



# Corporate Social Responsibility at Nokia Siemens Networks Portugal

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# Guiding Principles

We have a role as an infrastructure supplier in the telecommunications sector,

...while we recognize the strong track record of our parent companies, ...





Strong  
heritage

Nokia Siemens  
Networks



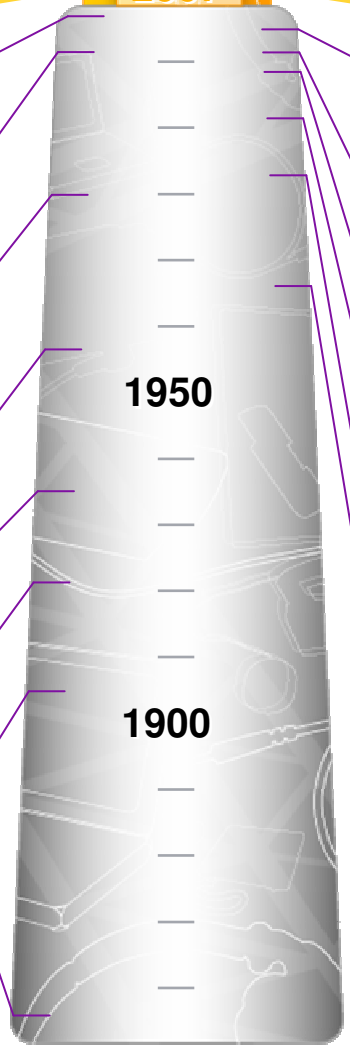
# Pioneering innovators join forces

## Siemens since 1847

## Nokia since 1865

2007

- 2006** Industry first live demonstration of Long Term Evolution
- 2001** Built first UMTS network in Europe
- 1980** The first telephone exchange using the digital electronic switching system EWSD goes into operation
- 1957** The beginning of data processing
- 1935** Construction of Telefunken television set
- 1921** Completion of the Rhineland telephone cable
- 1905** First automatic Telephone exchange
- 1855** Russian long-distance telephony network
- Founded 1847**



- 2004** Industry first commercial end-to-end 3GPP IP Multimedia Subsystem
- 2001** World's first Multimedia Messaging Service Center
- 1999** World's first triple-mode (GSM, EDGE, WCDMA) base station
- 1991** World's first GSM call made in Radiolinja's network, supplied by Nokia
- 1982** Europe's first digital exchange, the DX 200
- 1967** Nokia's first generation of manual radio telephone systems
- Roots in paper, rubber, and cables, in just over 100 years Nokia becomes a powerful industrial conglomerate
- Founded 1865**



# Pioneering innovators join forces

## Nokia Helping Hands and Community Programs

### Disaster relief and Employee Volunteering

- through products and volunteer activities

### Youth Development e.g. BridgeIT

- bringing multimedia educational content to schools

### Universal Access, e.g. Grameen Village Phone

- to support socio-economic development and poverty alleviation

## Siemens Caring Hands and Siemens Generation 21



- For people in need (volunteering, disaster relief, social giving)
- Corporate message: We actively support with our know how, personal engagement and financial aid to improve tomorrow's life of the communities.



- Global education program that comprises all education-related activities of Siemens
- Corporate message: "We help develop the high potentials of the 21st century."

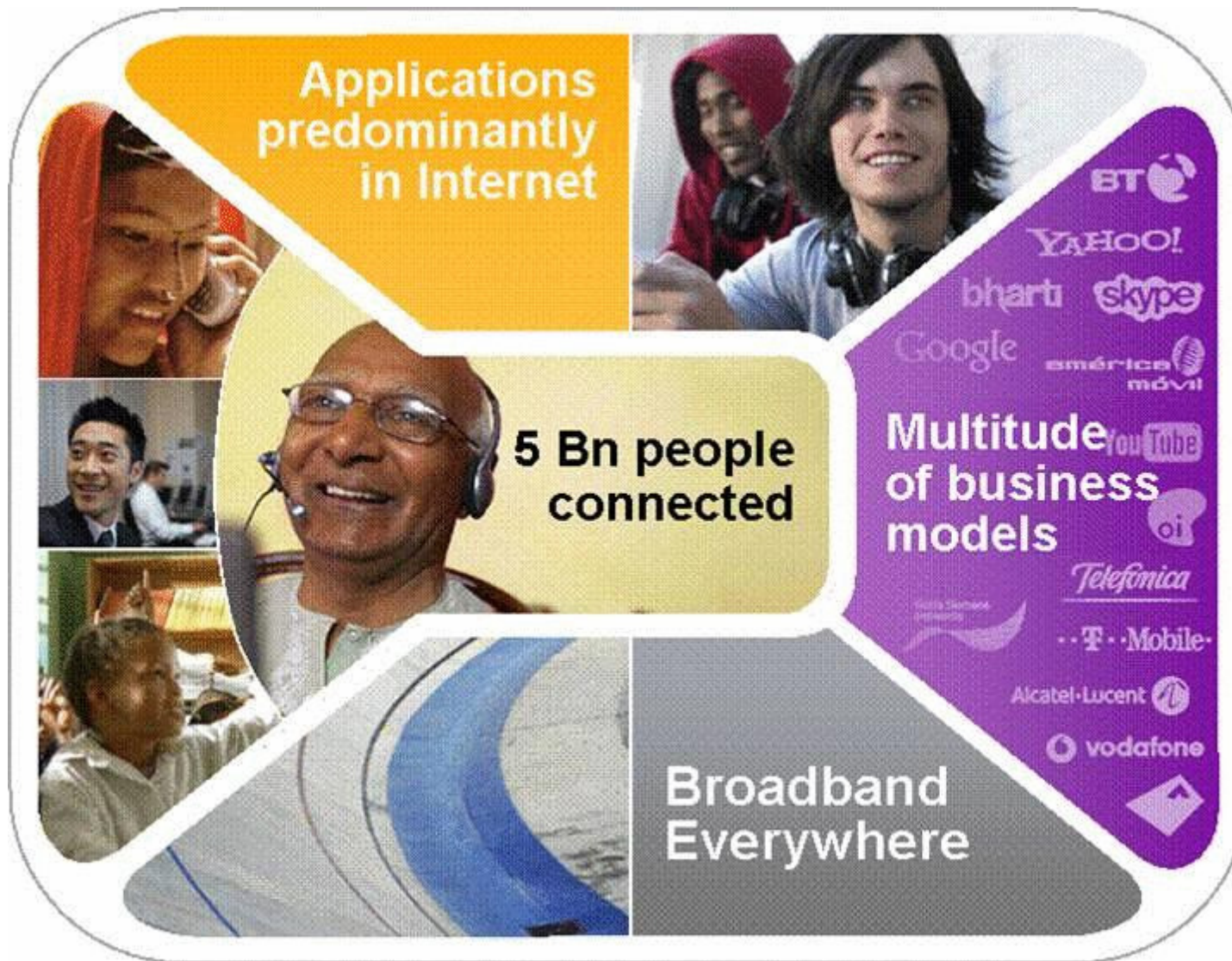


## **Mission**

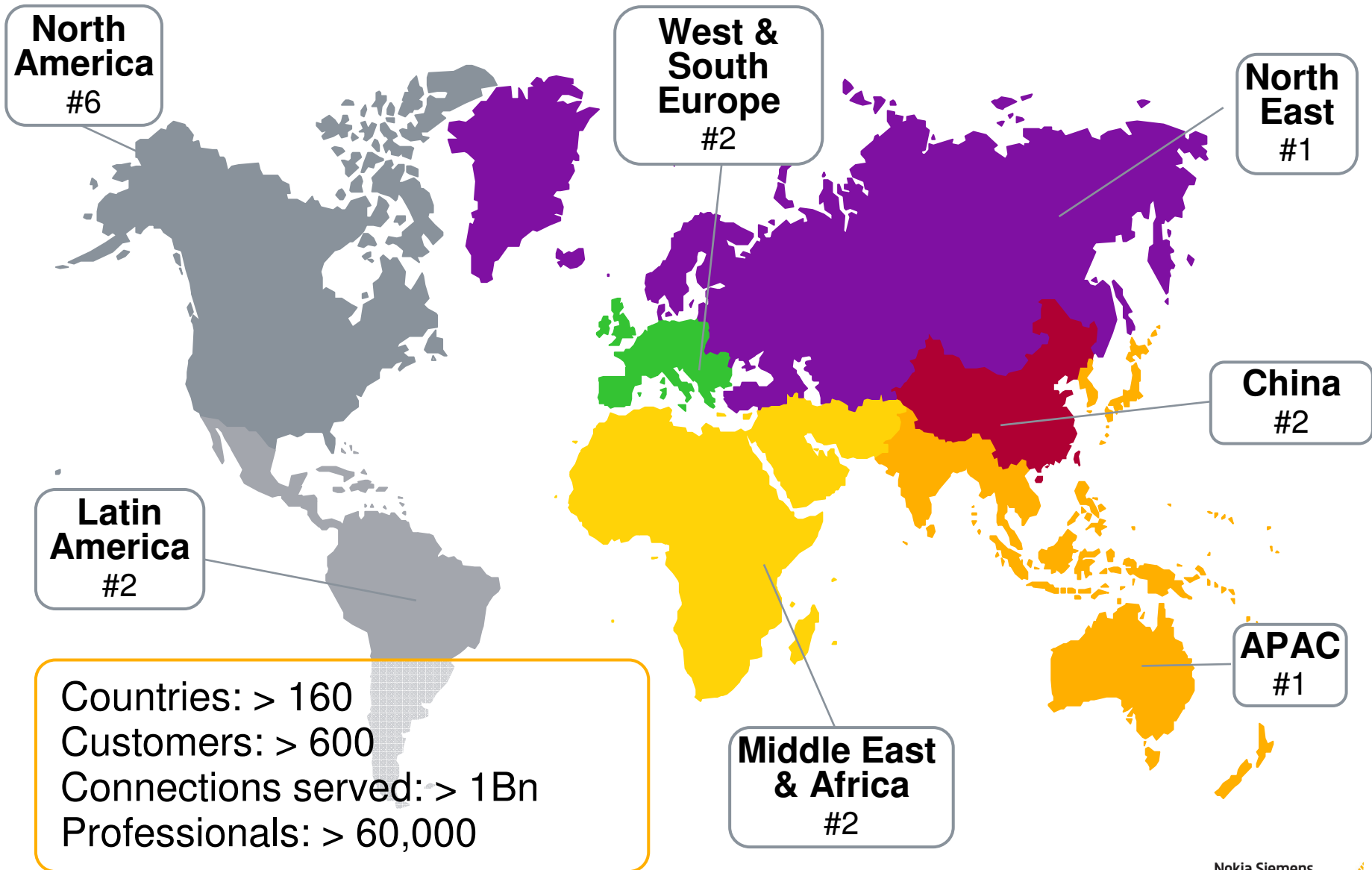
**In applying our programs and principles,  
we strive for more than legal compliance  
and want to be considered among the  
world's best companies  
in Corporate Social Responsibility.**

# Market vision and opportunity

# Our market vision of 2015 – the World connected



# Global presence and service capability



# The recognition of an opportunity

- **At NSN we want to closely link Corporate Social Responsibility (CSR) to our business for it to be more effective, credible and bring long lasting benefits to our business.**
- **Employees expect their employers to be socially responsible members of their community.**
- **Community involvement is a great way to increase employee engagement and commitment.**

# The triple bottom line

Economic performance	Environmental performance	Social performance
<ul style="list-style-type: none"> <li>Profits &amp; growth</li> <li>Assets &amp; liabilities</li> <li>Dividends &amp; shareholder return</li> <li>Choice, information and service for customers</li> <li>Tax</li> <li>Employment</li> <li>R&amp;D</li> <li>Competition</li> <li>Investment &amp; divestment</li> <li>IPRs and technology transfer</li> <li>Preventing bribery and corruption</li> <li>Ethical trading &amp; consumer rights</li> </ul>	<ul style="list-style-type: none"> <li>Product performance, e.g. use of energy and materials</li> <li>Supplier management</li> <li>Use of energy and water, emissions, waste management in manufacturing</li> <li>Reuse, recycling, recovery</li> <li>Product safety</li> <li>Working environment</li> </ul>	<ul style="list-style-type: none"> <li>Labor conditions</li> <li>Health and safety</li> <li>Employee welfare</li> <li>Diversity &amp; non-discrimination</li> <li>Talent development</li> <li>Worker councils and staff fora</li> <li>Human rights</li> <li>Privacy</li> <li>Product responsibility</li> <li>Sustainable marketing</li> <li>Social investments/ Community involvement/ Philanthropy</li> <li>Openness to stakeholders</li> </ul>



## Shaping the future together

### Network

*Our ambition is to create a workplace with a variety of virtual knowledge networks enable sharing ideas and best practices among the talented colleagues across the globe.*

- University Cooperation Program
- Knowledge Networking
- Induction

### Care

*Our ambition is to create a caring, balanced workplace, where people can pursue their passions and contribute to good causes*

- Worklife Balance/ Wellbeing
- Corporate Social Responsibility

### Discover

*Our ambition is to create a workplace where our customers and employees guide our transformation and where everyone can make a difference.*

- Personal Growth
- Career Development
- Training

# Putting the Strength of our Technology to Work

## CSR Activities and Programs

... to show our employees, our customers, and the communities in which we live that we care.

- Supporting corporate strategy
- Providing focus to local activities
- Hands together with our customers
- Supported by employee volunteer program

# Global program

# The key principles

1. **Strong local relevance**, tightly linked to NSN business or NSN's local business interests
2. **Long-term relationships** with local partners
3. **Hands-on involvement** (employee volunteering).

# The CSR programs



- **PIONEERING:** *Unite and Connect Communities*
- **PASSIONATE:** *Disaster relief and preparedness*
- **PRAGMATIC:** *Influencing Access to Education*

• All volunteering hours need to be registered in the ***volunteering on-line tool***:  
<http://domino.inside.nokiasiemensnetworks.com/cef/volunteer/volunteer.nsf>



# PIONEERING: *Unite and Connect Communities*



## Village Connection

- offering affordable voice and sms connectivity to villages for a relatively low investment
- Affordable connectivity for rural villages
- A new business model for village networks
- Delivering significant economic and welfare improvements

➤ **Portfolio Solution**

## New Growth Markets

- 80% of new mobile users come from new growth markets, Internet starting to take up
- Lower income levels require dedicated business models and end-to-end approach
- Internet for the next billion

➤ **Portfolio Solution**



# PASSIONATE: *Disaster relief and preparedness*



## Natural Disasters

- Provide technical expertise to ensure availability of communications
- Ensure the safety of NSN's employees and families.

**Phase 0**  
*Preparedness*

**Phase 1 (0-72h)**  
*Donations + expertise*

**Phase 2 (3d – 3w)**  
**Recover networks**

**Phase 3 (w's – m's)**  
**Reconstruction**

- **Financial support**
- **Partnership with customers**
- **Volunteering**

# PRAGMATIC: *Influencing Access to Education*

## Education for All

*NSN wants to support the UN Millenium Development Goals of reducing illiteracy and promoting education on all levels.*



- Support of education, with focus on technology, especially information and communications technologies
- A combination of volunteer activities and engineering, technical and clerical skills of employees, thereby getting engaged both in physical infrastructure and in skills development
- Schools, universities and educational projects around the world



- **Volunteering**
- **Donations**
- **Partnerships**

# Project Effectiveness Metrics

## Employee Engagement Survey & Pulse survey results

### Volunteering

Contribution input (hours) – [Global Volunteering Tracking Tool](#), [Global Volunteering policy](#)

Qualitative feedback from Institute/Centre/Charity Head, e.g. feedback forms to measure output.

**Media/Comms** activities, with follow up at 6 monthly periods.  
general media monitoring

Marketing owned feedback mechanism on brand perception

### Donations

Amount

Destination of amount

Audited report of the recipient organisation's balance sheet



# Local actions

# Guiding Principles

We engage in sustainable development of the communities in which we are active...

... rather than providing marketing or communication opportunities, we want to measure long-term results for the beneficiaries of our activities.

# Engagement in an integrated way



**Hands-on, long term approach to Corporate Social responsibility programs, where the difference can be made with our expertise and technology**



**Our Customers are increasingly interested in our corporate responsibility track record and involvement within the communities in which we operate**

**Employees**



**Employees expect NSN to be socially responsible members of the community.**

**Key-driver for employees' engagement and commitment**

# Choosing activities

- **Aligned with one of the Corporate Social Responsibility programs (priorities of NSN)**
- **Strong local relevance**
- **Long-term relationships with local partners and include elements of hands-on involvement (employee volunteering)**

# Local actions

## PIONEERING: *Unite and Connect Communities*

### Os Francisquinhos

(Associação Pais e Amigos do Hospital de S. Francisco Xavier)

- Designing the web site
- Team building activities where social value is there (*under development*)
- Donation of goods

Volunteering



### Banco não Alimentar

(partnership under study)

- Donation of IT material for prisons
- Volunteering activities for teaching IT in prisons
- Donation of electronic devices

Donation of goods

Volunteering

# Local actions

## PASSIONATE: *Disaster relief and preparedness*

### Hospital Fernando Fonseca

- Approx. 30,000 children and teenagers per year use the Hospital
- Employees' volunteer donation in Christmas '08
- Donation of FNAC vouchers to the service of pediatry of Hospital that serves the community



Donation of goods



### Banco Alimentar

(partnership under study)

- Approx. 250,000 people covered by Banco Alimentar
- Volunteering activities for collecting food during weekends, campaign in supermarkets → Family building

Volunteering

### IPS

- Blood and bone marrow donation
- 77 volunteers

Donation



INSTITUTO PORTUGUÊS DO SANGUE, IP

# Local actions

## PRAGMATIC: *Influencing Access to Education*



### Centro Social Bairro 6 de Maio

- 900 families mostly coming from Cabo Verde, Guiné, São Tomé, Angola
- Donation of IT materials
- Donation of Christmas '08 gifts employees have been offered by suppliers – Code of Conduct
- Team building activities where social value is there (*under development*)
- Volunteering with children, teenagers, elders

Volunteering

Donation of goods



# Local kick-off: key action points

- Nominate one responsible person in the Country for Uniting Communities programs.
- Decide on one or two corporate level priorities for community involvement for the longer term for your country.
- Assign budget for activities in the country: see separate budgeting & control guidelines for CSR
- Choose one project to get started
- Check any compliance issues and carry out due diligence of any external partners.
- Seek other local partners. Create a list of local partners, volunteering opportunities and contact details to offer to employees to join at their convenience.

# Corporate Social Responsibility

**Work.  
Life.  
Connected.**



# Corporate Social Responsibility

**Do it. Live it.**

**Show the world we care!**



# Nokia Siemens Networks

