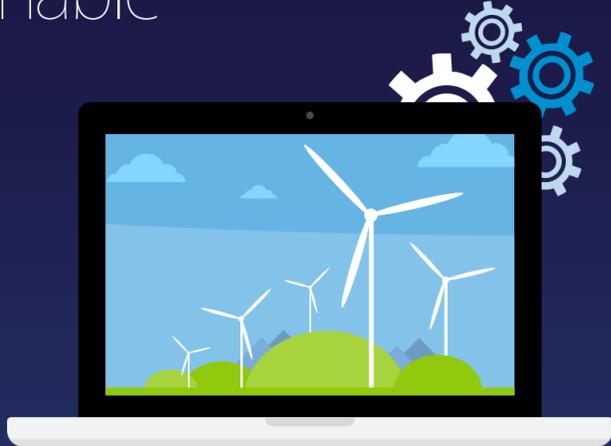


# 20 million ways we're making tech more sustainable

Technology's great. And we're convinced of its ability to support the future by offering new solutions for all of our customers.

By 2020, O2's Think Big Blueprint aims to help 20 million people live better with technology. To help them get there, we'll be delivering on our beliefs to give people more confidence, more opportunities, and more solutions to utilise the digital world. And of course, we'll continue to run our own business responsibly.



## Confidence

Giving people confidence to enjoy the digital world

We've partnered with the NSPCC to create a safer online environment for children, giving parents more peace of mind.



We run a free helpline offering real-time expert advice on security issues



Many of our gurus are NSPCC-trained and run online security workshops in store



We provide businesses with online security solutions to ensure data is kept safe



## Opportunities

Helping people to thrive in a digital world

We want to make sure no one is excluded from the best of technology, especially young people. Our Think Big youth programmes bring digital skills and career opportunities to young people throughout the UK.

909,127

We've helped 909,127 young people gain skills through GoThinkBig.co.uk

60,604

60,604 young people helped to gain digital and employability skills by O2 employees

£2,911,500

5,500 young people have benefitted from a share of £2,911,500 for community projects

## Solutions

Giving people solutions to reduce their impact on the planet

O2 is the first mobile telecoms company to be awarded the Carbon Trust Triple Standard for carbon, waste and water. We led the development of the world's first collaborative Eco rating on mobile devices, now adopted by both Vodafone and Orange.



£130m

O2 Recycle has paid out £130 million and saved 10,000 tonnes of CO2 over the past four years

2m

We're Europe's largest mobile network-operated phone recycler, having now received 2 million devices

Over 1/2

Over half the phones we sell are now shipped without a charger, reducing waste and packaging materials

## We're all in

Our commitment to doing things responsibly extends running our internal business, our network and our supply chains the right way too.



Encouraging a culture of flexible working, which allows our people to be more effective (and it achieves environmental benefits too)



Taking full advantage of solutions like Unified Communications, Skype for Business, Enterprise Managed Mobility and Connectivity Creating a more effective



Ensuring our suppliers have the same ethical standards that we do

100%

The energy we use comes from 100% renewable sources

96%

96% of our waste is diverted from landfill

7x

The carbon savings we make are seven times greater than our network emissions



We've totally eliminated paper-based reporting

With O2, the digital world is a more exciting, more responsible and safer place for everyone to be.

## Want to know more?

For more information on sustainability at O2, or for a chat about how we can help your own business become more responsible, contact your account manager.

Call us on 01235 433 507

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or here at [www.o2.co.uk/thinkbig](http://www.o2.co.uk/thinkbig)

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