

#GREEN MAGENTA

Climate neutrality
of corporate emissions
by 2025

Purchase of 100%
green electricity world-
wide

Carbon-neutral from
production to the customer
by 2040 at the latest

25% lower
emissions per customer
by 2030 for manufacture and use of products

Deutsche Telekom is playing its part in protecting the environment and resources and is supporting the 1.5 degrees target laid down in the Paris Climate Agreement.*

All newly launched own branded devices to be **sustainably packaged** by mid 2022



Green shop initiatives

We are working on a full green store concept to protect the environment and safeguard resources – e.g. with sustainable furniture and flooring. We also offer cellphone collection boxes and repair services in selected shops.



Products and packaging

From the packaging to the device, everything is designed with sustainability and resource efficiency in mind. That's why the Speedport Smart 4 and the Speed Home WLAN, for example, come with a housing made of >90% recycled plastic and a plastic free packaging.



Recycling devices

Our sustainable recycling scheme ensures smartphones and other devices are put to further use or recycled instead of landing in the garbage. Every year, Deutsche Telekom refurbishes around one million returned routers and takes back more phones than any other company in Germany.



Sustainability label

Deutsche Telekom assigns the #GreenMagenta label to in-house products, services, or initiatives that demonstrably offer sustainability benefits. This helps our customers and other stakeholders to make more sustainable decisions.



Biere data center

Deutsche Telekom's data center in Biere, Germany, is one of the most efficient in the world, consuming around 30% less power than conventional data centers. Thanks to cutting-edge technology, the facility is cooled using just ambient air more than 80% of the time.



Green network

With the company's entire electricity requirements worldwide being sourced solely from renewable energy, all our customers can surf a green network.



Green Pioneers

Some 300 eco-conscious employees are devising measures in our in-house ambassador program to promote responsible management and conduct. They share their experiences, organize workshops, and come together with staff from other disciplines to work on projects.

