

#GREEN MAGENTA

Reduction of own emissions to reach climate neutrality by 2025

100% renewable energy corporate-wide

Achieving climate neutrality from supplier to customer by 2040

55 % reduction in CO₂ emissions

by 2030 across the entire value chain (Standard: 2020)

Telekom's adherence to the Paris Agreement's 1.5°C climate goal will protect the environment and save resources.*

Saving resources: Implementation of sustainable packaging since mid-2022 for all new proprietary devices manufactured.



Green Storefront Initiatives

Telekom is working on a green resource-saving storefront concept to protect the environment. Specific measures include sustainable furniture options as well as flooring. In their shops there are also cellphone collection boxes and repairservices.



Products and Packaging

Designed with sustainability in mind, products like the Router Speedport Smart 4 and the Mesh Repeater Speed Home WiFi contain > 90% recycled synthetic materials in their cases and are sold without any packaging.



Device Lifecycle

A sustainable smartphone lifecycle for extended use or recycling: Phones and other devices don't end up in the landfill. Every year, Telekom refurbishes approximately one million returned routers and takes back the most cellphones in Germany.



Sustainability Label

The #GreenMagenta label identifies Telekom products, services or initiatives that are proved to have a positive impact on the environment. This helps customers and stakeholders to make a sustainable choice.



Biere Data Center

Telekom operates a highly efficient data center in Biere that consumes about 30% less electricity than other centers. The center uses advanced air-conditioning technology that relies on outside air for 80% of its cooling.



Green Network

Telekom customers experience a truly green network, since the company relies exclusively on renewable energy sources for its electricity consumption.



Green Pioneers

A team of approximately 300 environmentally-conscious employees is actively engaged in the internal ambassador program, dedicated to fostering responsible management and business practices. Through sharing experiences, organizing workshops, and collaborating on overlapping projects, they drive sustainable initiatives.



More information is available in Telekom's CR report. www.cr-bericht.telekom.com

*Confirmed by the Science Based Targets Initiative. Deutsche Telekom AG | Corporate Communications | 2024