



Telecommunication Services

Driving forces

The exploding demand for smart devices and data services has led telecommunication companies to diversify their service portfolios and has also created opportunities for new market players. As a result, the telecommunication industry operates in a highly competitive albeit heavily regulated environment, where exposure to anti-trust issues is pronounced. In order to remain competitive in a market subject to rapid technological change, companies need to adopt flexible business models that enable them to integrate next-generation technologies and produce innovative, energy-efficient solutions that address social and environmental issues. The increased use of smart devices has also augmented the attention that consumers pay to data privacy. Implementing strong systems and policies related to the privacy of customer data is key to retaining customers and avoiding regulatory issues. Insufficient database and network protection could further expose companies to reputational and legal risks. Cybersecurity, but also physical threats to network infrastructure (e.g. extreme weather events) can have significant economic impacts. Investing in data security and upgrading network infrastructure is therefore crucial.

Highlighted criteria

Economic Dimension

- Customer Relationship Management
- Information Security & Cybersecurity
- Network Reliability
- Privacy Protection
- Risk & Crisis Management

Environmental Dimension

- Climate Strategy
- Operational Eco-Efficiency

Social Dimension

- Human Capital Development
- Talent Attraction & Retention

Sustainability leaders 2018

RobecoSAM Gold Class	
Koninklijke KPN NV	Netherlands
RobecoSAM Silver Class	
NTT DOCOMO Inc	Japan
SK Telecom Co Ltd	South Korea
Taiwan Mobile Co Ltd	Taiwan
Telecom Italia SpA/Milano	Italy
RobecoSAM Bronze Class	
Deutsche Telekom AG	Germany
KT Corp	South Korea
Telefonica SA	Spain
TELUS Corp	Canada
True Corp PCL*	Thailand
Sustainability Yearbook Members	
Chunghwa Telecom Co Ltd	Taiwan
Nippon Telegraph & Telephone Corp	Japan
Swisscom AG	Switzerland

* RobecoSAM Industry Mover

Industry statistics

Number of companies in universe	92
Number of companies assessed by RobecoSAM in 2017	57
Assessed companies to total companies in universe (%)	62
Market capitalization of assessed companies to total market capitalization (%)	84

Results at industry level

Dimension	Average score	Best score	Dimension weight
Economic	53	91	47%
Environmental	53	98	20%
Social	53	96	33%

Total score

