

CLIMATE
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Facing climate challenges

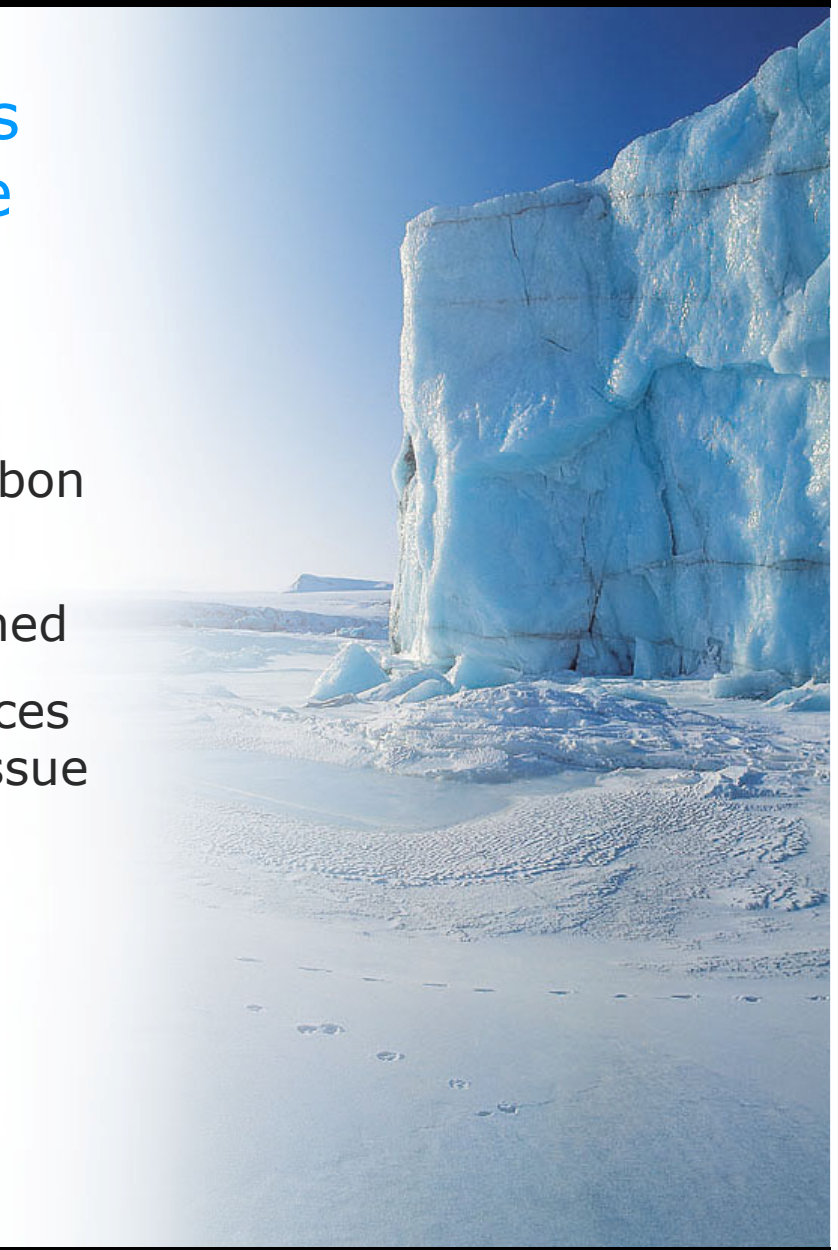
presentation to GSMA - GPM by Eric F. Ekern

31.03.2009

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The majority of world scientists agree that we are on the verge of a climate crises…

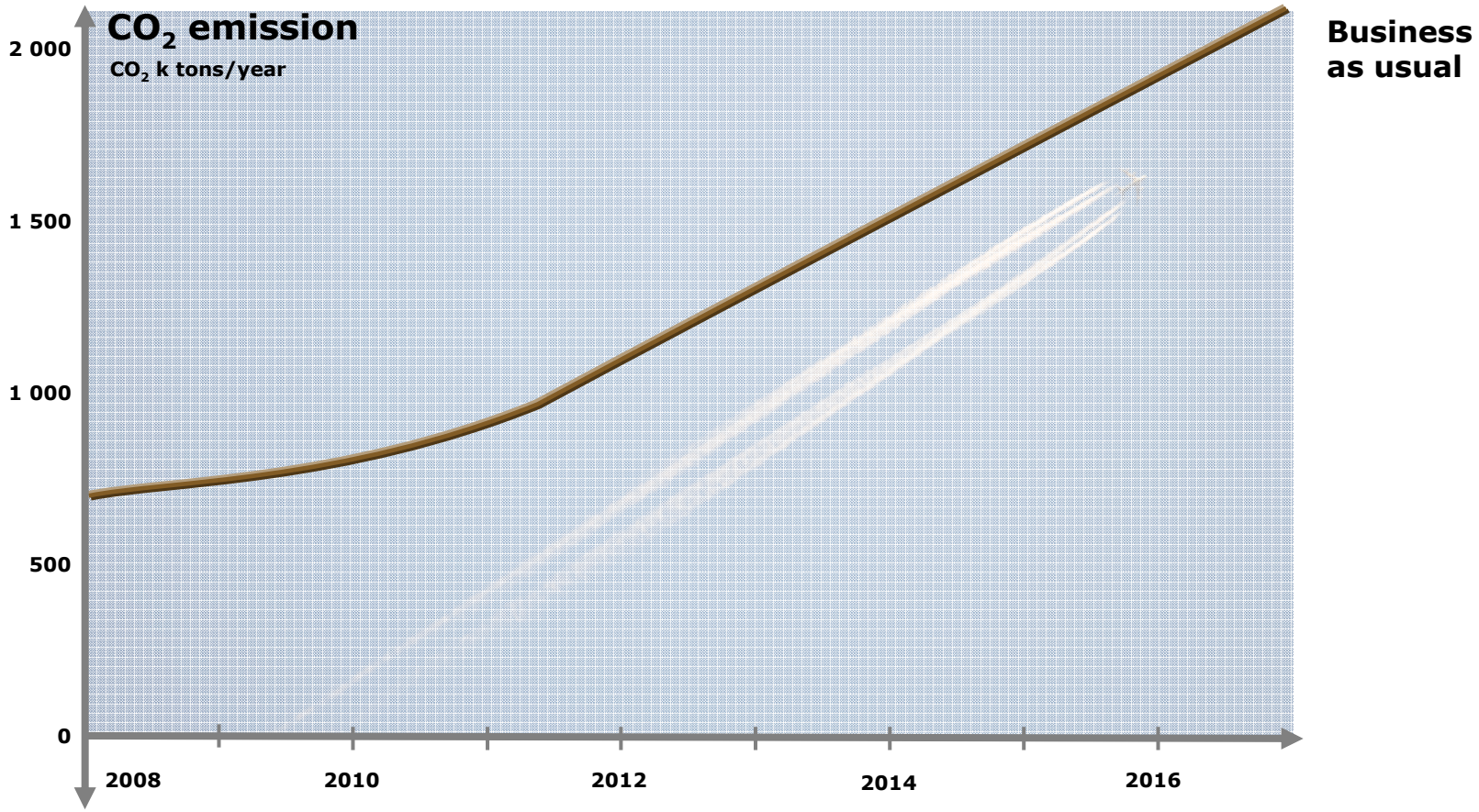
- Consumers will be looking for low carbon products and -services
- Stakeholders are increasingly concerned
- Energy shortages put pressure on prices and energy security becomes a key issue
- Growing focus on carbon pricing and adaptation to climate changes



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Telenor`s climate impact is also significant and requires action…



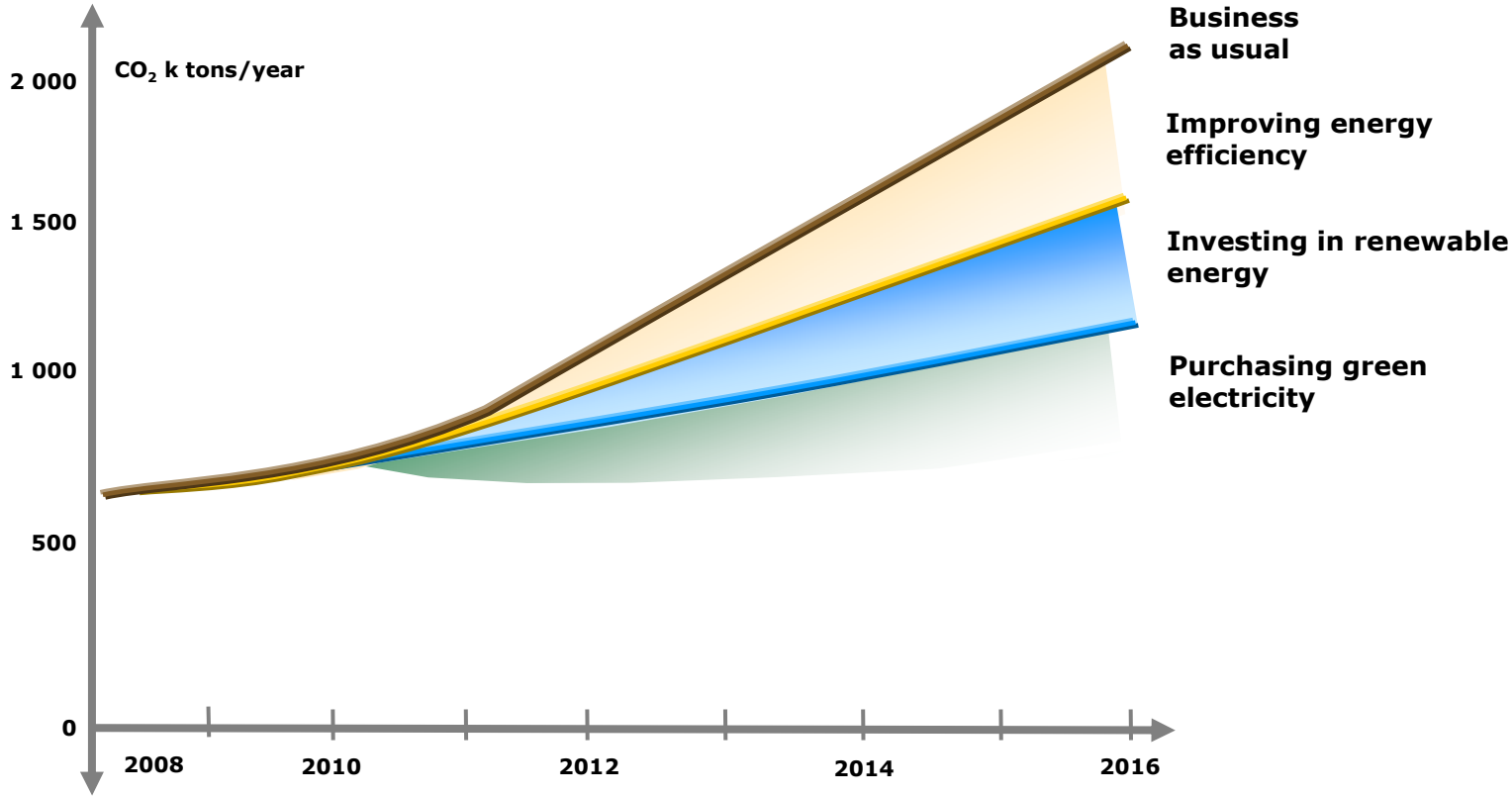
…so how do we respond?



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Telenor will reduce the CO2 emission intensity of its global operations by 40% within 2016



building climate competence | **creating awareness** | **engaging employees**

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*measured in: CO2 / Value Added (tonns / 1000 USD)
(Value added = EBITDA + Personnel cost)

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…hence Telenor is…

…taking internal actions…



to mitigate risks related to climate change,

to minimize the impacts of climate change,

to secure stability of energy supplies

…and providing solutions…



to cut emissions in carbon intensive industries,

and shape the low-carbon society

…climate impact analyses has been conducted in order to identify climate related risks, and…



likelihood of weather induced damage has been investigated



in Telenor's networks over the next 10 years

Findings will be used in investment decisions and local risk management plans



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…to address the energy challenges successfully, an Energy Scenario methodology has been developed…

SCENARIOS for…
…electricity prices
…availability of electricity
…diesel prices

INPUTS FOR DECISIONS on…
…procurement
…investments
…budgeting



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…Telenor has been piloting several renewable solutions…



- 20 renewable sites by the end of 2008
- potential for 3000 clean BTS till 2016
- total of ~150 000 tonns of annual CO2 reduction

…and prepared for a large-scale roll out in Asia

…Telenor will cut its internal emissions across key company processes…



Networks

- Energy efficiency
- Eliminate cooling
- Software features



Operations

- Buildings
- Servers and PCs
- Work processes



Travel & Transport

- Virtual Work
- Conferencing
- Connected Objects

…and reduce our climate impact by establishing a global handset recycling programme…



the potential* of collecting used phones in Telenor Group is app. 1 million handsets in 2009

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*In 2007 Telenor subscribers left about 25 million handsets that were not collected for recycling or reuse

ICT-industry will have a key role in our transformation to the low-carbon society..



Industrial society

Environment as a production resource

ICT



Information society

Environment as an ideology

ICT



Low-Carbon society

Environment as a business opportunity

ICT can reduce global emissions with advanced technology solutions…



Virtual meetings



Industrial automation



Logistics processes



Grid efficiency



De-materialization



Smart buildings

New markets and business models will emerge…





Dematerialization

Virtual way of work
Content distribution

Improved efficiencies

Smart grids & networks
Smart buildings / homes
Connected Objects

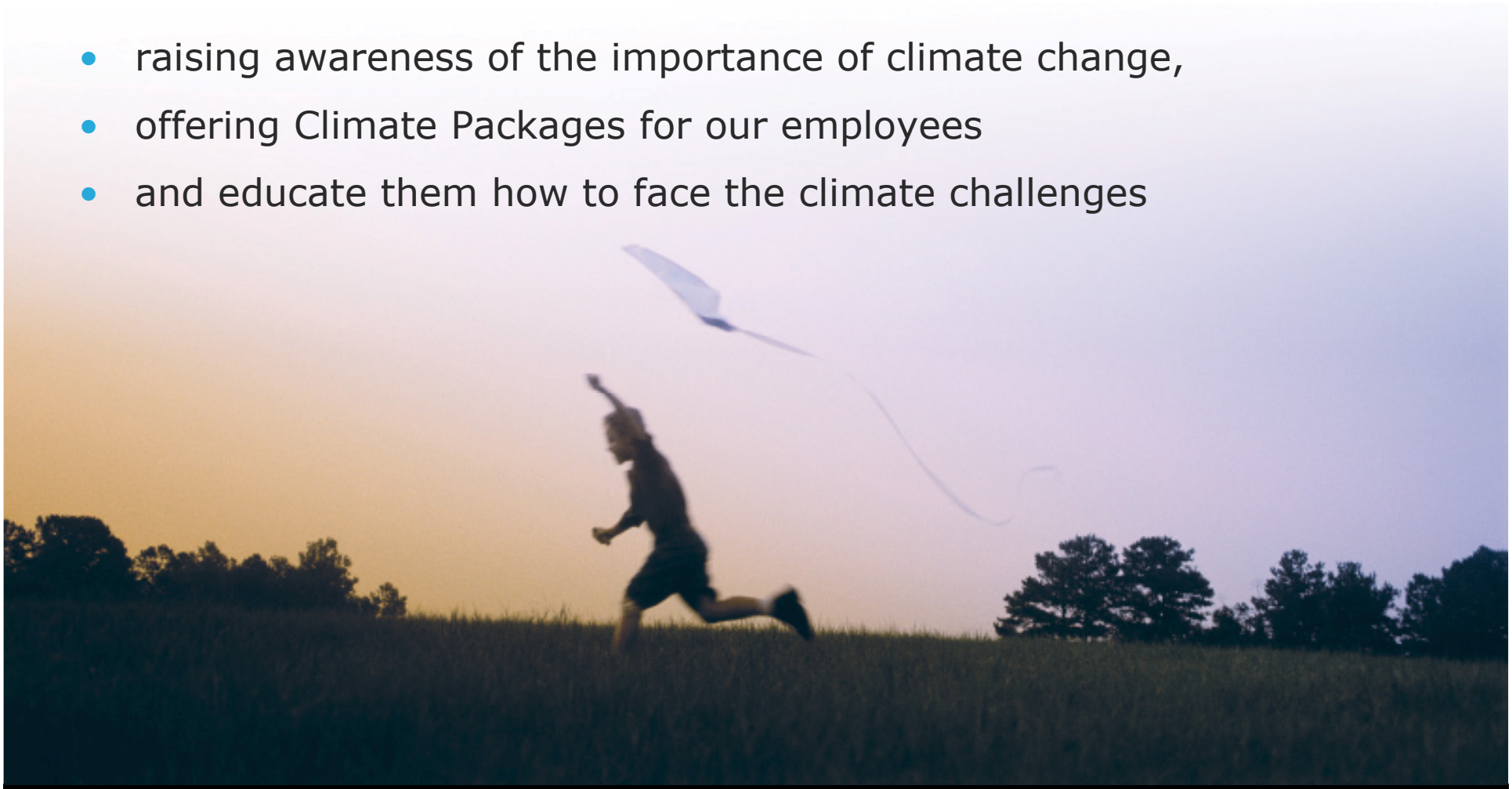
… and Telenor shall exploit green business opportunities

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…to make real difference we will engage our employees by…

- raising awareness of the importance of climate change,
- offering Climate Packages for our employees
- and educate them how to face the climate challenges



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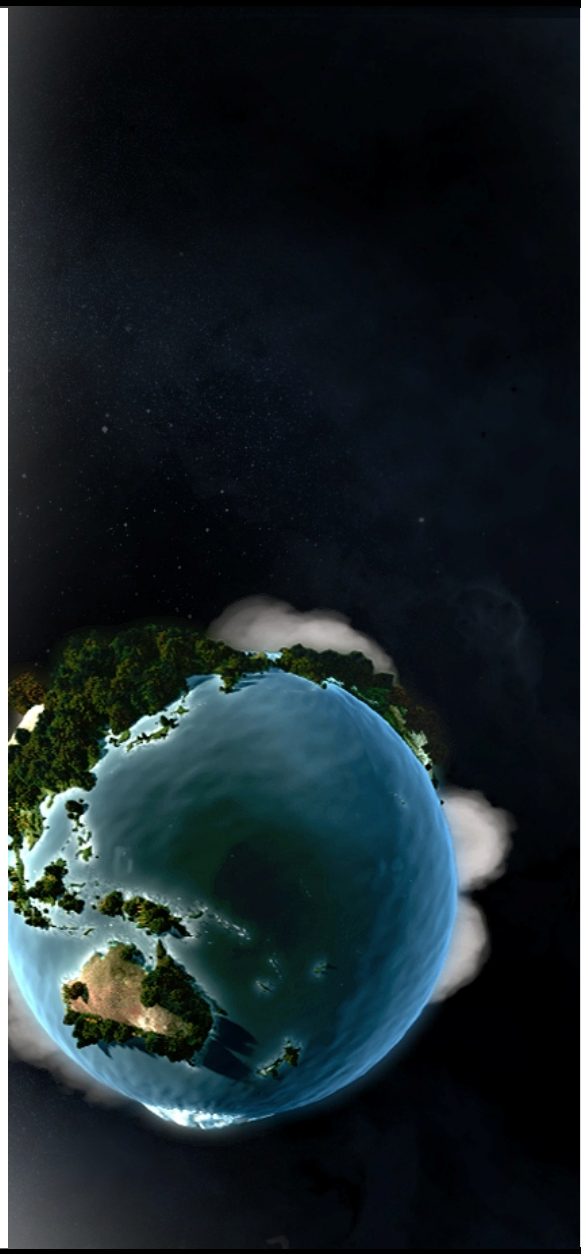
E-learning – The Telenor climate change ABC

Objective

- Create publicity
- Increase climate change competence
- Stimulate to action at work and at home

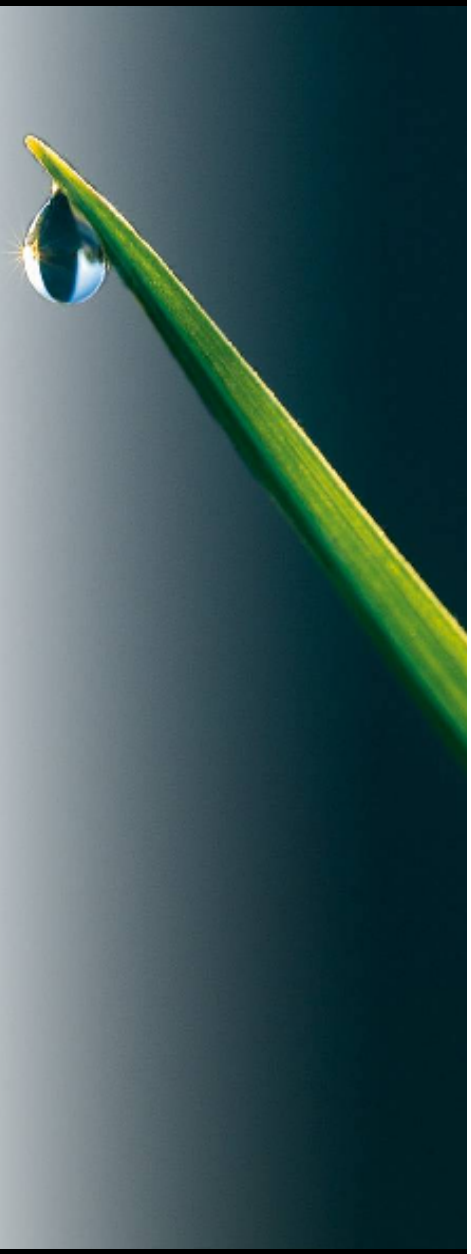
Design and content

- General and easily understood information
- Distribution via web
- Extensive use of animations, videos and interactive parts



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Thank you for your attention!

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