

SDG's in strategie KPN

**Eerlijk zakendoen:
vanuit de OESO-richtlijnen werken aan de SDG's**

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KPN en OESO richtlijnen

- Sinds 2010 aangesloten bij Global Compact, het duurzaamheidsplatform van de Verenigde Naties (VN)
- KPN houdt zichzelf én leveranciers aan standaarden van de International Labour Organization (ILO) en van de OESO voor verantwoord ondernemerschap.
 - Human Rights-statement
 - Code of Conduct
 - Supplier Code of Conduct
 - Audits en Corrective Action Plans

Wij zijn de groene verbinders

Wij verbinden alles en iedereen op een **innovatieve**, eenvoudige, **betrouwbare** en **duurzame** manier.



Innovatief

We creëren de toekomst met mensgerichte, digitale technologie



Betrouwbaar

We zorgen voor een veilige digitale samenleving



Duurzaam

We zorgen samen voor behoud van deze mooie aarde



Global Goals

Wij staan als KPN midden in de samenleving. Door te verbinden maken we het leven vrijer, leuker en makkelijker. We verbinden niet alleen op een manier die innovatief, eenvoudig en betrouwbaar is, we realiseren ook duurzame doelstellingen. Daarbij richten we ons op The Global Goals van de Verenigde Naties. Deze sluiten aan op de Millenniumdoelstellingen die eind 2015 afliepen en zullen van 2015 tot 2030 van kracht zijn.

Lees hier alles over de 17 Global Goals.



Doelstellingen KPN

Slimme ICT-toepassingen gaan ons helpen om aan onderstaande doelstellingen bij te dragen. Wij richten ons op 5 Global Goals waar wij de meeste invloed op hebben. Lees achter elk ontwikkelingsdoel meer over de mogelijkheden die KPN biedt.



[De dokter in je achterzak](#)



[Nederland verder brengen en iedereen](#)



[De ruggengraat van de maatschappij](#)



[Moderne steden zijn leefbare steden](#)



[Help het klimaat met ICT](#)

Weergave in jaarverslag

KPN Annual Report 2016

Mission

KPN at a glance

Group performance
> Impact of product and services

Our organization

Report by the
Supervisory Board

Financial Statements

Appendix



> Impact of product and services

Offering ICT solution for 21st century challenges

We believe that if policymakers, businesses, and consumers can embrace ICT transformation, we will be in a better position to achieve a low-carbon future and also realize important economic and social objectives. We are convinced that economic growth can go hand in hand with the interests of the planet. Together we can create a sustainable world.

KPI	Result 2015	Result 2016
# of elderly facilitated to live independently	n/a	11,317
# of ill people facilitated with self-measurement solutions	n/a	12,245
Growth in products that make the New Way of Living and Working possible	c/w 2014 39%	c/w 2015 33%
Energy savings by customers as % of KPN Groups own use (energy reduction effect of KPN products/services for customers)	49%	54%

SUSTAINABLE DEVELOPMENT GOALS

KPN supports the SDGs

Our products and services contribute to the realization of the Paris Agreement and the United Nations' Sustainable Development Goals (SDGs) for 2030. KPN focuses on the five SDGs that we can impact most with our products and services: good health and well-being, decent work and economic growth, industry, innovation and infrastructure, sustainable cities and communities, and climate action. You can find more information on the goals and our activities on corporate.kpn.com/globalgoals.

The numbers in the graphics refer to the official SDG numbering and do not depict KPN's ranking.

3 GOOD HEALTH AND WELL-BEING



Digital solutions for better healthcare

The world's population is ageing, making the response to the changing healthcare needs of society a key factor in the achievement of this SDG. In the Netherlands, 14% of GDP in 2015 was spent on healthcare, but the sector still faces significant challenges. The growing group of senior citizens is creating an increasing demand for care, while the number of healthcare professionals continues to decline. In addition, the general patient demand for self-reliance is growing, with people wanting fewer and shorter stays in hospital and to live longer at home. Therefore, efficiency and productivity in care need to increase and new, affordable and secure ways of delivering care need to be developed.

Key in tackling these challenges are the new possibilities that technology offers. KPN offers end-to-end IT solutions for the healthcare sector. Around a quarter of our healthcare business

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Innovation for future-proof ICT infrastructure

There is an exponential growth in data traffic and demand for online services as the opportunities open up for society and businesses to thrive. As a facilitator of this change, KPN has a responsibility to ensure our infrastructure can cope with the additional demands placed on it, and to help our customers and society adapt.

We invest in innovation, which will be crucial to address the UN's global priorities for a better world. ICT can help to improve logistics for more efficient transportation, and make buildings more energy efficient. Through our investments in low-carbon ICT infrastructure and services, we help to make this possible.

We continually invest in a stronger, more robust infrastructure that can cope with this explosive growth of data traffic and online services. This includes providing 75% of Dutch households with the possibility of at least 100 Mbps internet connections and expanding our mobile reach.

By the end of 2020, global networks should be able to connect more than 50 billion things and facilitate a data connection speed of more than 1 Gbps via our mobile networks.

13 CLIMATE ACTION



The potential of ICT to reduce environmental impact

ICT has a significant role to play in activities to combat climate change and its global impact. According to the Global e-Sustainability Initiative's #SMARTer2030 report on the Netherlands, ICT could contribute to a saving of 74 million tons of CO₂e and 5.6 billion liters of fuel in the Netherlands by 2030. As KPN's own operations are climate neutral, all our services are low-carbon services. Moreover, our customers can reduce

their own energy consumption and CO₂e emissions by using our services. By using our cloud services, video conferencing and audio conferencing, for example, our business customers can meet and collaborate online, cutting back on the need for office space and the need to commute, which in turn lowers traffic and therefore energy consumption, CO₂e emissions and particulate matter.

By 2020, we want our IT services to help our customers save as much energy as KPN consumes itself. We measure this 'avoided' energy consumption by calculating the impact on our consumer and business customers of specific products and services such as KPN Workspace and digital TV modems. The calculations are based on measured data, available statistics, recognized studies and expert judgments. In 2016, we did not meet our target of avoided energy use by customers. We improved the calculation method, using more accurate statistics for our calculation of avoided emissions and energy consumption by our customers. During the update we also corrected an error in the calculation. The method has been verified by Ecofys. This resulted in more accurate figures for 2014, 2015 and 2016. The 2014 and 2015 figures of Teleworking are restated due to correction of an error and an updated model (see Appendix 3). In 2015 we reported for 2014 2,283 PJ (65%), with the correction, it would have been 1,934 PJ (55%); for 2015 we reported 2,531 PJ (73%), with the correction, it would have been 2,149 PJ (62%). In 2016, we avoided energy use by customers equal to 54% of KPN Group's own energy use. In 2014 and 2015 this was 47% and 49% (including improved calculation method). Using these services helped our customers save over EUR 60 million of energy costs. We adjusted our ambition for 2020 to realize savings equal to >80% of KPN Group's energy use, based on our new services using IoT and LoRa. The first IoT and LoRa solutions we implemented in 2015 show great potential, yet the volumes need to grow to make significant impact.

The calculations are explained in Appendix 3. Scope, reporting process and materiality determinants, and the numbers per service can be found in Appendix 2 Environmental figures.

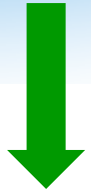
Dilemma

KPN does not yet target consumers in the healthcare market directly. Our products and services are aimed at healthcare providers. The trend towards more privately-funded, home-based care offers opportunities to provide certain services directly to consumers, such as home-based monitoring, but puts us in direct competition with our existing healthcare customers.

While we can and do deliver end-to-end solutions for the healthcare sector, we partner with other companies to develop new ideas. Sometimes we must take a backseat on projects rather than a leading role, even though we have customer-facing experience and technical know-how, because the project's social impact is greater than the revenue it could generate for KPN.



SDG's gekoppeld aan CSR targets and achievements



> Appendices

Appendix 2. Overview of CSR targets and achievements

Theme/KPI	Target 2016	Result 2016	Result 2015	Result 2014	Target 2017	Target 2018 and beyond	Related Sustainable Development Goal
Transparent and reliable service provider							
NPS NL	8	6	3	-3	9	>15 in 2020	Industry, Innovation & Infrastructure
NPS Consumer Mobile	12	10	9	2	13		Industry, Innovation & Infrastructure
NPS Consumer Residential	12	10	9	2	13		Industry, Innovation & Infrastructure
NPS Business	0	-3	-10	-13	0		Industry, Innovation & Infrastructure
Best in class networks							
Weighted downtime reduction	-30%	+55% ¹	-6%	n/a	-30%		Industry, Innovation & Infrastructure
%Households with possibility for more than 100 Mb connection	85%	75%	68%	4 million	78-80%	85% in 2020	Industry, Innovation & Infrastructure
The average 4G download speed	n/a	51 Mbps	50 Mbps in cities	n/a	40 Mbps		Industry, Innovation & Infrastructure
Healthcare of the Future							
# of elderly facilitated to live independently	14,000	11,317	n/a	n/a	15,500	Self-reliance for ~160,000 end-users in 2020 with smart monitoring services	Good Health and Wellbeing
# of ill people facilitated with self-measurement solutions	14,000	12,245	n/a	n/a	17,500	In 2020 significant contribution to decreasing healthcare costs of cardiac patients by innovative ECG-measurements	Good Health and Wellbeing
% of chronically ill children provided with a KPN Klasgenoot	100%	100%	837	540	100%	100% in 2018	Good Health and Wellbeing
The New Way of Living & Working							
% of KPN employees in the Netherlands who feel they can work in line with The New Way of Living & Working	90%	82%	80%	78%	90%	90% in 2018	Decent Work and Economic Growth
Growth in the Netherlands of the use of services that make The New Way of Living & Working possible	25% compared with 2015	33% compared with 2015	39% compared with 2014	43% compared with 2013	40% compared with 2016		Sustainable Cities and Communities

Next step in 2017: vanuit onze strategie invulling geven aan SDG's

- De komende 13 jaar staan de SDG's nog hoog op de agenda
- KPN's creëert op lange termijn waarde voor de maatschappij
- Verbinding maken tussen SDG's en onze strategie
- In Jaarverslag 2017 wordt dit nader uitgewerkt

Purpose: we make life more free, fun and easy by connecting people

Inputs:
Capitals to operate

Purpose/business model
Why/how/what

Output: Direct result of
business model/inputs



Outcome:
(un)intended
effects of outputs/
business model

Long impact
value



Doorvertaling SDG's door ETNO

1. Improving people's quality of life

SDG	SDG FOCUS AREAS AND TARGETS* WHICH BENEFIT MOST FROM DIGITAL SOLUTIONS	MOST POWERFUL DIGITAL SOLUTION(S)	DIGITAL'S POSITIVE IMPACT WITH ILLUSTRATIVE DATA POINT
 <p>2 ZERO HUNGER</p>	<ul style="list-style-type: none"> • End hunger (2.1) • End malnutrition (2.2) • Double agricultural productivity of small-scale farmers (2.3) • Ensure sustainable food production (2.4) • Ensure functioning of food markets (2.c) 	<p>SMART AGRICULTURE for example, optimized farm management and automated irrigation systems; precision agriculture, incl. M2M / IoT, soil sensors and satellites and integrated real-time weather information; traceability and tracking systems</p>	<p>» Increases agricultural productivity while reducing the need for scarce inputs such as water</p> <p>Crop yield increase of >900 kg/ha in 2030¹⁹</p>
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<ul style="list-style-type: none"> • Reduce maternal mortality end deaths of children (3.1 and 3.2) • Reduce death from non-communicable diseases, e.g. diabetes (3.4) • Halve deaths and injuries from road accidents (3.6) • Achieve universal health coverage (3.8) • Improve training of health workforce (3.c) 	<p>E-HEALTH for example, remote diagnostics videoconferencing, electronic data storage, augmented reality, wearables, biosensors, personalized medicine, DNA sequencing, etc.</p>	<p>» Makes health more accessible and affordable, and enables better quality</p> <p>1.6 billion people with access to e-health services in 2030²⁰</p>

Bedankt voor uw aandacht