Yettel managed to save over 20,000 tonnes of carbon emissions in 2023

The telecom's green network, which is powered by the Verila solar park, has the biggest contribution

In 2023, Yettel was able to reduce its carbon emissions by 20,992 tonnes from a year earlier. The biggest contribution to the results was the Power Purchase Agreement (PPA) for supply of electricity from renewable sources, with which the telecom now covers 85% of its network infrastructure consumption and 80% of the rest of its operations. The green network, powered by the 123 MW Verila photovoltaic park, is an important step in the operator's efforts to reduce its negative impact on the environment and to stimulate the transition to a low-carbon economy in the telecommunications sector.

The presented data is from Yettel Sustainability Report 2023, published today, which reflects the company's progress and achievements in the four strategic areas – Environment, People, Technology for sustainable future and Corporate governance.

Yettel's green policies are not only towards decarbonisation, but also reducing environmental pollution - encouraging recycling and the digitisation of business processes. The company has introduced an electronic document signing service in stores for private customers, which has saved over 310.5 tonnes of paper since mid-2022. In the past year, the telco has upgraded the service with remote contract signing capability for existing business customers. And the replacement of standard white paper cash register rolls with eco-friendly, blue-coloured, bills in all 182 stores nationwide is expected to save around 1.7 tonnes of white non-recyclable paper a year.

Yettel's long-standing cause to promote and encourage the proper treatment of end-of-life equipment has also achieved considerable success, thanks to programs aimed at extending the life of devices through repair, reuse and recyclability, brought together in the Smartphone Universe service package. In the first two years since the launch of its sustainability strategy, the company has prevented a total of 47.5 tonnes of e-waste from ending up in landfill, and in 2023, devices collected in stores alone are up 60% on a year earlier.

In its goal to raise awareness about eco-friendly living and responsible consumption, Yettel is using technology as a key tool. With the help of a number of initiatives, including the Green Cause newsletter, the Recycle and Save program and advertising campaigns, the company managed to reach 2,908,343 people on sustainability topics in 2023. Telecom also continues to invest in training for its employees - to date, 90.5% of management and 70.8% of employees have successfully completed the ESG courses.

Technology for sustainable future

Yettel's initiatives to support digital inclusion, united in the Safer Internet and Digital Skills Development programme, target not only at adolescents, but also adults - teachers and parents - as knowledge carriers and role models for the young. In 2023, the company managed to upgrade the knowledge of a total of more than 60 thousand people about the world of the Internet. Activities implemented include online safety lessons, social media campaigns, educational games and a project challenge focusing on artificial intelligence

In its report, the telecom also highlights the expansion of its 5G network, which now covers 71.3% of the country's territory. The company aims to increase this coverage to 85% of the population by 2026. Additionally, the operator's network was recognized as the best by the independent benchmarking organization umlaut, part of Accenture. The telecom achieved the highest score in Bulgaria across four key categories: reliability, coverage, voice services, and latency.

Yettel adds two new solutions to its portfolio of business services supporting sustainability in 2023 - Smart Fleet Management and IoT Cold Chain Monitoring. They offer fleet monitoring to optimize costs and manage processes with greater transparency and accountability to society.

Focus on Diversity, Equity and Inclusion

An important goal of Yettel's Diversity, Equity, and Inclusion (DEI) policies is to ensure equal access to opportunities for all and to foster individual development. To strengthen the representation of women in technology teams, the telecom organizes sessions with managers on topics such as unconscious biases, their impact on the selection process, and the benefits of diversity in the workplace. As a result of these efforts, the company has seen an increase in the percentage of women in technology teams for the second consecutive year, reaching 35.5%. This progress brings the company closer to its long-term goal of achieving 40% representation by 2028

Yettel's DEI practices are highly recognized by the Top Employers Institute, a global authority on employer policies. In 2023, Yettel became the first telecom to receive the Top Employer certification for its HR practices, with the highest scores in the DEI, Vision & Values, and Employee Wellbeing categories. This achievement is further validated by employee feedback, with nearly 90% of telecom employees stating that the DEI culture positively contributes to the company's success and expressing that they feel included in the workplace.

A 360-degree approach to sustainability

Successful sustainable development requires a holistic approach to environmental, social, and governance issues, Yettel stated in its report. In 2024, the telecom is expanding its diversity and inclusion efforts by fostering an open and equitable environment across the entire value chain— respecting human rights and ensuring equal access to services and facilities (such as workplaces, retail outlets, etc.). Additionally, Yettel's Supplier Code of Conduct, finalized in 2023, promotes high standards of social and environmental sustainability, as well as business ethics, throughout the supply chain. This year, the company also began to actively engage its key suppliers on these topics.