

# Sustainability

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# Where is the industry heading?

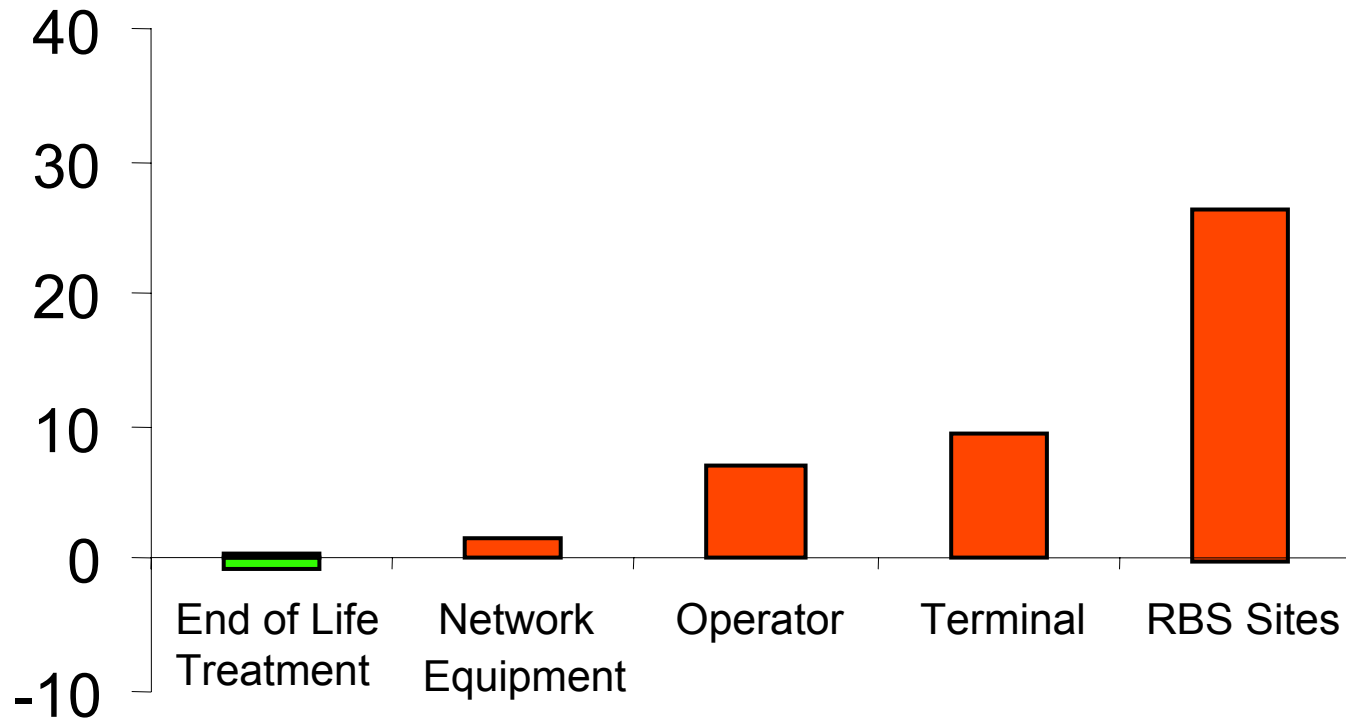
**Economy** →

**Environment** →

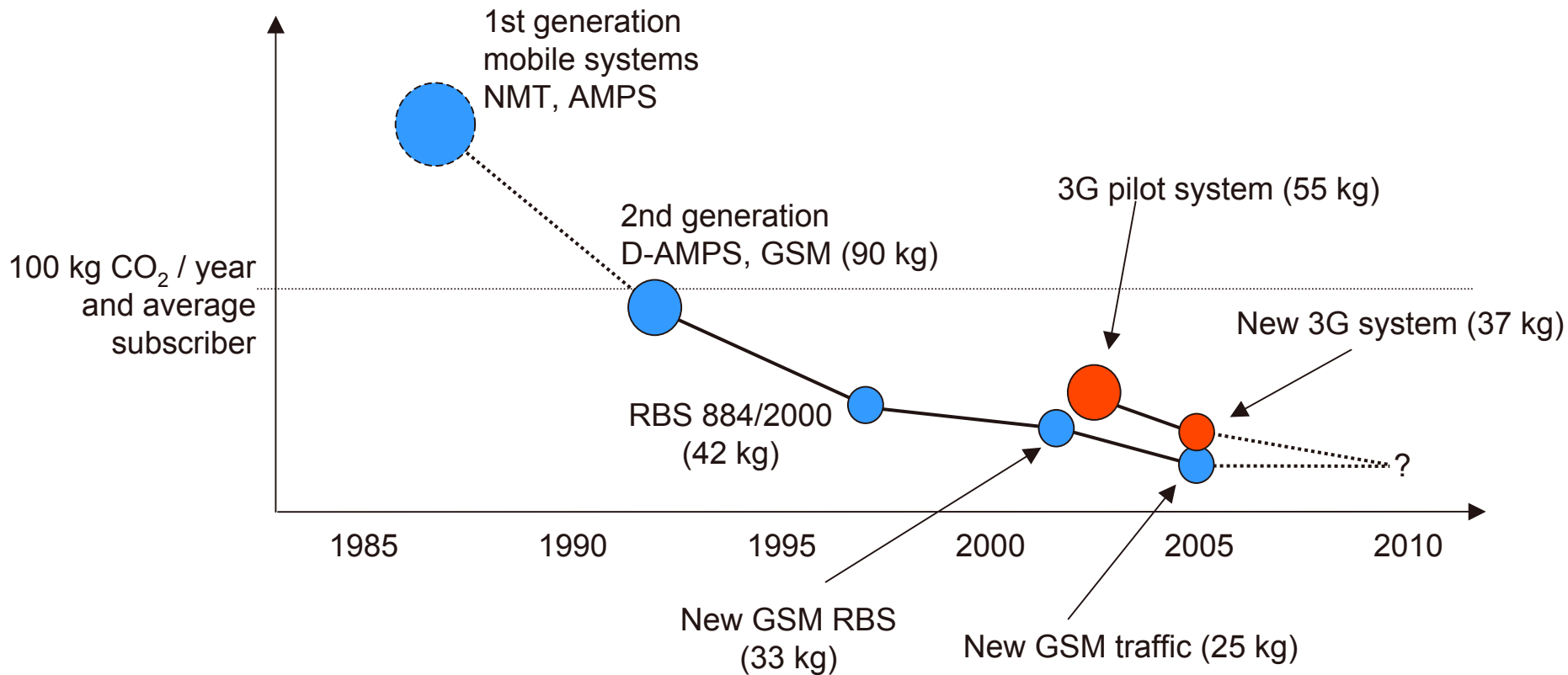


# Our LCA shows: RBS sites have the biggest environmental impact

Life cycle impacts expressed as CO<sub>2</sub> (kg) per subscriber and year of 3G system subunits



# Total CO<sub>2</sub> evolution for average wireless systems divided by subscribers and year



# Where is the industry heading?

**Economy** →

**Environment** →

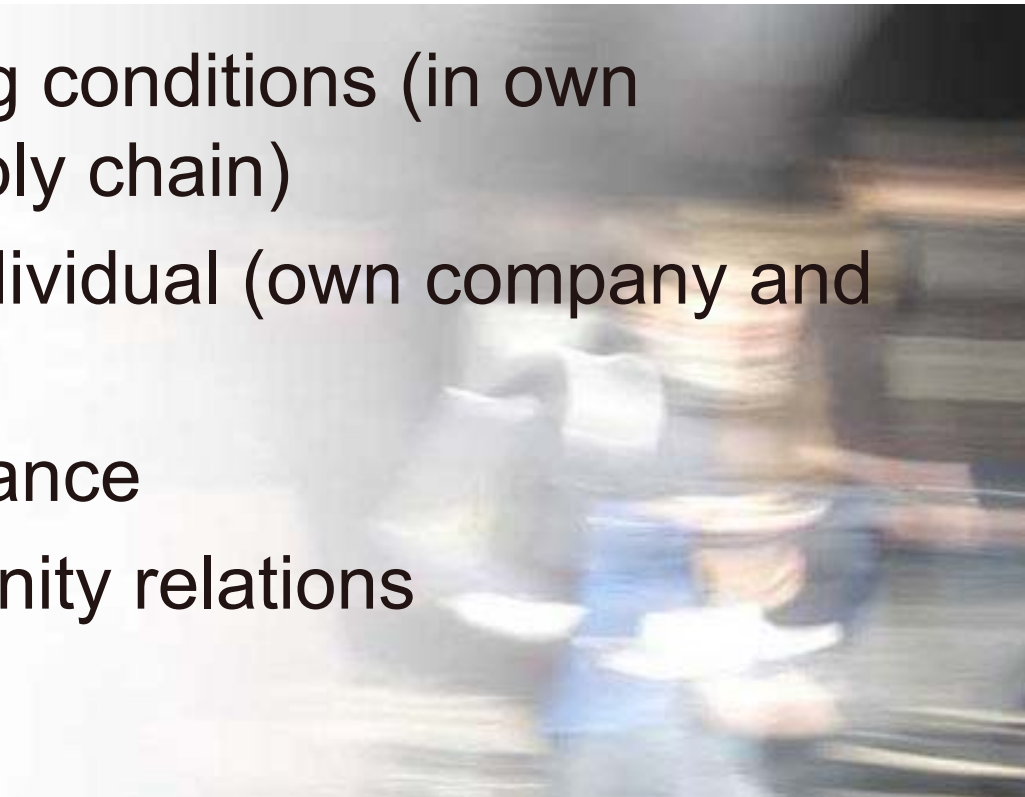
**CSR**  
(Corporate Social Responsibility) →



# What is Corporate Social Responsibility (CSR)?

No agreed definition – ISO work ongoing

- Environment
- Health and working conditions (in own company and supply chain)
- Respect for the individual (own company and supply chain)
- Corporate Governance
- Social and community relations
- Business ethics
- etc



# Why CSR is important to Ericsson

Many stakeholders

- Employees
- Trade Unions
- Media
- NGOs
- Investors
- Shareholders
- Customers
- Suppliers
- Governments



# How does Ericsson work with CSR?

An integral part of Ericsson's business strategy

- Environment Policy and Goal
- Supplier Code of Conduct
- Code of Business Ethics and Conduct - Corporate Governance
- Radio frequency exposure and health
- Corporate Citizenship/Ericsson Response
- UN Global Compact
- Yearly Sustainability Report

# Ericsson Response

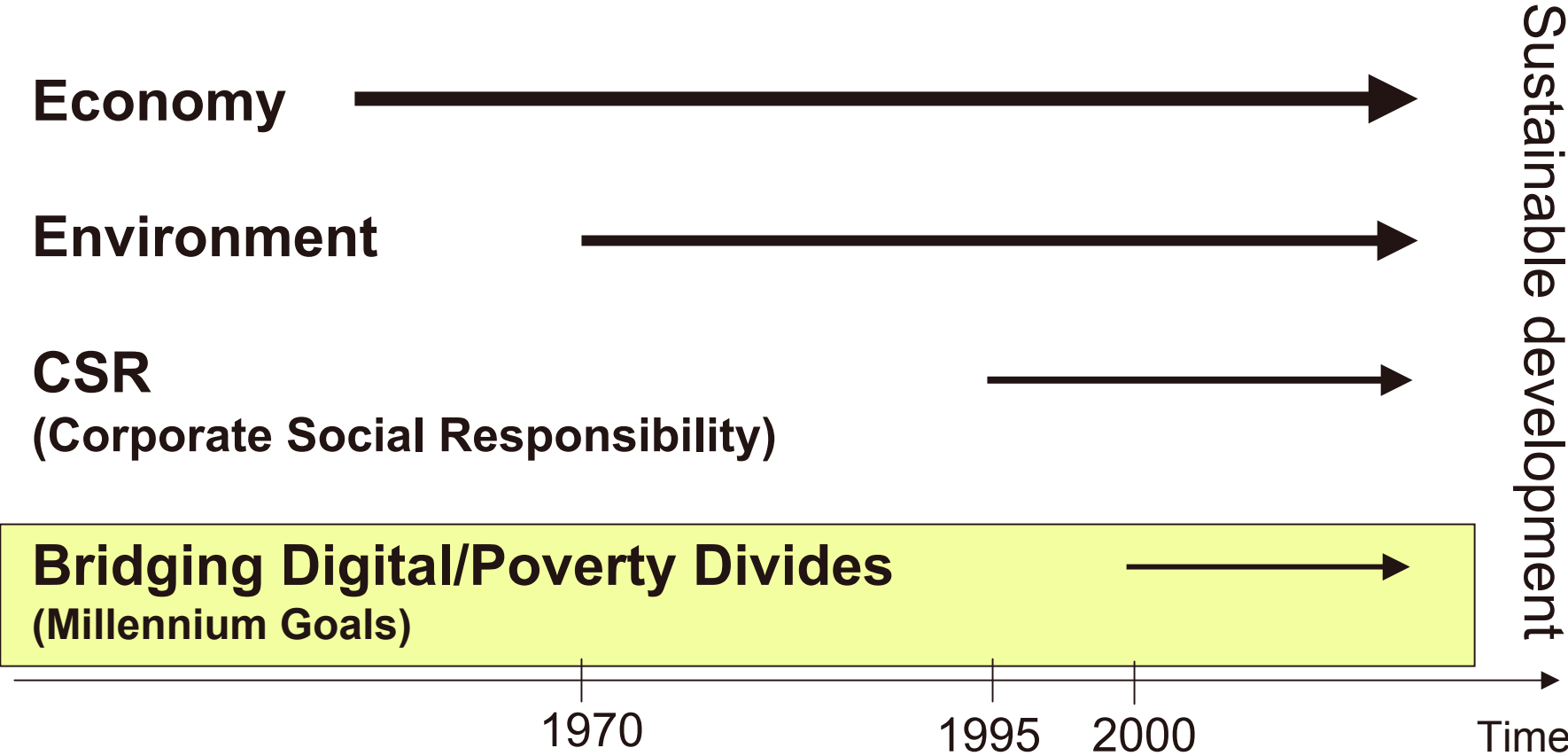
a Corporate Social Responsibility initiative

- Creating a better, faster response to human suffering in disasters
- Ericsson Response Volunteers
- Partnership with United Nations and Red Cross/Red Crescent

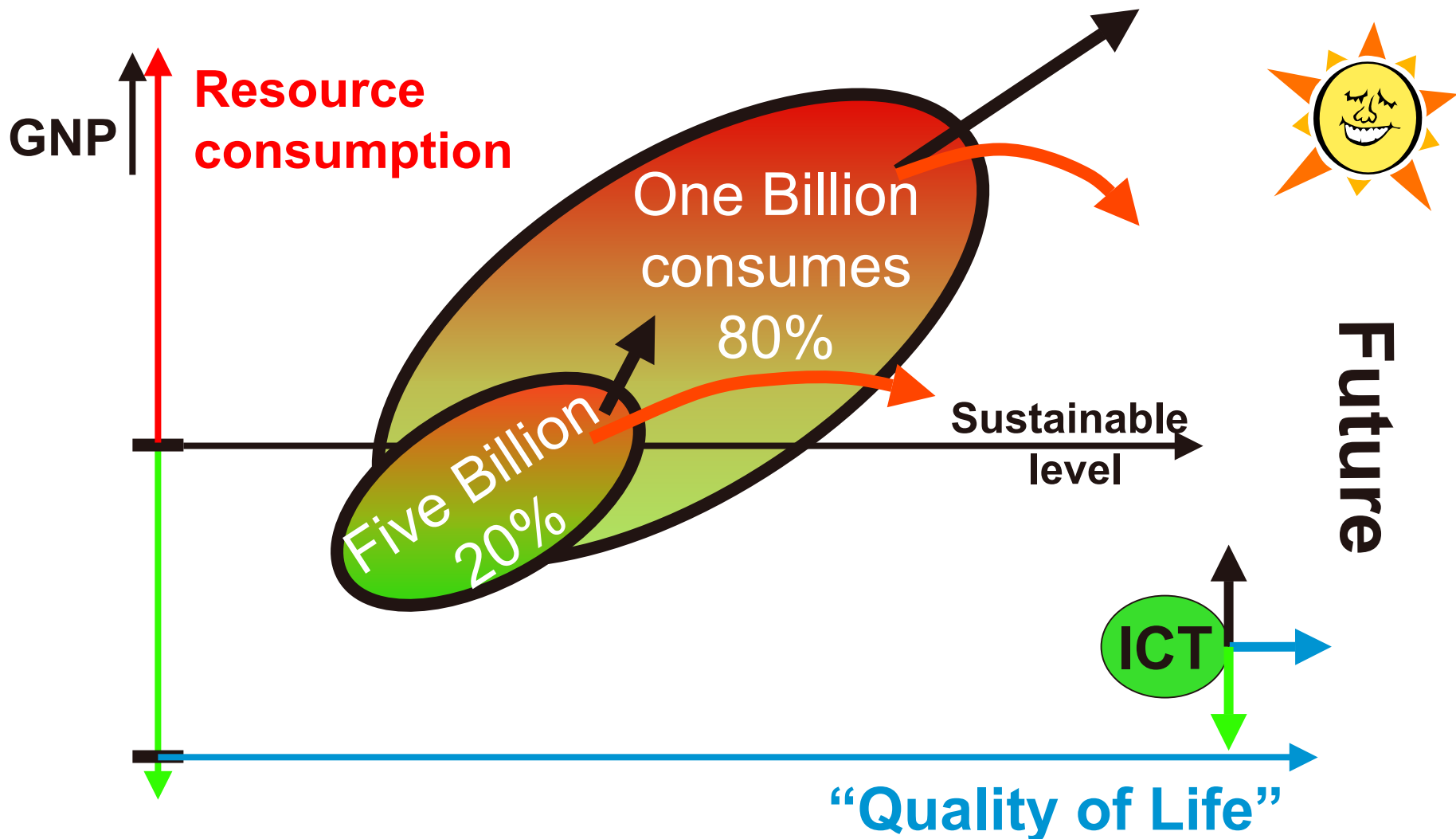


Example of initiatives: Kabul Afghanistan 2002 (picture)  
Tanzania Refugees 2002, Iran Earthquake 2003, Asian Tsunami 2004/2005

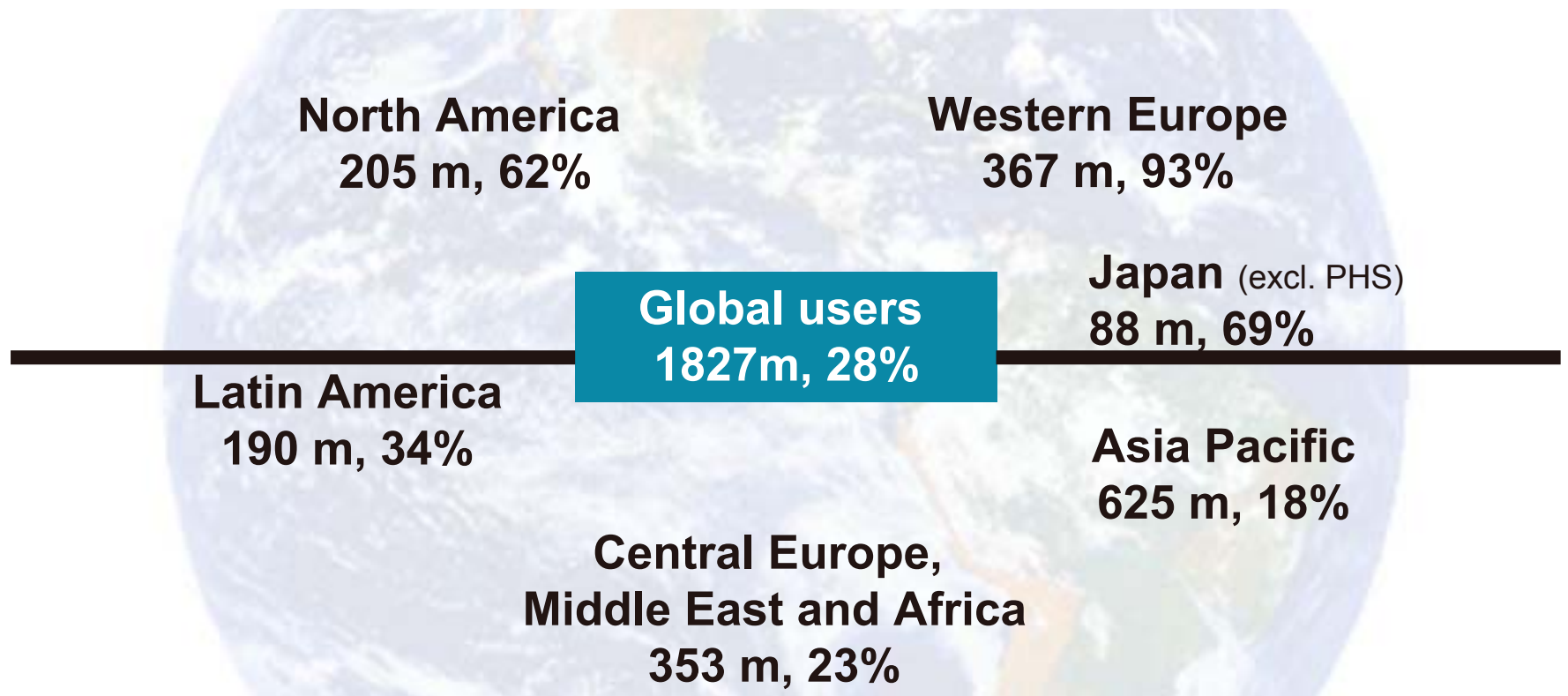
# Where is the industry heading?



# ICT is a key enabler of sustainable development

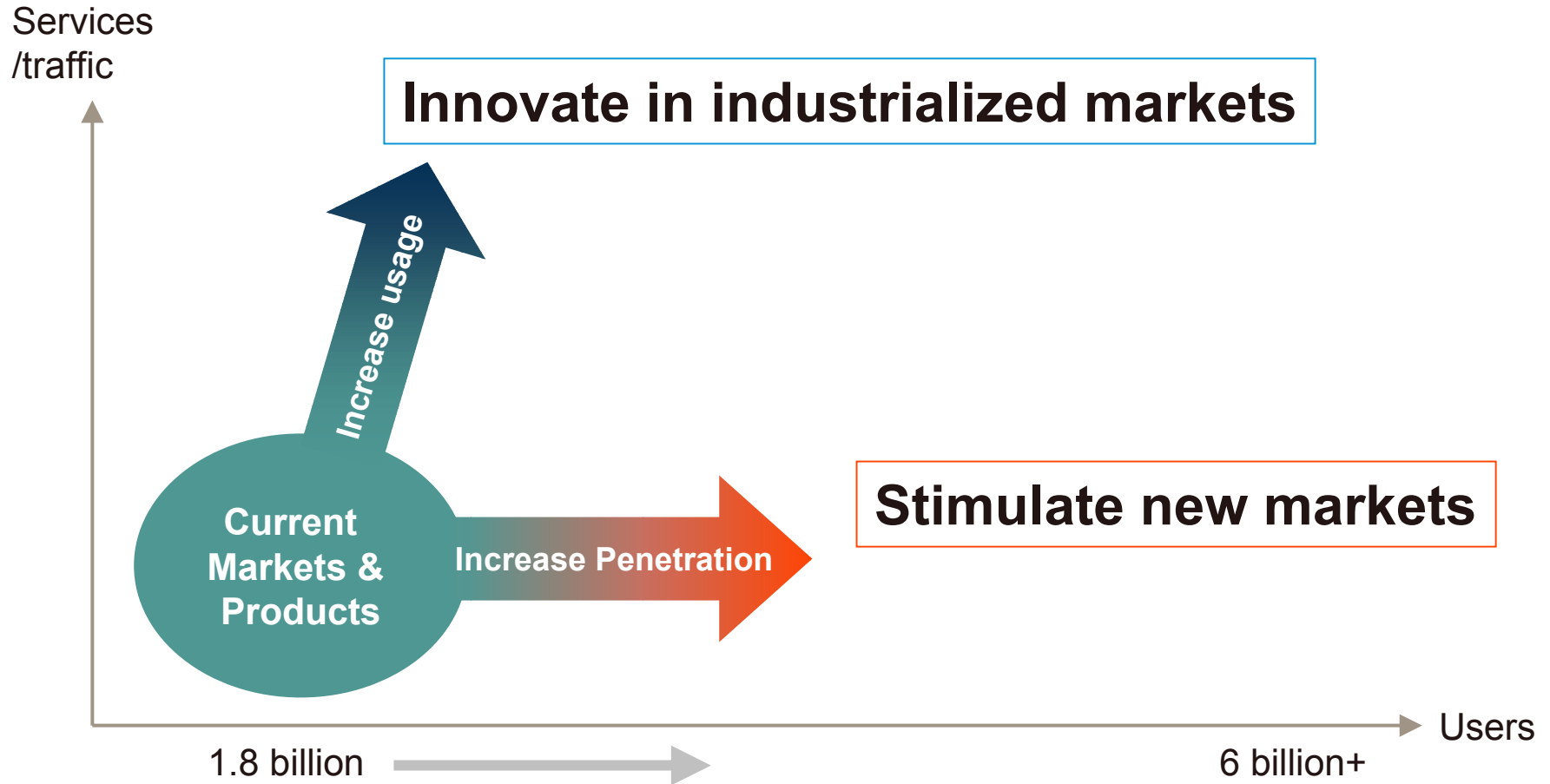


# Global penetration – a North/South Digital Divide



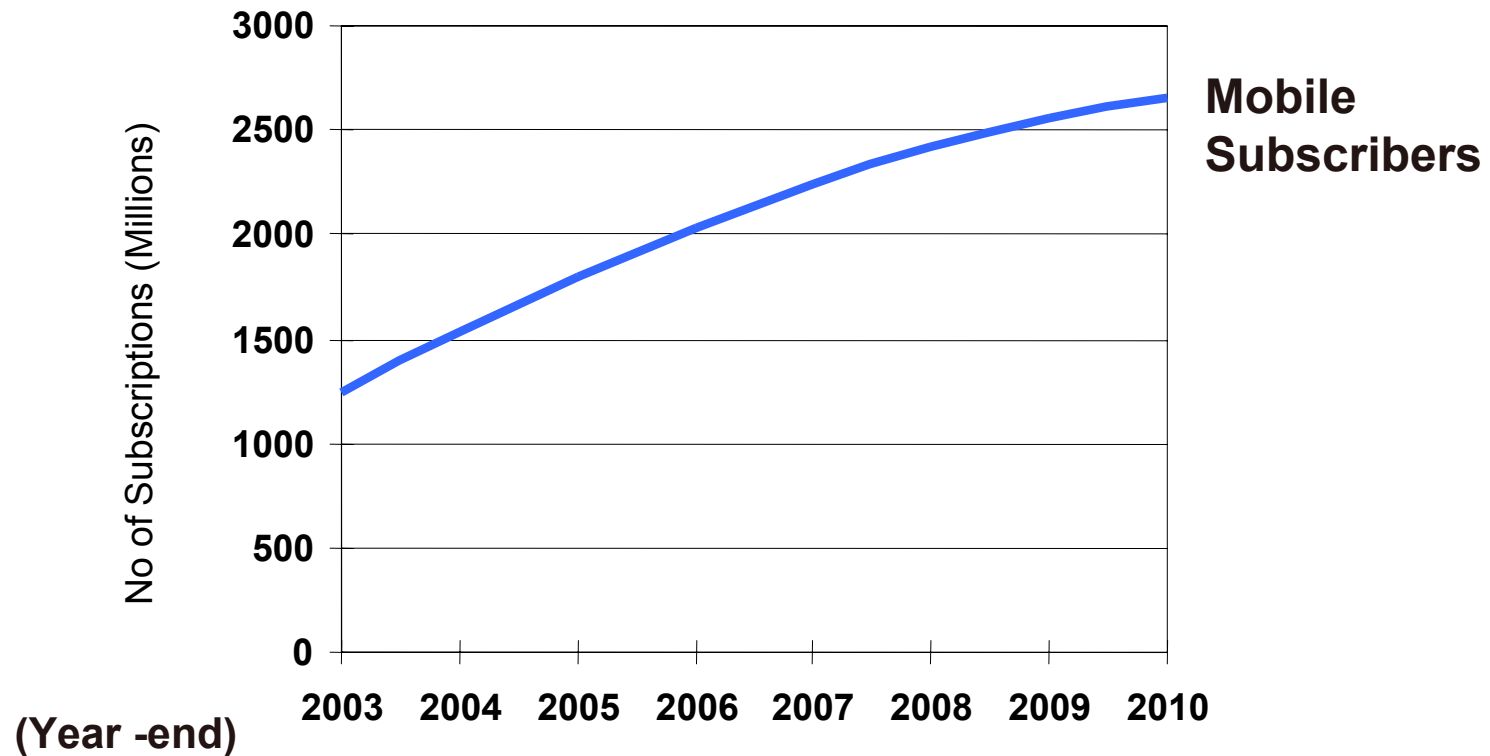
Cellular subscriptions  
Region end Q1, 2005 (million)

# Our strategy



# Worldwide mobile active subscriptions:

By 2006 global mobile subscriptions will surpass two billion, heading for 3 billion (Forecast 2005-2010)



Source: Internal Ericsson

# The Ericsson 'Communication for All' Concept

## The "Market Place"



## Public/Private Needs

### Wireless connectivity

Telephony

Internet

Micro-Banking/Financing

Pricing Information

Agriculture/Energy/Water

Health

Education

Eco-Tourism/Biodiversity

Office services

- Legal

- Postal

- Translation

Entertainment

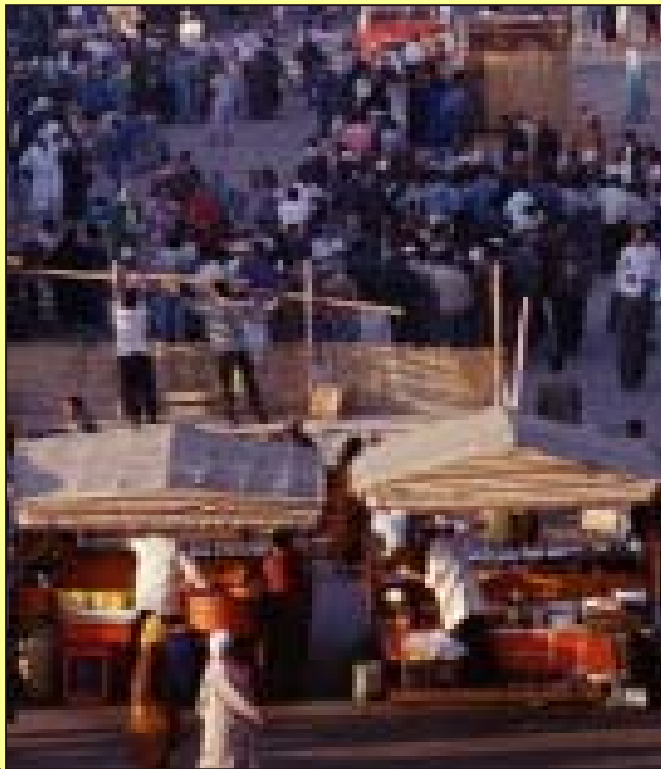
24 hour operation

.....

Other

# The Ericsson 'Communication for All' Concept

## The "Market Place"



## Ericsson Provides Technology & Services

Wireless connectivity

Telephony

Internet

Micro-Banking/Financing

Pricing Information

Agriculture/Energy/Water

Health

Education

Eco-Tourism/Biodiversity

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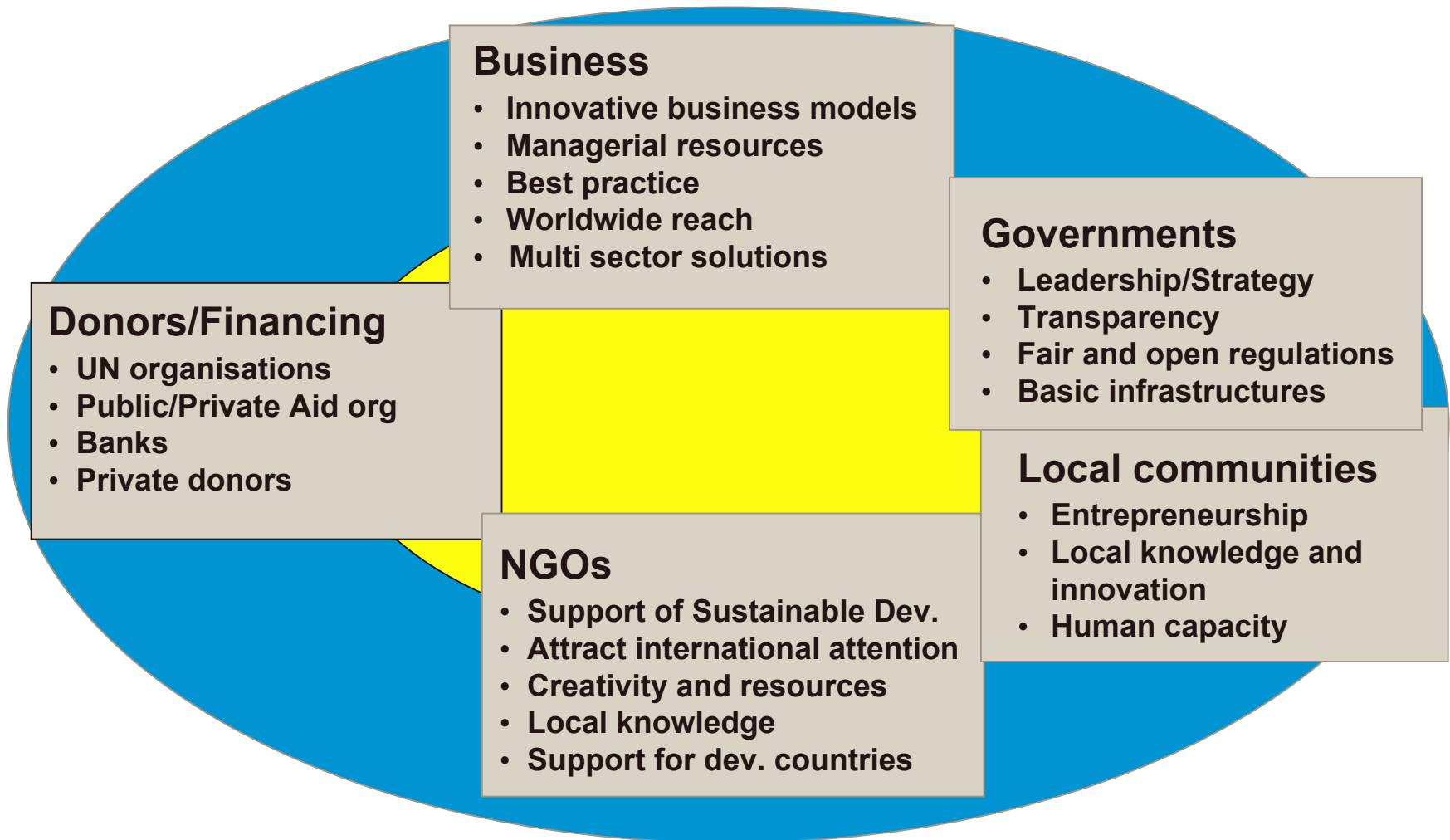
Other



not  
telephony only  
but

Promotion  
of **Sustainable  
Economic  
Growth**

# UN Global Compact: Growing Sustainable Business - Partnering under the UNDP umbrella



# Results from Socio-economic study in rural Tanzania made by UNDP

- 95% know about mobile phones
- 49% have used a mobile phone
  
- 67% do not know what a computer is
- 3% have used a computer

**Mobile connectivity is a necessary, although not always sufficient, tool for sustainable economic growth to take place in the least developed parts of the world**

Encouraging the spread of mobile phones is the most sensible and effective response to the digital divide

**Source: The Economist - March 10, 2005**



Plenty of evidence suggests that the mobile phone is the technology with the greatest impact on development. “mobile phone is the technology with the greatest impact on development”

And “mobile phones do not rely on permanent electricity supply and can be used by people who can not read or write”

And “the best thing governments can do is to liberalize their telecom markets”

away earlier competition is introduced, the faster mobile phones start to spread. Consider the Democratic

# Ericsson's solutions to bridge the digital divide

- Cost-effective technology (Expander)
- New Business Models (Managed Services)
- Adapted applications/services

**ERICSSON** 

**TAKING YOU FORWARD**