

We take responsibility.

Telekom CR projects.
Low Carbon Society



Umbrella Certificate granted by DQS GmbH for the second time on 21.12.2009

Integrates 16 different companies Mobile: Poland, Germany, Greece, Austria, Croatia, UK, FYRo Macedonia, T-Systems: Germany, Czech Republic, Spain, Hungary, Fixed Network: Germany, Greece, Slovakia, Hungary, Croatia. In 2010 we want the 16 companies to remain in the umbrella certificate and want to integrate new ones: national: DeTeFleetServices GmbH, PASM international: TM NL, TM CZ; T Systems Austria Extension to a Health-, Safety- + Environmental (HSE) Management System First certificates in 2010 (TSI Austria, TSI Mexiko, TSI UK, TSI Slovak) in 2011 DT headquarters and 10 additional subsidiaries will be certified.

Field: Low Carbon Society
Start: October, 01th 2008
Cycle: Ongoing



Sustainability Day is an unconventional but professional conference and exhibition. Its main target group is young people aged between 15 and 25. With this conference, Magyar Telekom seeks to raise public awareness and to place sustainability issues on the agenda. Sustainability Day is special and unconventional because it is fascinating, interactive, hyperactive and complex and focuses on the key issues of sustainability.

Field:	Low Carbon Society
Start:	November, 21 st 2008
Cycle:	Yearly



T-Mobile and T-Systems started a campaign to raise awareness regarding sustainability and environmental protection. Our companies' target is to treat resources in both companies with care. Two „Green days“ have been organised to present running projects regarding climate protection to employees and to collect ideas how to make the companies more „green“. Already realized were e.g. bike service (free-of-charge for employees) and projects for recycling.

Field:	Low Carbon Society
Start:	2010
Cycle:	Ongoing



The initiative for the project was started by an Association of citizens "Tree day-Plant your future". The association received large support by the company and it developed in campaign for motivating all employees to take part of the action. Furthermore, the company supported and funded the Association for making the activity a nation-wide event and raise the awareness for all the citizens of RM. Now, twice per year the employees of Makedonski Telekom and T-Mobile Macedonia are planting trees and are also decorating areas in the city park. They are also giving the occasional passengers flowerpots with magenta flowers, which contain unique ecological messages such as "If you plant a tree in your back yard today, in 5 years, your electricity bill will reduce by 3%, and in 15 year, by around 12%". MKT and TMMK are showing in practice their care for the environment and by taking part in this action they are sending powerful eco-message to the Macedonian public.

Field:	Low Carbon Society
Start:	2008
Cycle:	Ongoing



T-Mobile is the first Croatian mobile operator to recycle mobile phones and more than 100.000 collected and recycled phones are an indicator of customers' ecology awareness. The phones are managed according to ISO 14001 and other ecology standards. Customers can also contact us with suggestions on environment protection at a dedicated e-mail address.

Field:	Low Carbon Society
Start:	2005
Duration:	Long term

Cooperation with the NGOs "ANIMA" and "CALLISTO".

OTE S.A., Greece



OTE S.A in cooperation with the two NGOs takes a step forward in matters of nature and wildlife conservation, and is determined to continue its support towards organizations who are active in that field. The Association for the Protection and Welfare of Wildlife "ANIMA" was founded in September 2005. Its members consist of individuals with unique experience in the protection of the natural environment and the caring for wild animals. The need to upgrade and modernize the welfare and release of wild animals led to the foundation of the Association, according to international standards. "CALLISTO" was officially founded in 2004, but has already been active for 15 years in the mountains of Pindos, Rodopi and Gramos. OTE is actively involved in the support of forest protection and forest fire fighting programme in North Pindos as well as the study for genetic monitoring of the brown bear through the placement of OTE poles in Rodopi.

Field:	Low Carbon Society
Start:	2010 with NGO "ANIMA" and 2008 with NGO "CALLISTO"
Cycle:	One year respectively 3 years, possibility of extension



Telekom Germany has supported over 300 ecological and nature conservation projects. Among these projects are programmes aimed at protecting rivers and lakes, forest conservation schemes, and ecological education programmes. In 2010 Telekom Germany is also funding the nature conservation fund “Living Forests” in cooperation with the “Deutsche Umwelthilfe” to preserve biodiversity in German forests.

Field:	Low Carbon Society
Start:	Continuous
Duration:	Ongoing



Approach: Increasing renewable energy consumption of the mobile network by using base station sites additionally for renewable energy generation.

Photovoltaic: Modules on base station sites to support grid energy supply and increase proportion of renewable energy consumed at the sites.

Self Sufficient Base Station: Mobile base station to run exclusively by renewable energy from solar and wind sources, supported by fuel cell and electrolyser technology. Highly innovative lighthouse project, funded by the Federal Ministry of Economics and Technology.

Field:	Low Carbon Society
Start:	2010/2011
Duration:	Construction: Q1/2, 2011 Service Life 15 to 20 years



T-Systems

Green Dynamics. Ihr persönliches Einsparpotential.

Wartungsstellungen für Ihr Rechenzentrum: [klein](#) [mittel](#) [groß](#)

Storage

Kapazität: 1,0 m

Wachstum: 30 %

Server

Anzahl: 5 st

Wachstum: 8 %

Effizienz

Virtualisierung: 20 %

PUE-Wert: 2,50

Strompreis: 0,13 €

[Auswertung anzeigen](#)

Storage

Kapazität
Geben Sie hier bitte die geschätzte Gesamtkapazität (brutto) der Storage-Systeme Ihres Rechenzentrums an.

Wachstum
Stellen Sie hier bitte das durchschnittliche Wachstum des Speicherbedarfs Ihres Rechenzentrums pro Jahr in Prozent ein.
Nach einer aktuellen Erhebung der Marktanalysten von Gartner liegt das erwartete Storage-Wachstum für 2009 bei 30%.

T-Systems' Green Dynamics model demonstrates proven, optimizable variables in data centers and indicates potential cost reductions and also potential energy consumption reductions – and therefore reductions in CO₂ emissions. Thus, this model makes a major contribution to raising the awareness of Green IT, while at the same time helping the ICT industry to play a significant role in lessening global CO₂ emissions.

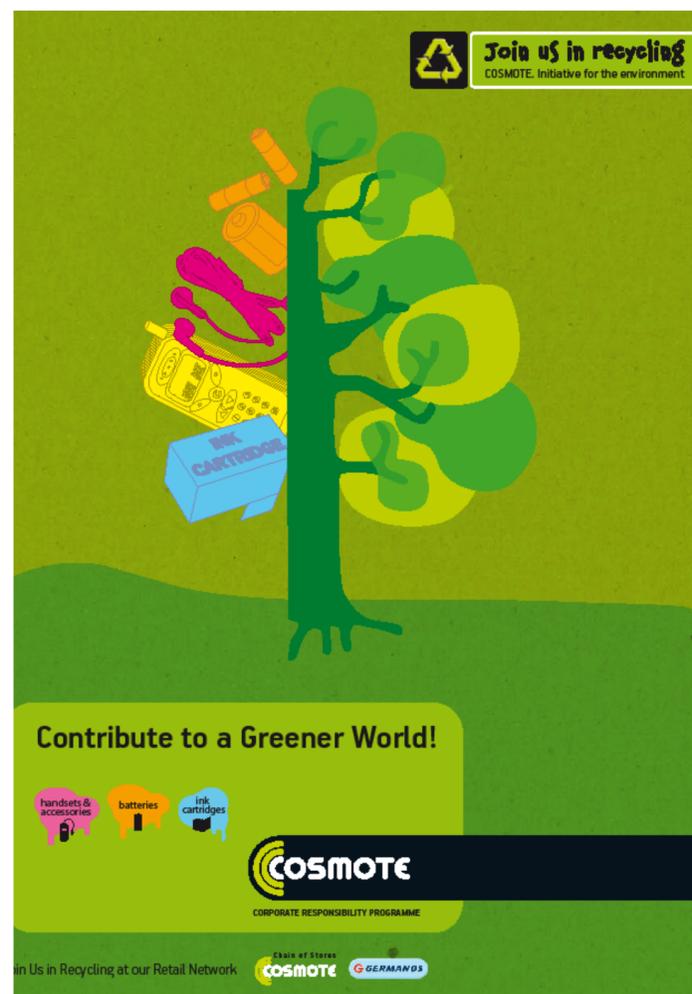
Field: Low Carbon Society

Start: August 2008

Duration: Ongoing

Recycling of Mobile Handsets & Accessories, Batteries and Ink Cartridges.

COSMOTE, Greece



COSMOTE Greece is aware of its share of responsibility for the protection of the environment and therefore plays an active role in informing public opinion and raising public consciousness through the development of extensive awareness campaigns: for external stakeholders there are TV and radio campaigns, print ads and other promotional activities. We also keep the issue to the forefront of the public agenda through press releases, advertorials and interviews. For our employees, we place recycling bins in COSMOTE Greece buildings along with Point of Purchase brochures and posters.

Field: Low Carbon Society
 Start: December 2005
 Duration: Ongoing



OTE is fully aware of the importance of the complete, correct and verifiable reporting of environmental impacts, but also takes action to mitigate them. To this end, it has initiated and is continually improving an in-house data collection system for estimating the footprint of OTE operations. The inventory and emission computations are extended yearly to include additional activities leading to possible impacts. OTE also organises team-building events in order to reinforce relationships and educate the “CR Team”.

Field:	Low Carbon Society
Start:	2007
Cycle:	Yearly

Communication campaign cell phone take back.



Over 60 million unused mobile phones, containing valuable raw material, are still lying around in German drawers. Deutsche Telekom plays an active part in raising awareness for sustainable consumer behaviour: through a nationwide communication campaign in 2010/11, Deutsche Telekom supports consumer to return their old or unused mobile phones, in order to recycle or reuse them. It aims to collect approximately one million mobile phones within two years. Deutsche Telekom will donate the proceeds to the NGOs "Deutsche Umwelthilfe" and „Ärzte für die Dritte Welt“.

Field:	Low Carbon Society
Start:	2003
Duration:	Long-term commitment

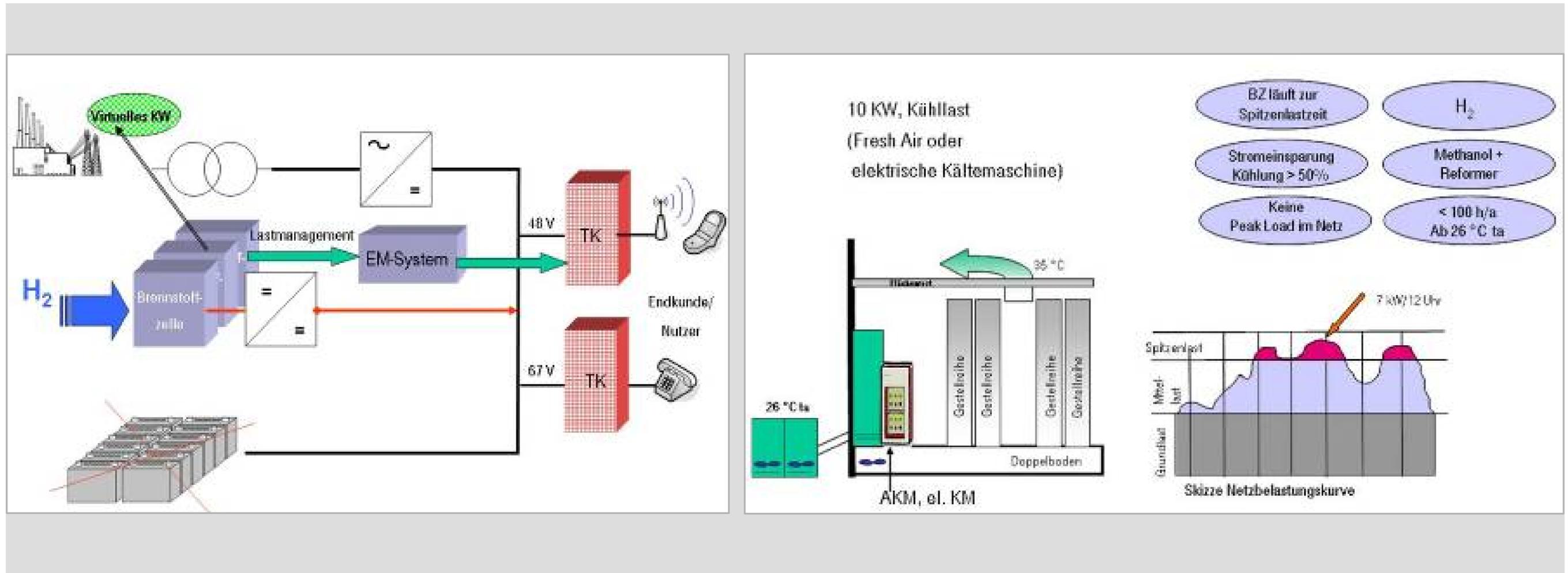


Deutsche Telekom is committed to full transparency, information, participation and promotion of independent research. Accordingly Telekom Deutschland is supporting financially new projects within the scope of the German Federal Ministry of Environment' Environmental Research Plan. We are continuously improving our open dialogue with municipalities and enhancing consumer information. In 2010, the German Institute of Urban Affairs and the Consumer Protection Agency NRW evaluated both initiatives positively.

Field: Low Carbon Society

Start: Continuous

Duration: Ongoing



The German government set up a comprehensive € 700 million National Innovation Programme (NIP) in 2008 for the market launch of fuel cells and hydrogen systems. Within the National Innovation Programme, the project idea from PASM to use fuel cells as a backup system in fixed network nodes, instead of lead batteries, for load management and for integration into standard virtual power stations was approved in the funding sector “Early Markets”. The first systems were installed and commissioned in 2009.

Field: Low Carbon Society
 Start: 2008
 Duration: 2008 - 2012

TelePresence – Videoconferencing System Network in Germany.

T-Systems, Germany



The TelePresence solution makes superior-quality virtual conferences possible. With no-delay image and sound transmission, participants have the feeling that they are together in the same room, where up to four, eight or twelve participants can meet. The virtual meetings are intended to lower travel costs by up to 10 percent and thus reduce CO₂ emissions. The return on investments is expected for 2011.

Field: Low Carbon Society

Start: May 2009

Duration: Ongoing

We take responsibility.

Telekom CR projects.
Connected Life and Work



Jeden den pro váš dobrý skutek

Zapojte se do pilotního projektu a využijte možnost strávit jeden den pomocí potřebným nebo veřejně prospěšnou činností.

Více informací a registraci naleznete na echuPlus.

T-Mobile

More than 1,600 T-Mobile employees in the Czech Republic have helped almost 150 NGOs in different social projects, ranging from orphanages to environmental centres to social institutions caring for the disabled. Volunteering has now become an integral part of corporate culture. One Day for People in Need is T-Mobile's most successful employee involvement project in the Czech Republic and has inspired many other companies to launch volunteering initiatives.

Field: Connected Life and Work
Start: Spring 2005
Cycle: Yearly



T-Mobile Czech Republic launched the T-Mobile Fund for Employees in 2006. The objective of the Fund is to enable our colleagues to support a non-profit organisation which they admire or are involved in. Colleagues can recommend non-profit organisations, which are then entitled to apply for support from the T-Mobile Fund. The crucial factor in an application is a recommendation by an employee. So far, our employees have recommended 177 NGOs, which have been supported with a total of over CZK 12,000,000 (€ 461,000).

Field:	Connected Life and Work
Start:	Spring 2006
Cycle:	Yearly



OTE has 54 Personnel Cultural Clubs all over Greece, which have enjoyed considerable success for several decades. The Clubs are financially supported by the Management of OTE and today number up to 20,000 active members. All OTE Group employees, together with their families and retired employees, can join the clubs and then enjoy various activities, such as entertainment, sports, the arts, dancing, etc. The clubs also promote voluntary activities, such as blood donations, thus making a vital contribution to society in general. Coordination of the entire project is under the supervision of (and with the cooperation of) the Communication Directorate.

Field: Connected Life and Work

Start: 1952

Duration: Continuous



2010 has been rich in employees' volunteering activities at Slovak Telekom. In April, old clothes, home furnishing and more were donated to several humanitarian organizations working with children and people in need. In the middle of June, Slovak Telekom joined a special volunteering weekend "Our Bratislava" and initiated the unique project "Little Big Gift" which called on employees to donate blood and to register as bone marrow donors. The project was a great success, with 60 Slovak Telekom employees pledging their support leading to a second blood and bone marrow donation being organized at the end of this year. In September Slovak Telekom employees from northern part of Slovakia joined a special annual volunteering weekend in city Žilina. Help was directed also to High Tatras Mountains which were recently devastated by fire. More than 600 new spruce trees were planted with guidance by fellow co-workers from State Forests of TANAP organization.

Field: Connected Life and Work

Start: September 2007

Duration: Yearly



Old but usable company furniture was donated by the volunteers of the Foundation, employees of T-Mobile Macedonia and Makedonski Telekom. Six organizations were visited, among which the SOS Children's village in Skopje, and the Children's home "11 Oktomvri". In addition to delivering bureaus and chairs, the volunteers used this occasion to spend some time with the children.

Field:	Connected Life and Work
Start:	October
Duration:	Yearly



In 2010 The T-Mobile for Macedonia foundation donated a 32.000 EUR worth artificial ventilation machine to the State Intensive Care Clinic in Skopje. The grant came from the Foundation’s founder, T-Mobile Macedonia AD, and the project was carried out by the volunteers of the Foundation – employees in T-Mobile who used their professional skills to this human purpose. Three major projects have been realized since the beginning of 2009 by the Foundation Mobile for Macedonia, within its focus on improving health care in Macedonia – 10 Paramedics vehicles all across Macedonia were equipped with modern medical equipment, an artificial breathing machine was donated to the Intensive Care Clinic in Skopje, and a ward was refurbished at the Infective clinic in Skopje. Total worth: 65 000 EUR

Field:	Connected Life and Work
Start:	April 2009
Duration:	2009-2010



The OTE Personnel Vacation Club (OPAKE - OTE) has two vacation centres, in which its employees can spend time with their families, as well as offers for low cost hotel rooms and excursions in Greece and abroad. Since the year 2000 the clubs have been upgraded and the two vacation centers are being restored, in order to accommodate a larger number of employees as well as to provide them all the modern facilities (restaurants, basket and football courts, facilities of biological treatment, ect).

Field:	Connected Life and Work
Start:	1984
Duration:	Continuous



DKMS, the German Bone Marrow Donor Center, is the world's largest stem cell donor database with more than 2,281,696 registered donors. In the last 19 years, it has made more than 23,064 stem cell transplants possible. Deutsche Telekom supports DKMS in its endeavors to continuously increase the register, so as to give as many leukemia patients as possible a new chance at life. Company typing sessions across Germany give employees the opportunity to be typed free of charge. Since we began, more than 50 typing events have been held at Deutsche Telekom sites, with more than 4,000 Deutsche Telekom employees joining the DKMS database at these events.

Field: Connected Life and Work

Start: 1994

Duration: Ongoing

We take responsibility.

Telekom CR projects.
Connect the Unconnected

Support of People with Hearing Disabilities.

Slovak Telekom, Slovakia 



Support for disadvantaged groups forms an important part of our CR strategy, with a key focus on the deaf and people with hearing disabilities. The main goal: making their lives easier using high-speed and effective communications (SMS rplns, internet connectivity). Besides providing our services and products and striving to integrate the deaf into the social mainstream, we organise sign-language courses for various target groups (mainly the sales force of TMSK and our partner network). We also support various events aimed at integrating the community.

Field:	Connect the Unconnected
Start:	Continuously since 2002
Duration:	2002 - 2010

Holistic Awareness Campaign for Safer Internet Use.

COSMOTE, Greece



mobile telephony and parenting

When you have knowledge, you have the world in your hands.

COSMOTE
SOCIAL RESPONSIBILITY PROGRAMME

Using the mobile telephony services safely.

The categories EroticZone and Chat in the 'Entertainment' menu, through WAP: parents have the option of blocking access to this content. In the case of EroticZone, this can be done either through the service itself, by selecting the respective blocking command or by calling Customer Care at 1212 or 1313. In the case of Chat, activating the access block is carried out by calling Customer Care department.

We developed the system 'Bad Words List', which blocks the use of certain inappropriate words in the chatroom. At the same time, we reserve the right to prohibit the use of the Chat to individuals who violate basic rules of good behaviour.

13

www.saferinternet.gr

To surf the net safely, visit the website www.saferinternet.gr

COSMOTE GOLD SPONSOR
@ferinternet

Protection for both parents and kids.

"Is it safe for my child to surf the internet using the mobile phone?"
"What are all these downloads about?"

COSMOTE is committed to offer you the knowledge and security you need to fully enjoy the world of mobile telephony. To that end, we are in constant contact to your needs with Parents' Care, an award dedicated team of experts, providing all the necessary information, services, products, providing all the necessary answers you may have.

When you have knowledge, you have the world in your hands.

For further special offers, visit www.COSMOTE.gr. For detailed information please contact our special 1212 or 1313 for our Customer Service.

For more information visit our website www.saferinternet.gr

COSMOTE
SOCIAL RESPONSIBILITY PROGRAMME

We provide systematic and responsible information to the public about the proper use of mobile telephone services. We have therefore distributed the "Mobile Telephony and Parenting" leaflet throughout the company's commercial network. This useful and easy to understand manual provides essential "consultative support" to inform parents about mobile telephone services and their proper use. The leaflet is distributed along with two other brochures published by the Greek Safer Internet Awareness Node, with the support of the European Commission and the sponsorship of COSMOTE Greece.

Field: Connect the Unconnected
Start: 2007
Duration: Ongoing

T-Mobile gives a perspective to young refugees.

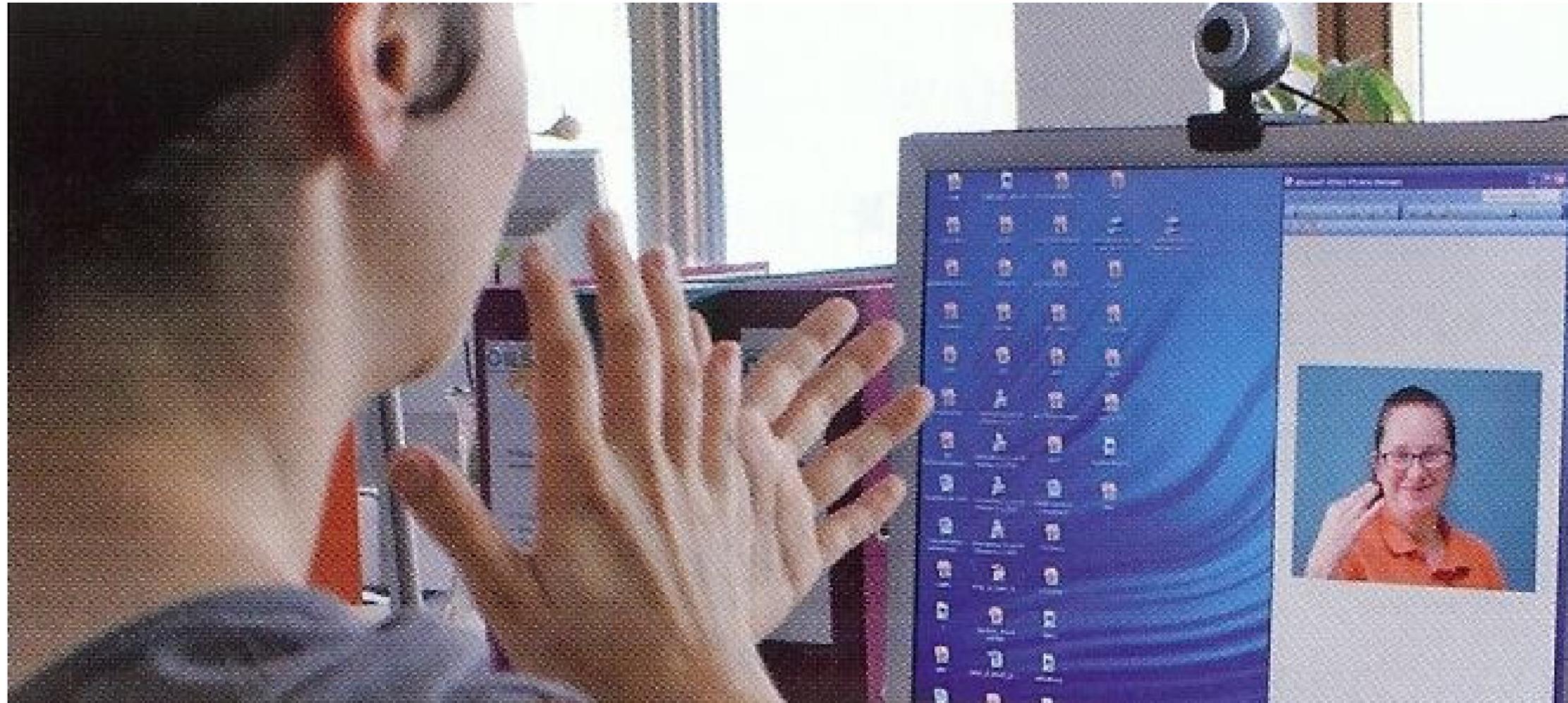


T-Mobile Austria supports Lobby.16, a NGO that campaigns for the right to education of teenaged refugees who live in Austria without parental care. As Lobby.16 we strongly believe in the potential of these young people and have offered apprenticeships in our own shops to three of them who are interested in the telco industry. Furthermore, our second brand tele.ring supports Lobby.16 with prepaid handsets and a monthly recharging voucher of 20 Euros in order to enable networking activities among the young people.

Field: Connect the Unconnected

Start: 2010

Duration: One year

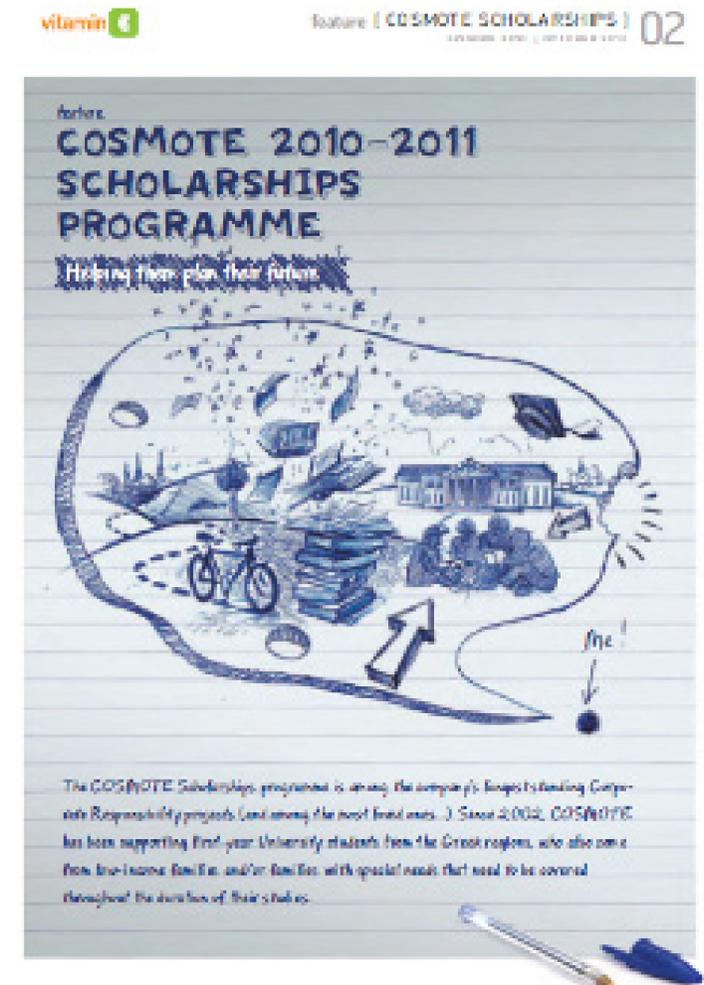


A call is not anything special to majority of us but a big challenge to people that are limited in auditory capabilities. Therefore T-Mobile Austria together with „Gehörlosenverband Österreich“ piloted a project that provides barrier-free access to telephony via email or chat to support deaf people in their daily routine. Our Customer Service Team provides assistance in fixing dates – from medical to car service appointments – and great importance is attached to Service Level: emails and chat requests are answered within 20 seconds.

Field:	Connect the Unconnected
Start:	2010
Duration:	Ongoing

COSMOTE Scholarships for the Greek Region.

COSMOTE, Greece



For nine years now, COSMOTE has been implementing the Scholarships programme for Regional Greece. COSMOTE Scholarships are awarded to high-school graduates accepted at Greek Universities as first-year students. COSMOTE Honorary Distinctions are awarded to candidates with outstanding school and extra curricular records. The amount of COSMOTE Scholarships is € 15,000 each, while the ten students will also receive a laptop from COSMOTE with free Internet On The Go for a whole year. Taking into consideration the number and level of candidates, the company plans to award this year as well, Honorary Distinctions worth of €15,000 each. It is worth mentioning that COSMOTE Scholarships, since the launch, worth a total of over €1 million.

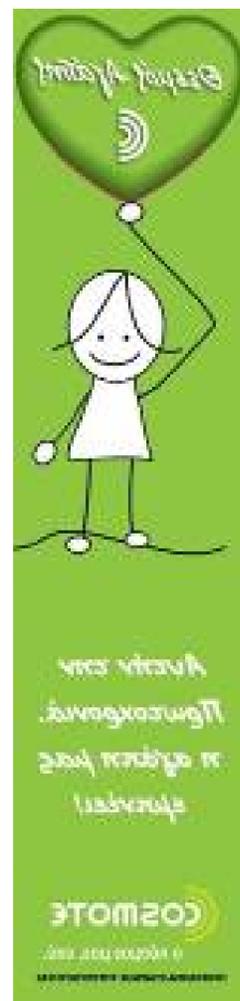
Field: Connect the Unconnected

Start: 2002

Duration: Yearly

Institution of Love – New Year's Day SMS.

COSMOTE, Greece

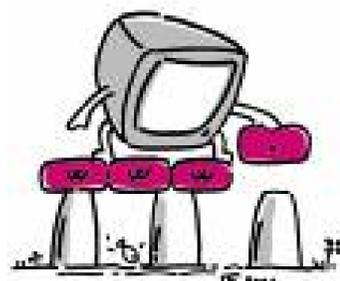


COSMOTE, proving its concern for children, through the “Institution of Love”, offers an important amount of the income from the exchanged SMS’s from its subscribers on New Year’s Day from 0:00 to 7:00 and the amount which corresponds to acquiring Christmas business presents to children institutions, from all over the country.

Field: Connect the Unconnected
Start: 1999
Duration: December 1999 – January 2010

Digital Bridge on Small Settlements.

Magyar Telekom, Hungary 



The objective of the programme is to channel the developments and capabilities of information and communication technology to "digitally" underdeveloped and underprivileged small towns with less than 3,000 inhabitants. The programme bridges the communication gap and promotes both local and regional development. With this scheme the voluntary professional team from Magyar Telekom offers efficient and customised courses and seminars for the local population.

Field: Connect the Unconnected

Start: 2004

Duration: Ongoing



Every year since 2006, Slovak Telekom has organised a public competition for teachers in primary and secondary schools. The competition rewards the most innovative teachers for applying information/communication technologies in schools. Up to now some 600 teachers have submitted their work and ideas. The unique feature of the competition is the online archive of all registered projects: This helps to inspire other teachers to use modern ICT and to support the mutual exchange of professional and methodological experience from actual practice. At present almost 700 projects are registered on the internet site.

Field: Connect the Unconnected

Start: April 2006

Cycle: Yearly



The Endowment Fund Slovak Telekom was established in September 2007. Its goal is to open up the world of information to physically, socially or otherwise challenged citizens. The transparent philanthropic concept provides effective assistance where information technology can enhance the quality of life. The fund is administered by the Intenda Foundation, which also monitors the supported projects. Independent expert committees judge the applicants. Each grant cycle centres on a specific topic. Up to now the fund has granted almost € 600,000 for 183 projects and 109 individual applicants.

Field:	Connect the Unconnected
Start:	September 2007
Cycle:	Yearly



T-Systems and T-Mobile in Austria are ICT partners of the “Wiener Heilstättenschule”, providing specially equipped classrooms in hospitals with an ICT infrastructure in order to connect sick children with their families, friends and teachers during lengthy stays in hospital, so that the young persons can keep up with the schoolwork or studies.

Field: Connect the Unconnected
Start: April 2008
Cycle: Yearly

European Hotline for Missing Children "116000".

OTE S.A., Greece



The European Commission has reserved a dedicated telephone number for reporting missing children ("116000"), following the adoption of the EU directive on the rights of children. In cooperation with the NGO "A Child's Smile", OTE is involved in the support and implementation of this hotline in Greece. The project is also considered to be an extension of the existing national hotline "1056" for missing children in Greece (92% of missing children have been located through "1056"). The official European presentation of the hotline took place on May 25, 2009.

Field:	Connect the Unconnected
Start:	November 2008
Duration:	2008 - 2011 (with option of extension)



NummergegenKummer
**0800
1110550**
Elterntelefon

freecall
Deutsche Telekom – Partner
der Nummer gegen Kummer

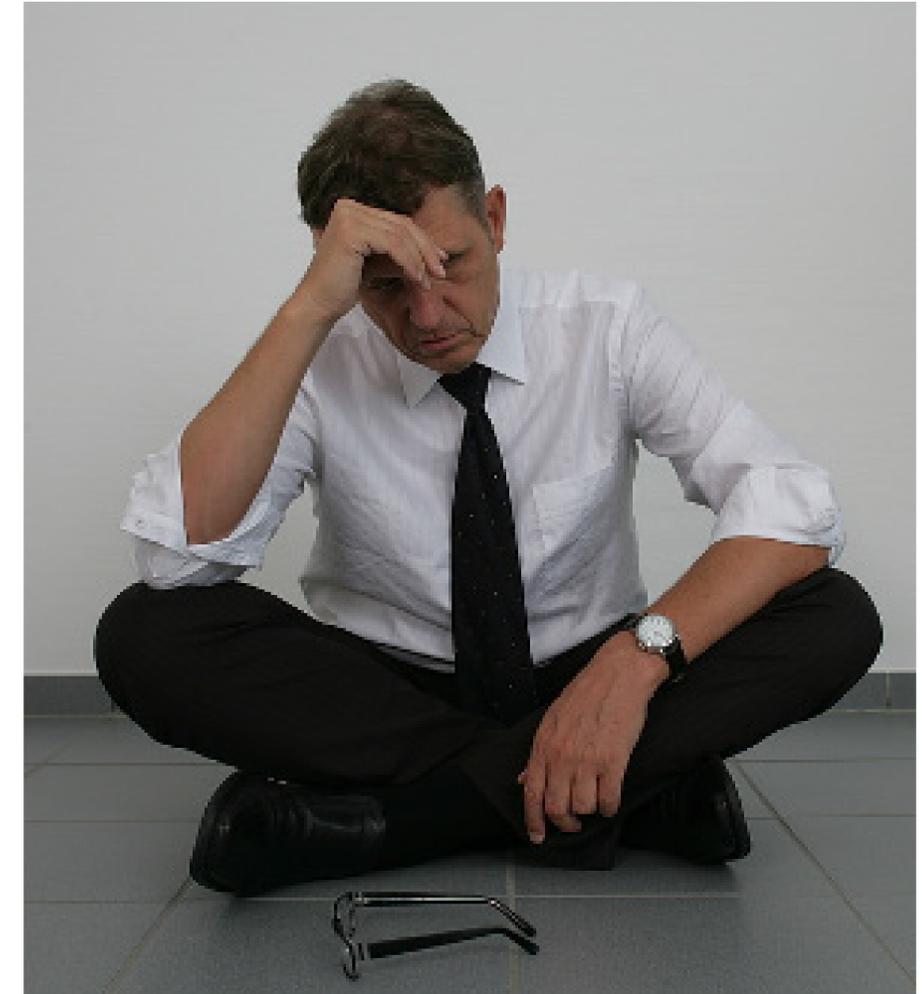


NummergegenKummer
**0800
1110333**
Kinder- und
Jugendtelefon

freecall
Deutsche Telekom – Partner
der Nummer gegen Kummer

Deutsche Telekom provides financial support and technical know-how to improve the range of help services supplied by "Nummer gegen Kummer e.V.," the umbrella organization of Germany's helplines for children, young people and their parents. A key milestone was setting up a single, Europe-wide hotline number. Deutsche Telekom bears the costs of all calls and technical routing, of maintaining the anonymity of calls and advice given over the Internet. What's more, many Deutsche Telekom employees have trained to be voluntary advisers. In addition, the Company has facilitated scientific studies on the problems facing children and young people.

Field:	Connect the Unconnected
Start:	1991
Duration:	Ongoing



The helplines run by the Catholic and Protestant churches in Germany offer practical advice to help people in crisis situations. Deutsche Telekom has supports the helpline services by providing free call numbers, extensive service and innovative products. It provides universal service numbers across Germany that can be called free-of-charge from fixed and mobile networks. An end-to-end security concept guarantees that callers remain anonymous. Since 2003, these helplines have also offered advice over the Internet by e-mail or in a live chat. Here again, Deutsche Telekom guarantees maximum security standards for encryption of e-mails and protection of chat rooms.

Field:	Connect the Unconnected
Start:	1997
Duration:	Ongoing



**ICH
KANN
WAS!**



The initiative “Ich kann was!” (“Yes, I can!”) has involved the launch of the first Germany-wide invitation for bids for the promotion of facilities for young people and skill development projects. The initiative is in its second cycle and focuses on supporting development of the personal and interpersonal skills of children between 9 and 14 from difficult family backgrounds. The educational concept is based on the key skills defined by the OECD, aimed at facilitating access to education and paving the way for personal independence.

Field: Connect the Unconnected
Start: April 2009
Duration: Yearly

Support of the Teenage helpline "ΥποSTIRIZO: 800 11 800 15".

OTE S.A., Greece



OTE S.A in cooperation with the AHU, as a part of it's CR Programme, supports the Helpline "ΥποSTIRIZO 800 11 800 15". The calls are free of charge from inside the Greek territory. Its staff consists of child-psychologists specialized on internet related issues. Its premises are at the Adolescent Health Unit, Department of the P&A Kyriakou Children's Hospital. The helpline is targeted to kids, adolescents, and their families, providing support on issues related to internet use, mobile phone use and video games (cyberbullying, addiction, harmful content, pedophilia, etc.). Moreover the helpline is the national representative for Greece of the European network of helplines, within the Insafe network.

Field:	Connect the Unconnected
Start:	2009
Duration:	Two years with possibility of extention



Since 2006 Hrvatski Telekom supports emergency service with ambulances, state of the art equipment and educational programs with more than over 1 million Euros invested.

Field:	Connect the Unconnected
Start:	2006
Duration:	Long term



Every year Hrvatski Telekom actively includes its employees in the charity drive Together We Are Stronger: recognizing the difficulties of the times we live in, employees propose projects from their local communities that help those that need it, from the youngest to the oldest.

Field:	Connect the Unconnected
Start:	2006
Duration:	Long term; May to July every year

T-Mobile raised awareness regarding HIV and AIDS.

T-Mobile, Austria 



This year, for the first time T-Mobile sponsored the LIFE BALL. T-Mobile's dedication to this famous event has been extended by various activities. One core activity was the project „Every step counts“. Together with the 20 year old Philippe, following idea has been created: Reach as many people as possible to increase awareness regarding HIV/AIDS – and thus prevent people from this lethal disease. The realization: By foot, Philippe went across Austria - from Bregenz to Vienna - to put his vision into effect. His campaign on Facebook reached lots of fans and has created tremendous media coverage.

Field: Connect the Unconnected

Start: 2010

Duration: Ongoing



Magyar Telekom started a 3 years strategic partnership with the Association of Hospital Pedagogues in 2010. In the framework of the cooperation the company not only financially supports the rehabilitation of children in 8 children oncology departments, but also contributes to their connection with classmates, teachers, family and friends. Magyar Telekom provides notebooks, headsets, web-camera and mobile internet to the children so they are less isolated, capable of continuous communication and can share their feelings and experiences with their loved ones.

Field:	Connect the Unconnected
Start:	2010
Duration:	Ongoing



The T-Mobile for Macedonia Foundation has been organizing the New Year Caravan for 6 years now, since 2003. During it, foundation volunteers distribute Christmas presents to institutionalized children of all sorts – in special care organizations, in hospitals or foster homes, and spend time with them, organizing some type of entertainment for them – singing Christmas songs with Santa Clause, or organize a theatrical play.

Field:	Connect the Unconnected
Start:	December 2003
Duration:	Annual




Together with the European Schoolnet and other European Internet and mobile providers, Deutsche Telekom has launched the website "TeachToday.eu." It offers teachers and educators a broad range of information in six different languages on new mobile and Internet technologies, as well as on the latest digital trends. The educational media portal is particularly geared toward teachers, offering detailed background information on the opportunities and risks surrounding the use of ICT, along with a wide range of teaching materials and practical examples. It is designed to actively support teachers and educators in teaching media skills in schools and other educational institutions.

Field: Connect the Unconnected
 Start: 2008
 Duration: Ongoing