



**SUSTAINABILITY  
REPORT**

**2021**



**Együtt.  
Veled**



# DIGITALIZATION

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## STRATEGY TARGETS (2021–2030) AND 2021 RESULTS



4 QUALITY EDUCATION

### DIGITALIZATION OF HUNGARY

- Gigabit access available to all our customers
- Nationwide 5G coverage



8 DECENT WORK AND ECONOMIC GROWTH

### AVAILABILITY OF THE SERVICES

Magyar Telekom guarantees its customers' rights in connection with service availability and troubleshooting based on the **General Terms and Conditions of Contract (GTC)** available at the customer service points and on the Internet. In this it declares to meet the published quality targets while it provides services over the entire service territory, to check this via measurements and to publish the measurement methods. Here, the company also defines the quality targets for the services provided, meeting of which is continuously measured and made available to everyone on an annual basis.



10 REDUCED INEQUALITIES

### Annual service availability (%) (2017–2021) ✓

ANNUAL SERVICE AVAILABILITY (%)	2017	2018	2019	2020	2021
Cable television analogue/digital	99.97/99.90	99.98/99.50	99.98/99.82	99.99/99.82	99.982
Sat TV	99.91	99.91	99.919	99.928	99.935
IPTV	99.83	99.84	99.896	99.904	99.906
Fixed line internet (ADSL/GPON/CableNet)	99.89/99.96/99.90	99.90/99.95/99.92	99.93/99.96/99.94	99.93/99.96/99.94	99.94/99.97/99.96
Mobile internet (2G/3G/4G)	99.902	99.893	99.878	99.87	99.866
Telephone/VoIP/VoCa	99.95/99.93/99.92	99.94/99.93/99.95	99.93/99.95/99.95	99.94/99.96/99.96	99.95/99.96/99.97
Mobile telephone (2G/3G/4G)	99.91	99.906	99.878	99.873	99.889



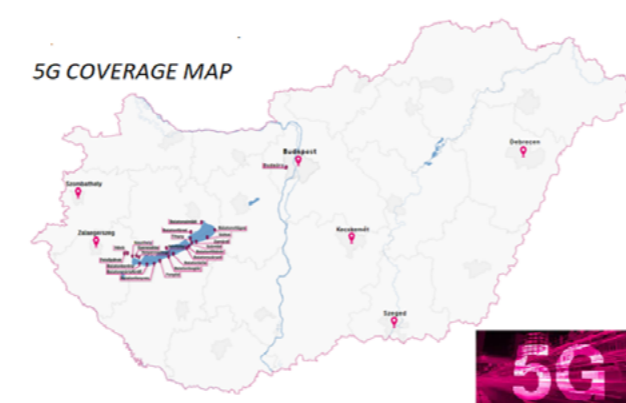
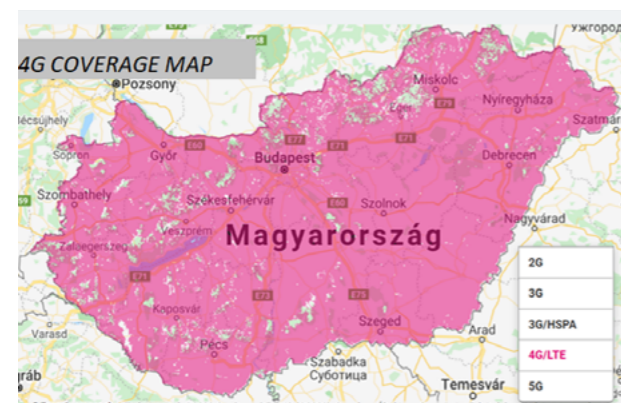
12 RESPONSIBLE CONSUMPTION AND PRODUCTION

### DIGITAL RESPONSIBILITY

- 6 million responsible digitally mature people

Fault management for customers is handled in a defined process – in accordance with their rights set out in the GTC, inter alia – after having detected and filed the problem with the company.

Magyar Telekom, by permanently developing technical solutions, security systems and backup tools, seeks to ensure continuity of the availability of the services, by setting the enhancement of customer experience as an objective.



## SAFE USE OF MOBILE PHONES, ELECTROMAGNETIC FIELDS

In order to provide high-quality services to the Hungarian and Macedonian mobile telephone subscribers through the mobile telecom network, UMTS licenses were distributed among operators in Hungary in December 2004 and for operators in Macedonia in June 2009. Besides, in December 2011 Magyar Telekom acquired the right to launch the LTE service and the commercial rollout started in 2012. By the end of 2017, the frequency rights acquired in the 800 MHz band allowed almost 100% of Hungarian citizens to use Magyar Telekom's LTE service. In March 2020 Magyar Telekom acquired further spectrum rights in the 700 MHz and 3.5 GHz bands, allowing the company to launch its 5G service.

The rollout of the 5G-related networks has intensified the interest of communities in the topic of electromagnetic fields, which also puts in focus the company's strategy in addressing the issue.

The electromagnetic exposure limits in Hungary have been determined in line with the guidelines set by ICNIRP (International Commission on Non-Ionizing Radiation Protection), which are based on the practice applied in most European countries and on Recommendation 1999/EC/519 of the European Commission. As a result of the relevant Hungarian decree adopted in August 2004 (63/2004./VII. 26. - ESzCsM) on the basis of ICNIRP guidelines, the regulations in Hungary are compliant with the EU regulation on electromagnetic fields.

**In the framework of the company's overall education program, new employees are informed about issues concerning electromagnetic fields as part of their mandatory orientation training. We provide our customers with detailed information on the page [Health and Safety](#).**

Within the Deutsche Telekom Group, issues related to electromagnetic fields are regulated as part of DT's EMF objectives, the so-called 'EMF Policy Recommendations', with special emphasis on transparency, information provision, support of and involvement in research. Magyar Telekom has applied the relevant Deutsche Telekom recommendation as mandatory regulation since 2004, while Makedonski Telekom has done so since March 2011.

To support preventive action both Magyar Telekom and Makedonski Telekom set up dedicated EMF workgroups, which meet quarterly and monitor EMF-related developments both at national and international levels and respond to the EMF-related queries of the authorities, residents or employees.

Further information about T-Mobile International's EMF Policy Recommendations adopted by Magyar Telekom is available in English on the [website of Deutsche Telekom](#).

In the framework of this policy, Magyar Telekom and its subsidiaries address the complaints and inquiries in an efficient manner.

The EMF policy was also endorsed by Makedonski Telekom. The policy sets forth the basic principles applicable to the responsible use of mobile communications technologies. In this document, we assume commitment for greater transparency, for the provision of information and for involvement in the relevant processes.

### MOBIL NETWORK, NETWORK DEVELOPMENT

According to the Company's common practice, base station antennas are installed in a way that employees normally cannot stay in front of them, cannot and do not have to work in the relevant zone, and passageways do not cross the areas in question.

If in extraordinary cases, people must pass or work in front of the antennas – this usually happens in relation to external contractors' work, e.g. when renovating a building, safety distance data are made clear and available. If necessary, site measurements can be conducted, or in justified cases, the antennas can be temporarily relocated or the capacity of the transmitter reduced.

If a Magyar Telekom employees performing work in the vicinity of an antenna detect an unidentified signal source, they will use their RADMAN personal radiation detector to determine the boundaries of the safe zone so as to prevent any eventual health risk.

Compliance with the value limits defined by law for Magyar Telekom mobile network is audited and certified by independent measurement bodies.

In each and every case when building new base stations the company acts in accordance with the relevant laws and consults, cooperates with the relevant stakeholders. If needed, citizens' forums are held with the participation of all concerned parties to reach an agreement.

### COMMUNICATION

Despite the fact that the radiation of Magyar Telekom's handsets and mobile base stations is well below the ICNIRP emission limits, the Company considers it important to provide information on handsets and base stations, both to employees and customers.

We coordinate these matters several times a year with the National Media and Infocommunications Authority's experts and supply measurement data for their purposes.

In addition to internal communication, in 2021 Magyar Telekom continued to respond openly to inquiries about the safe use of mobile phones.

The SAR values of the devices are included in the user manuals in the mobile set packaging and are available in Telekom shops as well.

## RESEARCH

Exposure of the world's population to non-ionizing electromagnetic radiation and electromagnetic fields has considerably increased in recent years. Since a civilized society cannot avoid the use of equipment emitting non-ionizing electromagnetic radiation, like mobile telecommunication equipment, satellite and terrestrial television/radio broadcasts, flight navigation, meteorological satellites, radio astronomy, space exploration, the exposure of the environment and the population is expected to increase further in the future. The World Health Organization (WHO) and several other international organizations, as well as research groups, monitor the impact of technological development on human health.

The assumed health effects of mobile telecommunication have been studied and analyzed for almost thirty years. So far scientific research has not confirmed any negative health impact of mobile telecommunication on the human body.

The largest research project of this type, the INTERPHONE project of WHO-IARC (International Agency for Research on Cancer) conducted with the participation of 13 countries, was closed in 2011. After closing the INTERPHONE project on May 31, 2011, WHO-IARC classified electromagnetic fields into the 2B potential carcinogenic category. According to the Chairman of the WHOIARC workgroup "the evidence, while still accumulating, is strong enough to support a conclusion and the 2B classification. The conclusion means that there could be some risk, therefore we need to keep a close watch for a link between cell phones and cancer risk". At present the following agents are classified into category 2B: coffee, petrol, the exhaust of petrol-fuelled engines, nickel and alloys, talcum powder, network frequency magnetic field and mobile phone use, as well.

Through its GSM Association membership, Magyar Telekom has directly contributed to the progress of independent research into the health impacts of mobile networks.

Every national affiliate of Deutsche Telekom is committed to supporting independent research aimed at extending the company's knowledge on the impacts of electromagnetic fields. This makes the Deutsche Telekom Group one of the biggest supporters of research on this subject.

## DEVELOPING THE INNOVATION POTENTIAL OF T-SYSTEMS HUNGARY

In 2021, the company decided to build an innovation ecosystem, and the framework was put in place in Q4. The primary objective is to unlock the innovation potential: to create an agile, start-up-like operation. T-Systems Hungary has created an E2E product development process for efficient idea management, incubation, and dynamic product development. It builds on the company's existing and underutilized products and product development experience, with an emphasis on product development based on real customer needs, and on the support and effective implementation of independent new innovative ideas, under tight financial control. The competences of the different disciplines are supported by a knowledge-based development process, an idea management team and a network of Subject-matter Experts.

In the framework of E2E product development, which ensures an ownership approach throughout, the development of the ideas received is supported by incubation, and the creation of pilots and product prototypes is supported by start-up-based operations. The new approach is that the project is based on a specific market need at the start of product development, with validation ensured by continuous customer feedback and sales commitment. The prototypes produced can feed back into the refinement of customer needs, so that a specific sales target can be defined at the end of product development. The method minimizes risks and optimizes costs and resources.

The Investment Committee has started to function as the main resource allocation body, with permanent participants from the professional, strategic, and commercial fields, as well as experts in finance, accounting and controlling. The Investment Committee decides on the launch of pilots, PoC projects and the allocation of OPEX and CAPEX resources based on proposals from the Idea Management Team. As part of the E2E process, all departments of the company work together to maximize the innovation potential.

T-Systems Hungary has set up an electronic platform to track innovation ideas, pilot projects and prototypes.

In addition to creating an innovation environment and culture, the decision-making structure is well documented.

The learning process, the continuous documentation of experience and the continuous maintenance of the knowledge base of innovation projects are also done in line with the service catalogue, so that new products can become part of the T-Systems Hungary product portfolio in a synergistic and non-overlapping way.

The E2E product development portfolio management will include the involvement of external resources (R&D and EU) and the enhancement of the company's tendering activity. It is linked at several points to the projects of higher education players and foundations, strengthening the company's strategic partnership with universities.

## T-SYSTEMS HUNGARY INNOVATION PROJECTS IN 2021

### Canary (EHS smart watch)

This smart watch application was developed to create a safe environment for employees in warehouses. The solution reacts to the increasing shortage of labor that is a huge problem nowadays. The solution supports the integration of a new segment, employees with reduced capacity of work. Employees with hearing disabilities need to wear these smart watches during their work. In case of any emergency such as fire alarm, the watch alerts them with constant vibration. Only the employee can stop the alert notification via the smart watch. After this the application sends an automatic message to a central email address with the employee's ID. So it is constantly traceable who has already been notified.

In 2021 Q4, a few new innovative projects were launched: development of data-driven services, business intelligence projects, hybrid services and cloud services, application development modernization, fraud detection and data monetization. The development of cooperation with strategic partners has ensured rapid market entry, with the potential for intensive growth and developments with a broad customer reach.



### Forklift proximity detection

The forklift proximity detector application is our EHS (Environment, Health and Safety) solution, which we developed on customer demand. The application alerts the operators and drivers when a forklift approaches, so it prevents any eventual accidents, injuries.

Vehicles are equipped with tags to determine their route and speed. To prevent collisions, workers are notified of an upcoming vehicle. As soon as the truck is within a dangerous distance, the watch on the worker's wrist emits a vibrating and visual signal, helping the worker to react in time and get out of the way of the approaching truck. For more information about the solution click [here](#).



### Pack Track - Packlogistics solution

Pack Track is a smart indoor package tracking solution that enables state-of-the-art automation of digital devices in current, manually operated package logistics processes. It is a high-precision, real-time tracking system, supporting common cloud-based web applications and handheld devices. The solution has been tested on a large package logistics partner and is currently operational.

### 5G SMART EU competition

T-Systems Hungary Hungary is part of the European consortium of 16 enterprises that demonstrate the potential of the 5G SMART project in a real manufacturing environment, highlighting 5G values and possible uses. The experiments test integrated manufacturing applications such as industrial robotics or machine vision-based telecommuting and develop features such as time synchronization or positioning of manufacturing situations.

The 5G SMART project work will run until May 30, 2022. In 2021 T-Systems Hungary aims in the 5G-SMART project to contribute to the study of potential uses, MNO options, their need, and related KPIs, and to the evaluation of different network design options, taking into consideration technical use cases and business-related KPIs. The knowledge amassed as a result of the project (e.g.: analyses, studies, proposals) can be used by T-Systems Hungary to improve and further develop relevant, self-developed solutions.

### SmarTruck

The SmarTruck is a „smart box” that can be mounted on a forklift truck and that transmits in real time a variety of useful data, such as: operating times to schedule maintenance, or a gyroscope in the box to detect collisions, or even integrate the system with a company access card through its access management module.

SmarTruck is a smart forklift system that can be built modularly, according to our customers' needs.

A major advantage is that even with a heterogeneous forklift fleet (i.e. vehicles of different makes and types), the fleet can be managed through a single Cloud-based system.

More information about the solution is available [here](#).

### RTLS

High-precision indoor positioning enables us to track the position of any entity within the area covered by the system with sufficient accuracy, thus providing accurate information about the time spent in each area and, where appropriate, the route of movements.

The solution can be used in several areas, some of which are:

- Track raw materials, semi-finished, finished products, materials and other objects in industrial facilities and logistics areas
- Shorten the search time by knowing the exact position
- Track vehicles, forklifts, people, optimize routes by analyzing the collected data, analyze fleet operating times
- Protect high value assets and goods
- In the field of retail for customer analytics systems e.g. track shopping carts
- Measure distance requirements e.g. Covid 19

### Artificial Intelligence in customer care

Vanda is an artificial intelligence-based solution that is able to interact with customers through pre-designed processes and manage administrative processes independently, without human intervention. Depending on the business processes we teach, it can be applied in a myriad of areas and situations.

### Campus Network

The aim of the project was to test a CEIT AGV (automated guided vehicle) vehicle on the Campus Network established by Magyar Telekom. We have observed the following results from the pilot project:

- We have successfully tested the reliability of AGV communication under real industrial conditions on the Campus Network established at BorgWarner's site in Oroszlány.
- We have gained valuable experience in operating AGV systems and developed a use case for Campus Network
- The tested AGV tool can be used in additional customer pilots in the future, thus further supporting the sales activity
- According to our plans, in addition to the sale of the equipment, TSM also performs the support tasks of the service at level 1 and level 2, for which we charge a monthly support fee.

### Dronify

Dronify is an automated inventory solution that can create a perfect inventory record overnight without human intervention. The inventory activity is performed by an autonomously moving drone using machine vision and machine learning. The data read by the smart camera is recorded in a database that can be integrated into the company's existing ERP system. In addition to inventory, the indoor autonomous drone solution is also suitable for other tasks that make the everyday life of industrial facilities easier.



## DIGITAL COMPETENCE

### Developing communities, changing mindsets

Telekom, as a responsible service provider, takes part in establishing digital equal opportunity in Hungary's society. We take a stand against issues that prevent people from having equal access to the benefits of the digital world.

We do that in a way that we not only include them in that world, but also provide guidance to them to ensure they clearly see the opportunities and threats that lie therein. Our initiatives always put great emphasis on the online and physical safety of our children. Our goal is to ensure that all children and young adults should access the information they need in an enjoyable and safe environment, as the welfare of children is top priority. For that, however, it is also necessary that the digital parents of our age be equipped with the necessary knowledge and awareness, as well as the mindset towards their kids' online presence. Our "I am a digital parent" initiative supports parents in that.

### "Be a Member of Generation NOW!" Program

In the framework of the "Be a Member of Generation NOW!" Program Magyar Telekom seeks to make the opportunities offered by digitalization accessible to all age groups by not only providing technical access, but also helping people develop the necessary skills.

Here, at Telekom, we find it important that the elderly too partake of the benefits of digitalization, but we also know that many of them need support and guidance for that.

Along the above logic, we created a program in cooperation with high schools as part of which students educate members of pensioner communities about the use of digital devices. At the sessions, the elderly learn about the digital solutions that can help them during their everyday lives. By bringing the two generations together, we help senior citizens become able to exploit the unlimited opportunities, the knowledge, the information and community experience offered by the digital world. These skills will make their lives easier, as the digital knowledge they acquire enables them to achieve their goals and translate their wishes into actions.

The **“Be a Member of Generation NOW!” Program** initiative is an addition to the range of volunteer work opportunities available to students that they can easily take part in, but allows them to do work that is very valuable to society and creates a feeling of achievement.

At the events the students can also learn a lot from the elderly and help each other do their best together. This collaboration greatly supports their personal growth and equips them with skills like critical thinking and complex problem solving, creativity and communication.

The events are organized by the NGO partners that take part in the **“Be a Member of Generation NOW!” Program** with the involvement of schools, typically in their buildings or some other community facilities. The NGOs also conduct the events, liaise with the stakeholders and issue the certificates to the students about their community service.

We provide students with a detailed description they can use to get prepared and an online registration site with the events scheduled.

The elderly are provided a competence-level test to determine what learning materials fit their needs best.

In 2021, as the program could not be implemented in its original face-to-face form due to the pandemic, most of the courses were still conducted online as best for social distancing and the participants' safety. Some innovative solutions, like live video chats, Viber and Zoom calls were used to enable the pensioners to ask their questions and the students to share their knowledge. The students compiled some easy-to-learn online instructions for those not so familiar with chat applications, which were distributed among the participants online. We shared 75 short videos and written materials with illustrations in 8 topics on the program's website, which helped the elderly feel less isolated at home during the pandemic.

Our **“Be a Member of Generation NOW!” Program** announced on November 06, 2019 is currently running in schools of 16 towns, but as online education was introduced, now anyone can join in without any geographical limitations. In 2021, the program reached 434 800 people. A total of 652 high-school students took part in the face-to-face events and the preparation of the online materials, and 25 790 pensioners completed the course at the onsite sessions and through the online channels.

Throughout the program, we put extra emphasis on compliance with child protection guidelines.

Magyar Telekom's objectives to be achieved by enforcing the guidelines:

- In the implementation of the program we provide all our partners the necessary information about the content of the guidelines and the relevant processes.
- We demonstrate to children, parents, teachers and pensioners, as well as all other partners the program's commitment to safety.
- As part of the **“Be a Member of Generation NOW!” Program**, we share the information regarding the protection of children and vulnerable adults, as well as the proper conduct with the children, parents, teachers, pensioners, our partners in implementing the program, our employees and volunteers.
- We consider it important that the children and vulnerable adults who take part in the **“Be a Member of Generation NOW!” Program** should be especially protected. We firmly believe that no one should fall victim to abuse in any shape or form. We feel responsible for the welfare and protection of children, the young and vulnerable adults. We strive to ensure their safety throughout our work processes, too.
- In order for us to be able to really appreciate children, we listen to them and give them the respect they deserve.
- We create a safe environment for the children, young, teachers, pensioners, partners and employees who take part in the **“Be a Member of Generation NOW!” Program**.

We are committed to the regular review of the current guidelines and our proper conduct.

## INDUSTRY-SPECIFIC SUCCESSION POOL

In addition to developing our customers' digital competences, the Education Pillar of Magyar Telekom Group's Sustainability Strategy also defines the goal of providing a succession pool for the industry, as any difficulties in finding the right professionals to fill vacancies may pose risks in terms of continuously maintaining, improving and reinforcing the quality of our services. In order for us to be able to always provide top-quality services to our customers, we need the best professionals. This requires, above all, a competitive vocational training background.

At the initiative and with the funding of **T-Labs** (Telekom Innovation Laboratories, Berlin), the Department of Data Science and Data Technology has been operating at ELTE since September 2016, as the first pillar of the EU Labs research network under construction. Magyar Telekom's role is in supporting the training and research activities.



The professionals of the future are trained with the support of Magyar Telekom.

In 2021, we concluded **strategic partnerships agreements** with Puskás Tivadar Telecommunications and IT High School of Budapest, Kandó Kálmán Secondary School for Information Technology of Miskolc and the Széchenyi István Technical Secondary School of Székesfehérvár.

The goal of the partnerships is that we help, as far as we can, keep the learning materials up-to-date and support the institutions in their effort of popularizing the telecom profession.

We also offer student work opportunities. In the fall of 2021, we held several career orientation presentations, where students were offered insight into the telecom world.

We also concluded a **cooperation agreement** with Széchenyi István University, the purpose of which is to provide on-the-job training opportunity to students pursuing electrical engineering studies.

In December 2021, the **“Deutsche Telekom Group IT Faculty”** was also established at Óbuda University, which is a joint training platform of Deutsche Telekom IT Solutions, T-Systems Hungary and Magyar Telekom.

A total of 90% of the participants of the **Kickstart career program**, i.e. 18 people got fulltime jobs at Magyar Telekom. Twenty-two students enrolled in the second year of the program in September 2021. The one-year program offers interns professional and soft-skill trainings relevant for career starters. The Kickstart interns, working in diverse areas encompassing the full range of the company's units, work on joint half-year project tasks in the spirit of the agile methodology, thus reinforcing their skills of working in cross-functional teams, which is becoming increasingly important nowadays. The joint project task is based on real business demand, thus promoting the program's significance and Magyar Telekom's development alike.

Launched in March 2020, **Telekom Kraft** helps young visionaries with trainings and events on their journey to develop their inventions and projects. The **KraftRoad** program supports young talents with workshops and events in the development, elaboration and improvement of their innovation projects. In 2021 Telekom Kraft was home to 9 innovation projects. Apart from individual projects the participants can also join Telekom in contributing to selected projects and thus gaining professional training. As an example of such collaboration, one of the Krafters designed the wall-art in one of our stores and later became one of the graphic designers of Telekom.

Other examples include representation of talented young video artists and directors in the Kraft video series. We have opened the **KraftLab** in Debrecen in September 2021, where all the technology and the lab space is given for the Krafters from video-studios, to podcast studios and robotic limbs.



## EDUTAINMENT, INSPITAINMENT

### Mobile Experts

Our Mobile Experts (Mobiltudósok) are to be found in Telekom shops offering help and support to visiting customers in the use of our devices and services. They provide information on how the internet can improve the customers' lives (administration, banking, online shopping). Our experts can also be found online: they share their knowledge about the latest technical improvements, products and interesting facts in their Mobiltudós blog on the Telekom [Facebook](#) page.

### Hello Business

The Hello Business program was launched to guide SOHO/SMBs in the maze of management, workforce management, marketing, sales or finance. We help our SOHO/SMB partners answer their questions with practical news and information, both in written and video forms on the program [website](#).

### Plan D – Hello Business

In the summer of 2021, a program to help the digital development of Hungarian SMEs was launched on the Hello Business business education platform under the name Plan D. In 2020 the pandemic showed that digitalization cannot simply be an easier way to success, but often the only way: by now businesses have come to realize how important digital tools and solutions are, although not all small businesses are certain about how to use them and many are even reluctant to do so. Telekom Hello Business Plans D provide businesses with easy-to-use, copyable, practical guidance, and proven, ready-made digital case studies which are freely available to anyone on the program website.

**A te vállalkozásod is digitalizálható**  
egy Digitalizációs terv segítségével!

ChiliYard  
[www.chiliyard.hu](http://www.chiliyard.hu)

**D TERV**

Részletek

### Edutainment/inspitainment content

With our Edutainment and Inspitainment content, we empower everyone to use the achievements of the digital world according to their level of technological adaptation, and to make their lives more sustainable, simpler and digital. Throughout the program, our content has been viewed by hundreds of thousands who have become members of the **NOW generation**.

### Telekom Forum

**Telekom Forum** is an online Edutainment social platform where our existing and potential customers can chat, find information about our services, and about the use of internet and smart devices, and also information about access to various online content. The page is public and worth to visit for all who wish to gain first-hand information about Telekom products from the most reliable experts: the users themselves. The page is moderated and supported by Magyar Telekom experts.

### Teachtoday – Telekom for the educated use of the internet

As a responsible large enterprise, one of our tasks is to help and promote the safe use of the internet. We use our best efforts to ensure that all age groups leverage the opportunities offered by the digital world in a smart and conscious way and we also work on the elimination of the digital divide between certain areas of Hungary. In November, 2017, similarly to other members of the company group, Magyar Telekom also joined Deutsche Telekom's "Teachtoday" initiative to disseminate online education content with the objective of reaching a broad audience.

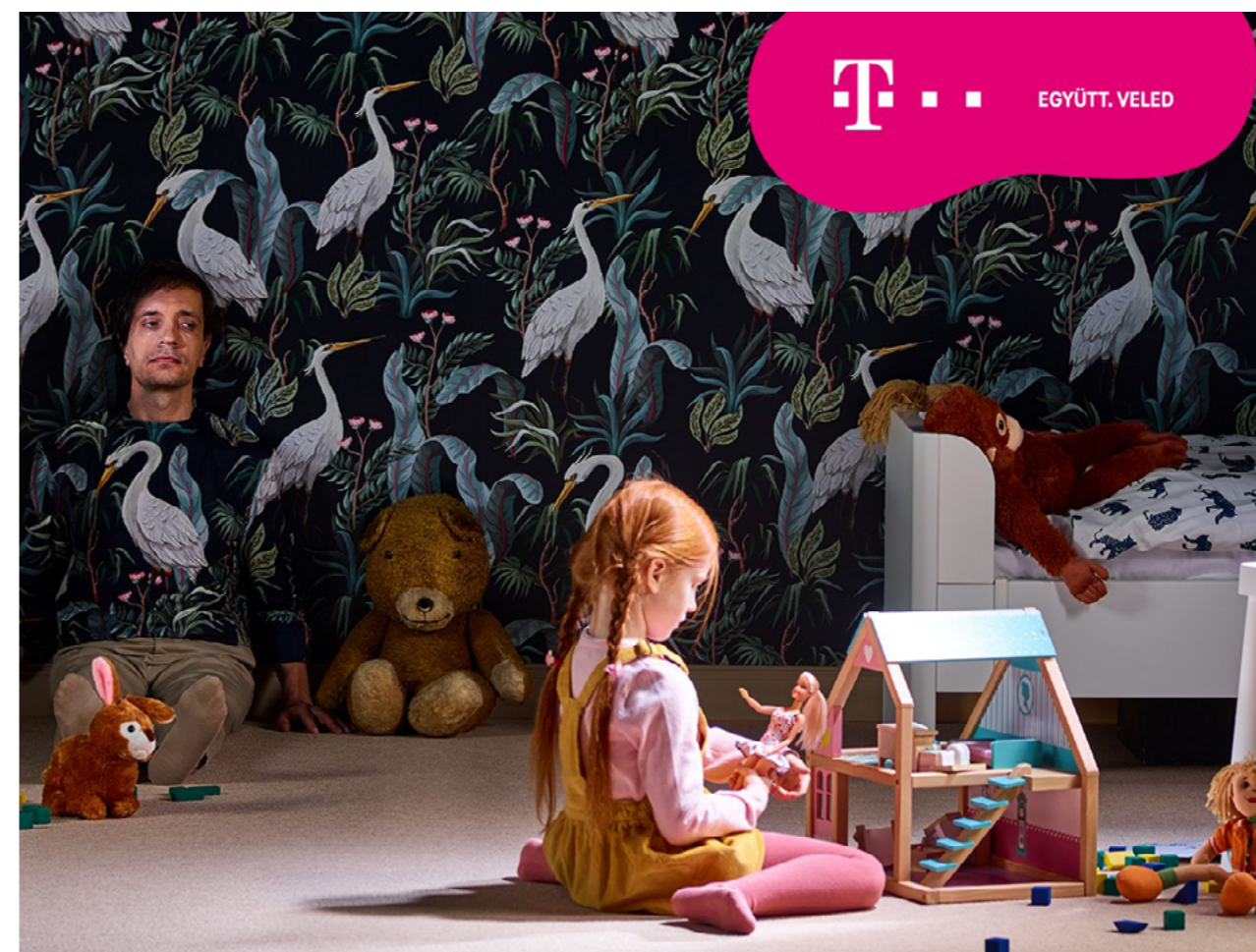
On the **Teachtoday website** the relevant content is linked to everyday situations explaining how younger generations use internet while taking into account potential differences in needs and living conditions. The platform offers practical tips and solutions to parents and children alike on topics like data protection, big data, social networks, use of mobile phones or popular applications. The topics are colorfully varied and the website offers case studies, interviews, tips, infographics, magazines and games, too. The site even offers media competence tests for two different age groups.

In 2021, Magyar Telekom's digital responsibility programmes reached more than 2 million people nationwide.

## CHILD PROTECTION IN THE DIGITAL WORLD

Magyar Telekom is committed to supporting the safe content consumption of children and their parents. We want all children and young people to have access to the information they need in an enjoyable and safe environment.

Our child protection site helps children and their parents in preparing themselves for any threats that may emerge when they use digital channels by providing them verified content and advice.



### "Become a SafeNet User!"

Here at Telekom, we believe that all children have the right to make use of technological achievements and exploit the benefits of digitalization to live a better life, develop skills and prosper in life. It is our goal to provide access to information, the opportunity to express views, the right to privacy and equal treatment to the widest possible range of children, at the same time, we are responsible for ensuring that they exercise these rights in safety, demonstrate the proper conduct when online and never, under any circumstances, become a victim.

### What do we do?

We provide every child access to technology and a safe environment specific to their age group to minimize potential threats.

- Our Mobile Experts in our shops provide help in managing the devices' safety settings and in the installation of the necessary screening software.
- We sell all devices with high data protection settings by default.
- Throughout the design, development and introduction of our products, we put an emphasis on ensuring children's rights.

In order to ensure safe internet browsing and quality content consumption, we share educational materials on our online platforms.

- We take part in centrally organized programs aimed at establishing a safe environment and spreading digital literacy, e.g. the **Digital Theme Week**.
- We support parents regarding conscious social media presence and responsible posting with our **“I am a Digital Parent”** campaign.
- We provide **educational materials** for use at home or in school, e.g. the AwareNessi leaflets, Child Protection e-learning.

**“I am a Digital Parent”** – an educational program for parents provided in cooperation by Telekom and Híntalovon (On a Rocking Horse) Foundation

Magyar Telekom partnered the **Híntalovon Foundation** and involved opinion leaders to start an educational program under the title of “I am a Digital Parent”. The campaign drew parents’ attention to the potential threats facing kids in the online space and provided them guidance as to how to share content consciously and safely on social media platforms.

Statistics show that globally we post close to 1000 photos on Instagram per minute and we share more than 95 million posts and videos on a daily basis on the platform. According to the research findings, the photos that show our faces get 38% more likes than the ones that do not. Being able to stay in touch online and share important moments with each other perhaps became even more important last year than ever before. At the same time, it is at least as important that we protect each other online, too. We, as adults are in a position to decide what to share and how about ourselves on social media, but are we aware how we expose our children to potential threat when posting their photos?

#### WOULD YOU ALLOW A STRANGER TO ENTER YOUR CHILD’S ROOM?

The purpose of the initiative was to put the spotlight on the topic, ask the most relevant questions, catalyze discussions, and ultimately bring about a positive change. Parents in our age are all digital parents, who have to face unique parenting challenges and problems that did not exist before, which they need new answers and solutions to.

The central component of the campaign was the **microsite** containing the online questionnaire compiled in cooperation with Híntalovon Foundation. By filling in the questionnaire, users can determine how safe the photos, videos posted about their children on social media platforms are and also get feedback about how one can share content safely. The creative concept of the site is based upon the fact that children mostly feel safe at home, in their own rooms, because that personal space is like a safe haven for them. Every single photo posted by their parents undermines the safety of that place: because even though the family may see only sweet Kodak moments and fond memories, when browsing the pictures shared, other people may also get access to them, who see them purely as an information source or, what is even worse, an opportunity. In our campaign, we made the people potentially sneaking peeks visible in a way that shocks the viewer to make it clear that these people get much closer to the kids than their parents would have ever thought.

The “I am a digital Parent!” campaign reached more than 4 million people, and more than 3 thousand people filled in the questionnaire. During the campaign and even after its conclusion, many discussions were triggered, and thanks to our communication strategy, the issue remained a hot topic among the general public and the media for close to two months. Several well-known opinion leaders stood behind the cause: show hosts Lilu and Csilla Tatár, as well as several popular Instagram personality parents, who are committed to responsible online conduct. We have received a lot of feedback from parents who told us that after having seen our program, they changed the way they post content. However, what we consider a real achievement is, if parents start using social media platforms responsibly and consciously, as well as pass the good example on to their kids.

The online questionnaire is accessible [here](#).

#### For parents

Sometimes it is hard for parents to understand the online world of children. On the **Teachtoday platform** parents may find useful information on the advantages and disadvantages of applications, for example they may learn why young people love TikTok. The website offers tips for meaningful conversations with children on data security or cyberbullying. The page also gives advice and support when we do not know at what age we should give a mobile phone to our children and with the help of a draft mobile usage agreement we can help encourage our children to observe certain basic rules.

#### For teachers

**Teachtoday** helps the work of teachers with ready-made modules that can be immediately incorporated into the digital curriculum as well as best practices and examples. For example, teachers can set up a Media Adventure Park together with the students or may acquire new skills and knowledge with the use of the Be a meteorologist! project.

#### Smart watch for kids

Many people are reluctant to buy smart phones for their 6–12-yearold kids, as they might not be able to take care of the device, and parents cannot properly monitor what their children do online. At the same time, a sense of security is an important consideration when we put smartphones in the hands of our children, often perhaps too early. Seeing this demand, we have made the MyKi Children’s smart watch available in our offer from December 1, 2018.

#### For children

While browsing the **Teachtoday website** children can playfully acquire the skill of conscious use of devices. They may read about useful applications in the App Tips or may find ideas on how to make great videos.

The downloadable English language Scroller magazine is written for small children.

