Swisscom AG (Swisscom)

	GHG EMISSIONS
ACKNOWLEDGE	● ○ ○ ○
PRIORITISE	● ○ ○ ○
SET STRATEGY & GOALS	● ● ○ ○
TRACK	● ○ ○ ○

Background on Swisscom

Swisscom is a Swiss telecommunications company. It was founded in 1998 and is headquartered in Worblaufen near Bern. It primarily offers mobile telecommunication and TV services to its customers but also offers specialised telecommunication services to the hotel industry. It employed 21,637 people and reported revenues of CHF11 billion in 2015. It is a publicly traded company listed on the SIX Swiss Exchange.

How did Swisscom come to start thinking about context?

Swisscom has been working to reduce its GHG emissions footprint since 2006 when it joined the WWF's Climate Savers program[1]. Four years later in 2010, Swisscom launched an online tool called Green ICT Check which had been developed in conjunction with a non-profit foundation called myclimate[2]. The tool allows businesses to calculate potential savings in both GHG emissions and costs through more sustainable deployment of ICT solutions that enable changes in the way a customer operates (such as enabling mobile and remote working)[2]. Additionally, in 2010, Swisscom aimed to extend its sphere of influence by partnering with myclimate to launch the Energy and Climate Pioneers initiative, which aimed to inspire students to develop projects that contributed towards finding ways to use energy more sustainably and reduce overall GHG emissions[3].

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[1]   Climate Savers (2014). Swisscom – Factsheet. Accessed at: http://climatesavers.org/wp-content/uploads/2015/07/Swisscom-factsheet.pdf
[2]   Swisscom (2010). Swisscom launches Green ICT Check for businesses. Accessed at: https://www.swisscom.ch/en/about/medien/press-releases/2010/05/20100520_MM_Green_ICT_Check.html
[3]   Myclimate (2015). myclimate partner profile Swisscom: Together for more sustainability. Accessed at: https://www.myclimate.org/fr/nouvelles-presse/nouvelles/detail/myclimate-partner-profile-swisscom-together-for-more-sustainability-13223/

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In 2014, recognising that its business strategy was intimately linked to its corporate responsibility strategy, Swisscom announced that it would be dovetailing the two strategies together[4]. A year later in 2015, Swisscom announced that it has set six binding sustainability goals: three covering its customers, two covering its employees, and one covering Switzerland[5]. The company aimed to achieve these goals by 2020[6]. The goals covered areas such as energy efficiency, climate protection, work and life, improving media skills, becoming an attractive employer, creating a fair value chain, and connecting Switzerland[6]. The motivation for the scope of these goals lay in the recognition that the company's corporate strategy is integrally connected to its surrounding environment and Swiss society and economy[5]. To support its climate goal, Swisscom set a contextual GHG emissions goal in 2016[6]. This goal was assessed by the Science-based Targets initiative, using the initiatives's assessment criteria, and found to be in line with current climate science data that aims to limit global temperatures rising 2°C above pre-industrial levels[6].

What does context look like at Swisscom?

1 ACKNOWLEDGE the need to operate within global, regional, and/or local socio-ecological thresholds.

GHG EMISSIONS   ● ○ ○ ○
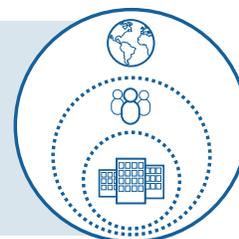
GHG emissions: Swisscom only discusses the importance of this ecological issue in general terms. The company comments that climate changes present a risk to all businesses, but as a telecommunication company, increasing levels of precipitation, higher temperatures, and extreme meteorological events (associated with a changing climate) can increase the risk of compromising telecommunication products and networks[6]. The company has committed to working to help its customers to save twice as much CO_2 as Swisscom and its value chain emits by 2020, which it refers to as its "2:1 Target"[7, 8].

Other thresholds: Swisscom acknowledges the importance of other socio-ecological issues such as biodiversity and diversity but does not yet discuss them with reference to thresholds.

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[4] Swisscom (2014). Sustainability Report 2014. Accessed at: https://www.swisscom.ch/dam/swisscom/en/about/media/publications/documents/cr-report-2014.pdf
[5] Swisscom (2015). Sustainability Goals for 2020. Accessed at: https://www.swisscom.ch/content/dam/swisscom/en/about/responsibility/objectives/documents/our-cr-goals-for-2020.pdf.res/our-cr-goals-for-2020.pdf
[6] Swisscom (2016). Sustainability Report 2016. Accessed at: http://reports.swisscom.ch/download/2016/en/swisscom_nachhaltigkeitsbericht_gesamt_2016_en.pdf
[7] Swisscom (2016). The Climate Protection Target for 2020: 2 to 1. Accessed at: http://reports.swisscom.ch/en/2016/report/corporate-responsibility/energy-efficiency-and-climate-protection/the-climate-protection-target-for-2020-2-to-1
[8] Swisscom (2015). Energy efficiency and climate protection. http://reports.swisscom.ch/en/2015/report/corporate-responsibility/energy-efficiency-and-climate-protection

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2 Transparently understand and **PRIORITISE** a set of focus areas in relation to key socio-ecological trends at the global, regional, and/or local level.
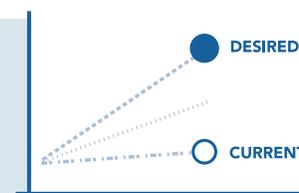
GHG EMISSIONS ● ○ ○ ○

Swisscom appears to use what we call a 'classic' materiality approach whereby it aims to balance the importance and relevance of an issue with its stakeholders' interests, the impacts on the company's financial position, and the alignment of the issue with the company's mission statement[6]. When the UN Sustainable Development Goals (SDGs) were released in 2015, the company conducted an assessment to examine the degree to which its strategy aligned with the SDGs. The conclusion of this review was that the company's focus areas were broadly aligned with the SDGs and that only minor work was needed to improve a few areas[6].

GHG emissions: Swisscom recognises that it is one of the ten largest purchasers of power in Switzerland and that there are large opportunities to reduce GHG emissions within the ICT sector (citing a study by the Global e-Sustainability Initiative)[5, 9]. The company actively measures the CO_2 equivalents that are saved by its customers through the use of its services and the GHG emissions arising from the operations of both itself and its value chain[5]. Using this data, Swisscom has been able to determine that most of its GHG emissions are generated through the activities of its value chain. The company has commented that it used this realisation to priorities its GHG emission reduction actions[6]. The company aims to expand its influence with its customers, through tools like the Green ICT Check, by helping customer understand how they can better use ICT solutions to reduce their own GHG emissions[10].

3 **SET STRATEGY AND GOALS** by transparently articulating the current performance gap and what portion of this gap the business will address.

GHG EMISSIONS ● ● ○ ○

● DESIRED

○ CURRENT

GHG emissions: Swisscom has committed to reduce its scope 1 GHG emissions by 10%, its scope 2 GHG emissions by 100%, and its scope 3 GHG emissions by 18% by 2020 using a 2013 baseline[11]. Swisscom comments that it worked with WWF and myclimate to develop a calculation method that aligned with the latest climate science data[6]. The company has said that

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[9] Swisscom (2016). CO2 savings by customers thanks to sustainable ICT services. Accessed at: http://reports.swisscom.ch/en/2016/report/corporate-responsibility/energy-efficiency-and-climate-protection/co2-savings-by-customers-thanks-to-sustainable-ict-services

[10] Swisscom (n.d.). Green ICT Overview. Accessed at: https://www.swisscom.ch/en/business/greenict/overview.html

[11] Science-based Targets Initiative (n.d.). Companies Taking Action. Accessed at: http://sciencebasedtargets.org/companies-taking-action/

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it transparently disclosed all of its calculations and assumptions to its partners while developing its goal but it has yet to outline if it intends to make these assumptions, and its approach, more widely available[6]. The company has set a goal that aims to measure the influence it has on its customers under the company's "2:1 Target"[6].

Other thresholds: Swisscom has not yet set contextual goals in relation to any other thresholds.

4 Transparently **TRACK** performance against realistic trajectory targets.

GHG EMISSIONS ● ○ ○ ○

GHG emissions: Swisscom has a history of reporting its scope 1, 2, and 3 GHG emission reduction performance within its sustainability reports[6]. However, it has yet to use this to develop a realistic set of annual trajectory targets that could be used to monitor its progress towards achieving its goal. The company also measures its influence on customer GHG emission reductions through its "2:1 Target" updates within its sustainability reports[6].

Other thresholds: Swisscom reports its performance against other socio-ecological issues such as biodiversity and diversity but does not yet report its progress in relation to their associated thresholds.

What is the road ahead for context at Swisscom?

While Swisscom has been focusing on reducing emissions within its value chain and supporting its customers in reducing their GHG emissions, it is now turning its attention to its direct GHG emissions[6]. As part of its long-term GHG emission reduction strategy, Swisscom is working to improve the energy efficiency of its IT networks, increase the procurement of domestic renewable energy, procure more efficient and smaller company vehicles, and optimise service team traffic routes[1].

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