperates closely with the academic staff of Institute of Forestry and Rural Engineering at the Estonian University of Life Sciences.*



*Telia Estonia holds the ISO 14001 environmental certificate. Additionally, the energy management system has been certified according to ISO 50001, which means that Telia Estonia became the first in the Telia group to hold this certificate.*

Percentage of e-invoices







03  
Digital  
inclusion



One of the social focuses of Telia is to improve the conditions of living and working in Estonia through smart and inclusive digitalization.

An important part of digital inclusion is accessibility to Telia’s services and devices. Telia is working on this continuously and on a daily basis.

In the fall, Telia opened its first open-air digital store at the Rappel Center in Rapla. Digital stores enable Telia to provide services where traditional staffed stores are not available.

Telia’s goal for 2021 was to reach

**140 000**

people through digital inclusion.

The goal was exceeded substantially by reaching

**253 000**

people.

For 2025, Telia Company has set a goal to reach

**1 000 000**

people through digital inclusion.

*In the survey conducted in 2021 on Telia’s image with regards to addressing important social issues, 48% of respondents listed the necessity to improve the digital skills of seniors as one of the issues, while 47% noted that people with special needs should have more options for using technology. Furthermore, 47% of respondents found it important to put more effort into teaching STEM subjects and tech skills.*

*Telia has included a group of experts to ensure the accessibility of Telia services according to the WCAG standards.*

## Digital competence of seniors

In 2021, the Youth Digital Mentors program was launched with the purpose to enhance the digital skills of seniors under the guidance of young mentors and through that also build lasting relationships between the generations. The acquired knowledge also protects from falling for false information and scams and helps Telia to design more accessible and inclusive services and products for seniors.

**10**

In 2021, approximately 10 youth groups across Estonia participated.

**500**

More than 500 seniors follow the digital competence group on Facebook.

**100 000**

The initiative reached 100 000 viewers of the Prillitoos TV show.

## Seminars and conferences

### Conference “Women in Tech”

In April 2021, Telia together with the Ülemiste Center and Mainor arranged a conference “Women in Tech”. The conference was held against the backdrop of only a few women working in the technology sector both in Estonia and Telia.

The online conference was attended by

**7600**

viewers

### “Diversity talk” web seminar

In 2021, Telia held the ninth “Diversity talk” web seminar. The seminar was moderated at a studio in Tallinn. The participants discussed the accessibility of products and services and the fact that people with special needs bring a unique perspective to workplaces and unique problem-solving skills.

There were approximately

**400**

listeners



## Telia supports the promotion of technology education

### Apps and educational projects

#### Codesters.Club

Telia supports the Codesters.Club technology education program, which promotes technology studies at high schools that are not at the top in terms of STEM programs. In 2021, Telia increased the financial support for this program. Additionally, Telia provided computers to a school in Narva that joined the program in 2021.

**150 students participated in the program in 2021 (compared to 50 in 2020). In total 830 classes lasting 75 minutes were held.**

#### Solaride Academy

Telia supports the Solaride Academy project, which sets out to promote technology education. Solaride Academy is a program that provides training on team management, general management and sustainability.

**In 2021, Telia donated €15,000 set aside for Christmas presents to the Solaride Academy, making Telia the technology partner of this initiative.**

#### Clanbeat

In 2021, Telia together with Clanbeat, an ed-tech startup launched an app that helps teachers to notice and support students' wellbeing and enhance practices that support students in managing their development.

**In 2021, the app was available in 40% of Estonian schools.**

#### Smart City

Telia cooperates with Tartu University by supporting students who research Smart City services within the framework of their BA, MA and PhD theses.

Together with Mainor and Ülemiste Center, Telia develops Smart City services in Tallinn.

### Universities

In 2021, within the framework of the 5G-ROUTES project, to manage one of the most complex dimensions of most EU projects, an architecture of the technical solution was created. Telia has also supported the establishment of the IoT professor's chair at TalTech.

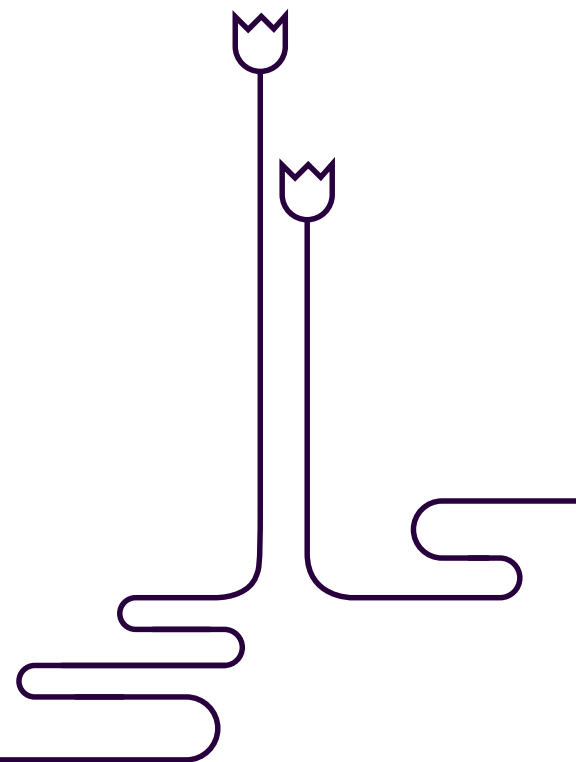
Telia supports the IT labs project at Tartu University. The purpose of the project is to promote tech-related knowledge in primary schools in remote areas of Estonia in order to support talented youth. In 2021, 7 schools were selected for the program.

### Students and research

Telia also offers scholarships for ICT students.

In 2021, several theses researching Telia's 5G network were defended at TalTech. Telia supported students in setting up the network and devices, delivered necessary devices to the university and participated in the supervision process and thesis defense committee work. Several PhD candidates and post-doc researchers studied Telia's 4G and 5G networks and wrote several peer-reviewed articles on the subject.

*"An Empirical Modeling for the Baseline Energy Consumption of an NB-IoT Radio Transceiver" by Sikandar M. Zulqarnain Khan, Muhammad Mahtab Alam, Yannick Le Moullec, Alar Kuusik, Sven Päränd (Head of Telia's mobile services), and Christos Verikoukis, was selected as the best research article of 2021 in the School of Information Technologies at TalTech.*



Digital inclusion





# 04 Privacy and security

In the survey conducted in 2021 on Telia's image with regards to addressing important social issues, topics related to internet security stood out. 47% of respondents highlighted the issues of privacy and data protection, while 33% found that cyberbullying is the most important issue to tackle. Compared to 2019, both issues showed an increase. In the area of privacy and security, 75% of respondents listed protection of personal data and secure internet usage as the most important issue. (Viilup Uuringud, 2021)

## Safe and secure internet usage for children and young people

Telia's goal is to ensure safe and secure internet usage for children and young people because these groups are especially vulnerable in terms of internet dangers, for example, age-sensitive content and cyberbullying.

For Telia, the latter issue is very important because a quarter of Estonian children have experienced cyberbullying.

## "Greatest Courage"

In November 2021, Telia ran the "Greatest Courage" campaign focused on acknowledging and preventing cyberbullying. This campaign has been arranged for five consecutive years, featuring teachers, parents and Telia employees as volunteers.

As a logical follow up to the "Greatest Courage" campaign, Telia provided support to the Bullying-Free School foundation for creating e-learning materials. The Bullying-Free School uses a science-based methodology to promote bullying prevention at schools.

**The 2021 campaign brought 20,000 visitors to the suurimjulgus.ee website, and 250 people subscribed to attend the "Greatest Courage" week event on Facebook.**

Within the campaign framework and on a yearly basis, Telia cooperates with several experts, for example, Estonian Union for Child Welfare, Helpline for Children, Bullying-Free School, The Center for Ethics of the University of Tartu, Tolerant School, Estonian Ministry of Education and Research, and the office of Chancellor of Justice.



## Cybersecurity game Spoofy

Telia supported the development of Spoofy, a cybersecurity game for elementary school students by arranging communication and dissemination activities, recording voices of the characters, and offering a web platform for the game.

**The online version of the game has been played by 26 000 unique visitors.**

In the fall of 2021, Telia together with the Estonian Union for Child Welfare conducted a study on the trustworthiness of data within the framework of the Children's Advisory Panel initiative.

*The study included workshops with 100 children at the Kostivere school, Tallinn Ühisgümnaasium and Laagna Gümnaasium.*

**68%**

**of Estonian children participating in the survey have encountered false information online.**

Telia IT services have been certified according to ISO 27001 (information security management) which ensures that Telia identifies, evaluates and manages security risks on a regular basis.





# Telia's employees carry forward Telia's values of responsible management culture

In 2021, Telia together with TalTech surveyed Telia's employees' health behavior, showing that health awareness is high: people are engaged in sports, they consume healthy food, and place a high value on work-family balance. Most psychosocial danger factors are constantly being assessed at Telia at the management level.

## Cooperation

At Telia, many people and teams work with sustainability issues. However, the biggest change will be achieved if all employees do their part.

In 2021, we started preparations for creating the possibility for all Telia employees to link their personal goals with Telia's sustainability goals. These goals are also a part of the employees' yearly evaluation process. The aim for 2022 is to have 50% of Telia's employees link their personal goals with Telia's sustainability goals in terms of environment, digital inclusion, privacy, or security.

## Safe and modern working environment

A safe working environment is an integral part of Telia's core activities, and thus, the company works continuously on designing a modern work environment and ensuring the wellbeing of employees. Telia has its own sports club, and throughout the year events and lectures are arranged on various topics related to physical and mental health.

Furthermore, all Telia employees have unlimited access to free coaching or psychological service. To support the work and family life balance and families with small children, Telia provides a free e-nanny service.

## Voluntary contribution

Telia supports its employees' volunteer work that advance digitalization of the society or reduce risks related to digitalization through the YOUNITE program. Telia allocates at least 8 hours a year for each employee for volunteer work purposes. The largest amount of volunteer work is done by giving talks at schools about safe and secure internet and cyberbullying. Approximately 25% of Telia's employees are involved in volunteer work.

Telia's employees can and want to participate in grassroot initiatives. For example, there is a group since 2021 that meets regularly to discuss how to promote issues related to diversity, inclusion and environment within Telia. Another example is the group of environmental ambassadors who organized tree planting at Järvselja with 40 participants. Additionally, most Telia employees have participated in a training course on environmental issues.



## Internship

In 2021, Telia joined the internship program for education leaders initiated by the Heat-eo SA. Telia employs interns every year, and in 2021, 68 university students and 15 high school students participated in Telia's internship program.

## Telia employs 1,595 people in 18 locations across Estonia.

	Total	Citizenship		Age			Employees with special needs	Gender	
		Estonian	Other	Under 26	26-50	Over 50		Men	Women
Employees	1546	1539	7	96	1161	293	17	807	739
Mid-level managers	39	39			26	13		20	19
Top managers	10	9	1		9	1		5	5
Employees with children younger than 3 years of age	355						4	172	183
Total	1595	1587	8	92	1196	307	17	832	763

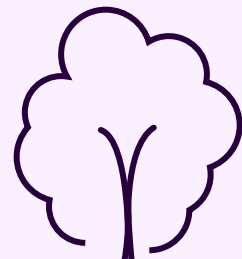
In 2021, Telia received the Rainbow Hero award from the LGBT Association. Telia has been recognized as the best employer of the ICT sector by CV Online, an Estonian job portal. The results of various surveys have brought Telia the recognition as an attractive employer among the experienced workforce, IT specialists, and university students.

Telia Estonia holds the ISO 45001 Occupational Health and Safety and ISO 9001 Quality Management System certificates.



# Societal impact of Telia

The societal impact is expressed through core business activities, support projects and campaigns and is most visible through **three focus areas**:



## Environment

*The goal*

Goal is to reach zero emissions and zero waste by 2030.

*Keywords*

Green energy, Digital Cleanup Day, circular economy, environmental awareness, digitalization.

## Digital inclusion

*The goal*

To provide equal opportunities for all - include and empower those who risk being left behind and take into account the diversity of our employees and clients.

*Keywords*

Digital competence of seniors, accessibility, women in technology, technology education, Smart City.



## Privacy and security

*The goal*

Ensure privacy and security in all products and services and enhance digital security skills.

*Keywords*

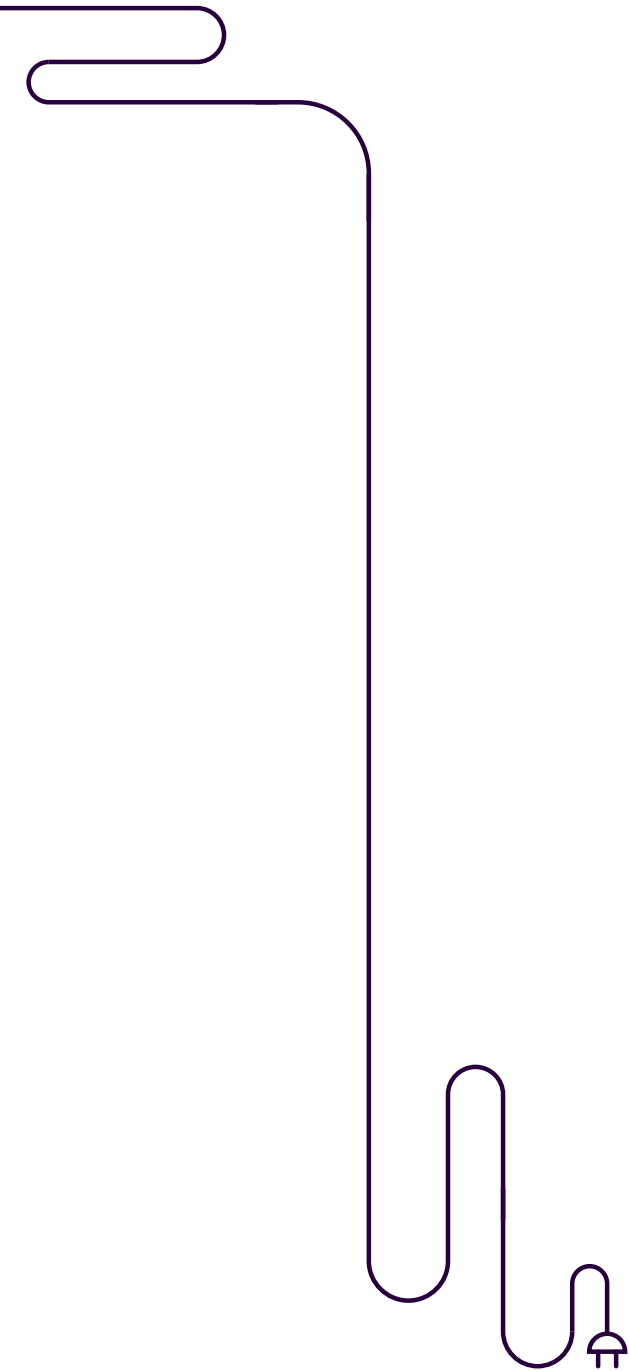
Greatest Courage, safe internet usage for seniors and children, fighting misinformation, data protection, awareness.

The societal impact of Telia is amplified directly through its employees, customers, partners and indirectly through its competitors and the families and communities of all of the above.

**Through its activities, Telia contributes to the following UN Sustainable Development Goals**







**Boldly better!**

For more information, please contact

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