



TELECOM ITALIA GROUP

# Corporate Shared Value Review 2015

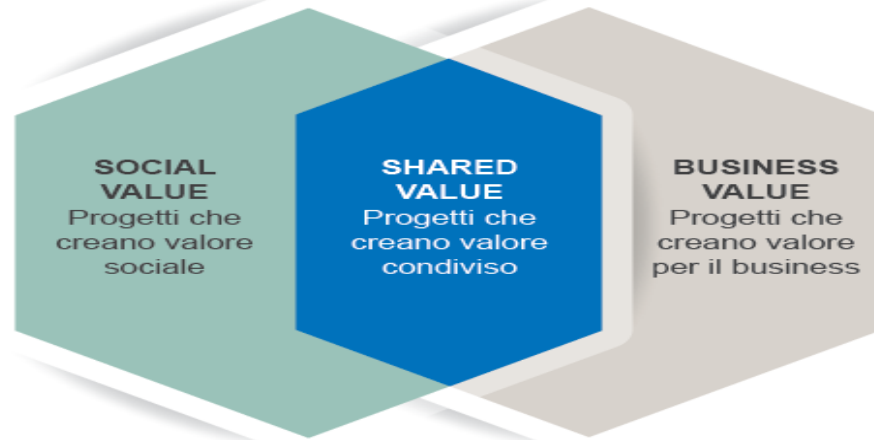


# Telecom Italy a new model for Sustainability

## From Corporate Social Responsibility To Corporate Shared Value

Telecom Italy , pioneer in the field of corporate sustainability in the Italian, has defined a new strategy based on the creation of economic and social value , bringing the corporate social responsibility towards the concept of Corporate Shared Value ( CSV - Value shared d ' company ) with the ' objective to connect RESULTS economic and financial with social progress Created by Response at the expressed needs dalle Reality in which it operates . It Is an innovative process to address the Strategic Choices and measure business performance Financial and non-financial asset to Respond to Requests legitimate stakeholders

## Corporate Shared Value: BUSINESS VALUE & SOCIAL VALUE

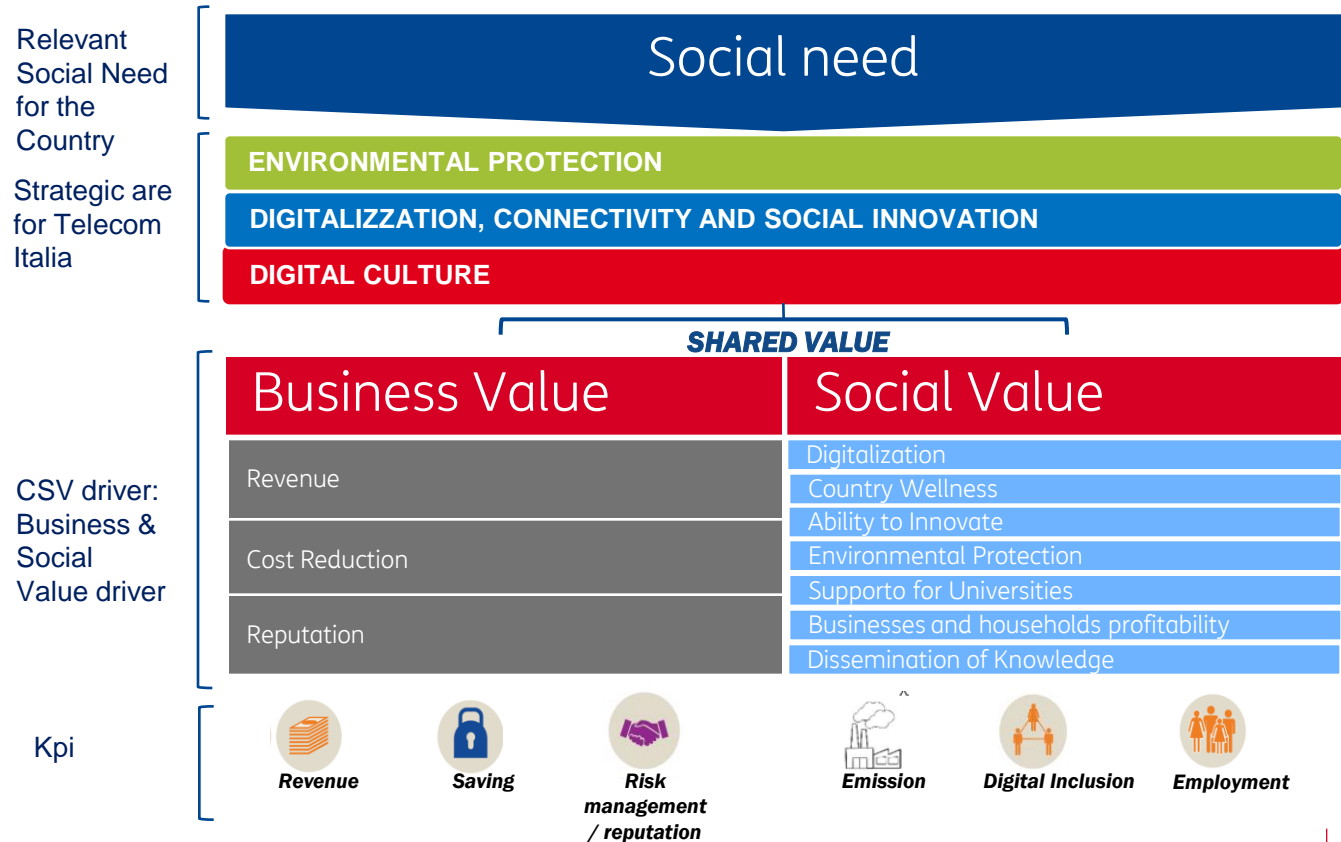


#ilfuturoèditutti It expresses the vision of Corporate Social Responsibility of Telecom Italy , putting a system All the initiative 's sustainability and projects.

# Telecom Italy a new model for Sustainability

Telecom Italy has established a management model CSV , expressing the strategy adopted to contribute to the creation of shared value through its business activities , thanks to the design and implementation of projects that generate the same economic value for the Group ( " Business Value " ) and social value for the community ( " social Value " ) in response to the needs of the country.

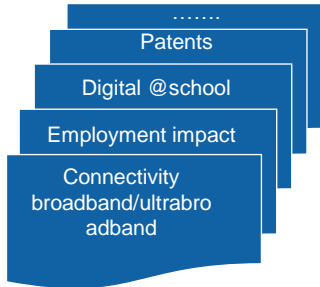
## ENVIRONMENTAL PROTECTION



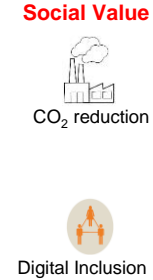
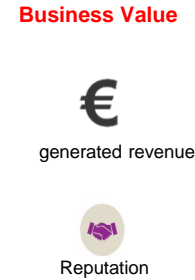
# Sharing our lesson learned

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Model definition



Benefici	
Business Value	Vendita di device che vengono acquistati grazie agli sconti concessi ai clienti
Social Value	Vendita di piani tariffari per i device acquistati grazie agli sconti concessi ai clienti
Business Value	Maggiore inclusione digitale
Social Value	Risparmio di emissioni atmosferiche grazie al riutilizzo dei device recuperati e ai delle componenti estratte dai device
Social Value	Recupero e smaltimento di sostanze pericolose
Social Value	Risparmio energetico dei nuovi device
Social Value	Vendita di componenti e materie prime pregiate estratte dai device ritirati



Results

**Projects list**  
17 projects measured out of 40

**business and social benefits + related KPIs**

**CSV cards**

**CSV reporting**

**Measuring created value: business + social value**

**Convergence into Sustainability Report**

# CSV STRATEGY



Corporate Shared Value  
CSV Department

## CSV strategy development drivers

### 1<sup>st</sup> Driver

Updating the areas of intervention

### 2<sup>nd</sup> Driver

Adding the CSV strategic guidelines to the business strategy guidelines

### 3<sup>rd</sup> Driver

Using social marketing guidelines to support the development of offers and services producing shared value

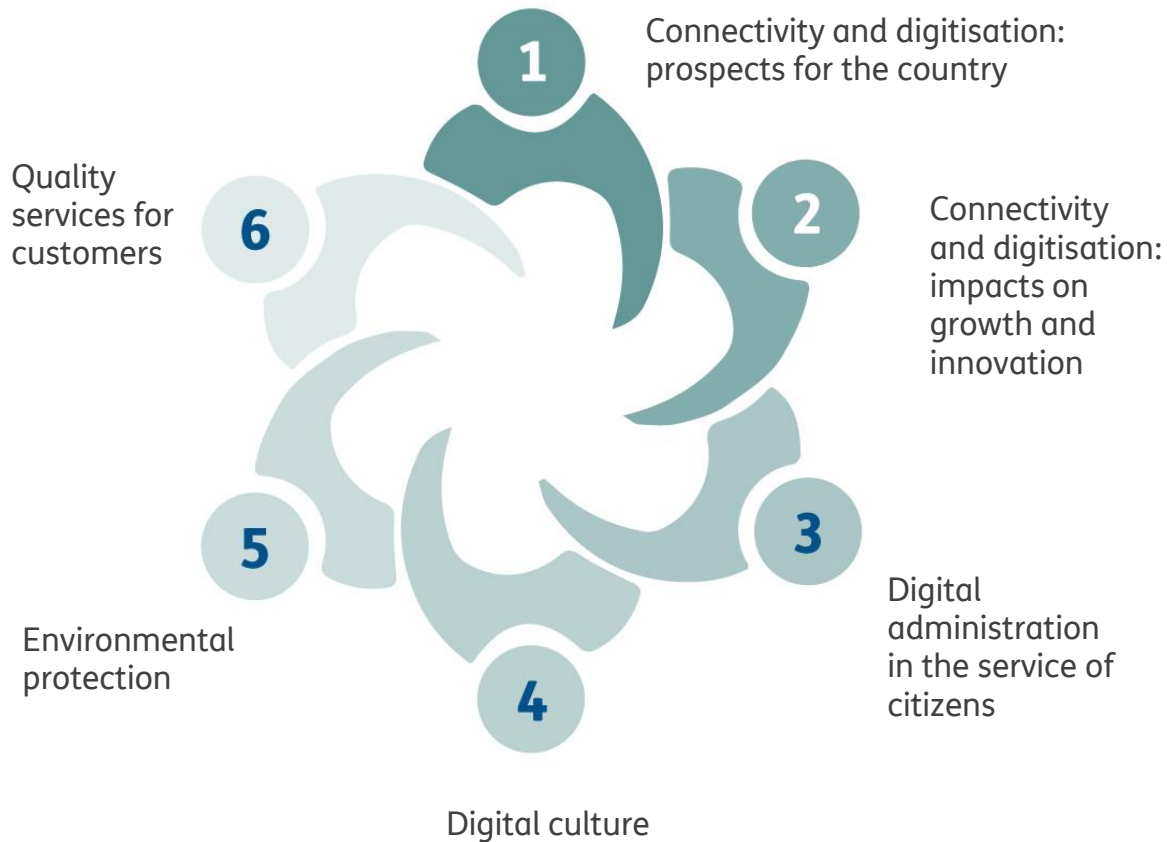
### 4<sup>th</sup> Driver

Using CSV themes as positioning drivers in terms of both market and brand reputation communication

### 5<sup>th</sup> Driver

Monitoring the impact of CSV on the Group's reputation

# MULTISTAKEHOLDER FORUM



In 2015, the stakeholder engagement process was further enriched by the organisation of a multistakeholder Forum. The forum involved:

**30**  
representatives

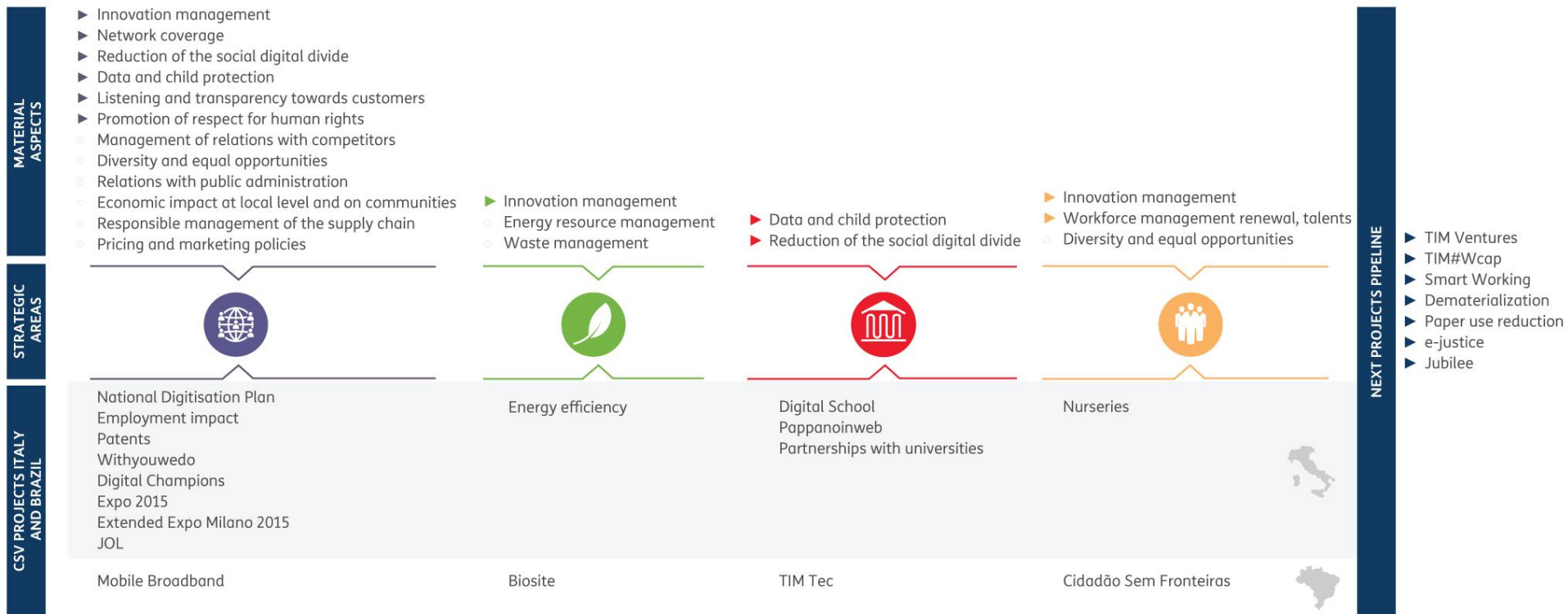
and the following emerged:

**11**  
material themes

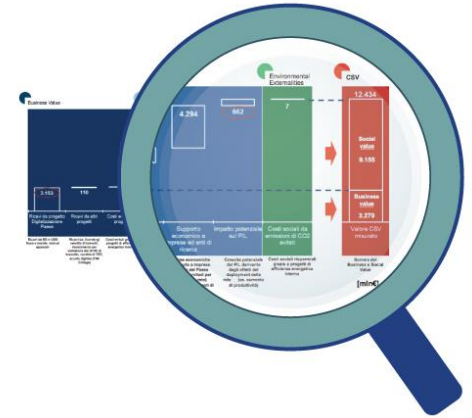
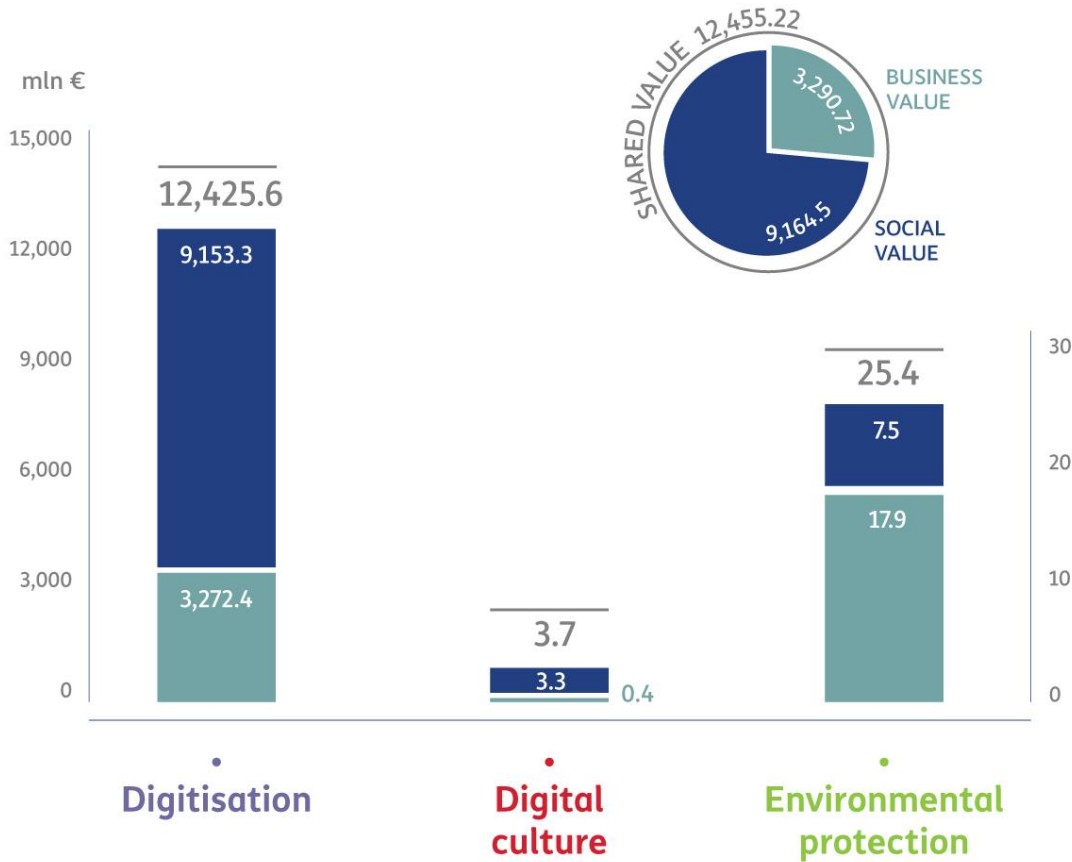
# 17 PROJECTS MEASURED

Around 500 GRI Indicators

17 relevant projects – CSV Model



# CSV: ECONOMIC AND SOCIAL VALUE



17 projects

implemented and measured

12.45\*

billion Euros  
Total CSV value

\* The figure refers to domestic measurements, method certified by KPMG

Challenge: in the medium term, Economic Shared Value inclusion in the Group Annual Report and Enterprise Risk Management System



# REPRESENTATION OF CSV



## MEASURING

actual, medium and long term impacts of CSV performance.

## VALUE

Through **INTERACTIVE SERVICES** and **TOOLS** designed to facilitate the search for information by industry experts.

## COMMUNICATING

through a quantitative metric, making sustainability impact real and inclusive.

Thank you

