



CSR Report
2010







Table of contents

Message from the CEO	P. 4
Strategy	P. 4
Governance	P. 5
Priorities	P. 5
The employees	P. 6
Work environment	P. 7
Well-being at work	P. 7
Teleworking	P. 8
Diversity	P. 8
The customers	P. 9
Protection of minors	P. 10
Data protection	P. 10
The Society	P. 11
The Participate! association	P. 12
Volunteer work	P. 13
Solidarity actions	P. 14
Ethical supply chain management	P. 16
Machine-To-Machine applications	P. 16
The environment	P. 17
CO ₂ -balance	P. 18
Energy	P. 19
Mobility	P. 20
Waste	P. 22
Paper	P. 22
Recycling of mobile phones	P. 23
Evaluation by Business & Society Belgium	P. 24
Sponsors, responsables and CSR Committee	P. 25

Message from the CEO



For a long time now, Mobistar has been proactively making commitments with regard to social responsibility. Our actions in the social field through the association Participate!, as well as our efforts to achieve sustainable management are already well underway. Today, we have decided to go further in our approach, to better structure and deepen it. In this context, and in order to better communicate with our stakeholders, we are delighted to be publishing our first annual CSR report. 2010, which was a pivotal year for Mobistar in many respects, marks the kick-off of a more integrated policy with regard to social responsibility.

Our ambition is to participate in an overall change of mindset. This role begins within Mobistar itself, because it is via our employees that the CSR can live and develop. Among other things, we are investing in internal awareness-raising in order to fulfil the requirements of a CSR that covers all levels, in all of our fields of activity.

This report explains in detail Mobistar's commitments and actions vis-à-vis both its employees and its customers, society and the environment. These are the four pillars of our CSR policy. By way of example, I would highlight our determination to reduce our CO₂ emissions by more than 50 % between now and 2020, which is a highly ambitious objective.

We have decided to inform you each year on our progress in the area of CSR so as to demonstrate that we are involved in a process of continuous improvement. The report that you hold in your hands will be the first in a long series!

Strategy

Mobistar's ambition is to participate in an overall change in mindset by strengthening its own social identity, integrated into all of the company's departments, as well as by promoting CSR actions.

CSR forms an integral part of Mobistar's strategy and management. In 2009, it was naturally integrated into the programme of global transformation of the company. In 2010, Mobistar deepened and structured its approach to social responsibility and defined its commitments vis-à-vis the four pillars on which its strategy is based. These pillars are: its employees, its customers, society and the environment. These commitments are made concrete through actions and evaluated via performance indicators.

Mobistar set itself three global objectives to be attained by the year 2015:

- to be recognised by its customers as the trusted partner capable of offering personalised telecom solutions;
- to be perceived by the job market and its own team members as the best ICT employer;
- to be seen by the community as a player which is sustainably contributing to progress and to protection of the environment.

Benoit Scheen
Chief Executive Officer

By detailing our commitments and our actions via this first CSR report, we wish to show our determination to adopt a long-term transformation approach.

However, it should be noted that some projects initiated in 2010 have not yet produced results, so for those we will limit ourselves to presenting the actions undertaken.

We don't have the ambition to be perfect, we wish to evolve and assume our social responsibilities in conformity with the nature of Mobistar and in relation to our values: honest, straightforward, friendly, refreshing and dynamic.

Priorities

In the implementation phase, the essential purpose of the CSR programme over the past year was to integrate this concern into the mission of Mobistar, to raise the awareness of the stakeholders, to define targets, to set up the governance system and to initiate projects.

More precisely, Mobistar's priorities with regard to social responsibility, as defined in 2010, focus on four pillars: the employees, the customers, society and the environment.

Governance

Mobistar's CSR strategy is actively supported by its CEO and its Executive Committee. The latter has two active 'sponsors': the Chief Strategy Officer and the Secretary General. A team of 18 people, lead by 2 responsables, assumes the management of social and environmental projects and constitutes the CSR Committee.

The 2 main responsables and the sponsors meet every month, while the Committee meets every two months. Every quarter the evolution of the CSR policy is presented to the Executive Committee.

Internal communication operations are conducted in order to raise the awareness of employees to CSR:

- Since September, whenever new members are welcomed to the team, they receive a presentation relating to CSR. In 2010, there were 3 information sessions.
- A dozen articles covering different projects were published in our online internal communication magazine.
- Information is regularly published on the Mobistar intranet. In 2010, 18 "news" items dealt with CSR subjects.
- An internal communication plan relating to CSR was developed for the year 2011.

In addition, Mobistar has developed a community site which serves as an information exchange platform for the members of the CSR Committee.

CSR-related governance is handled by 2 sponsors, 2 responsables and 1 committee.*

* see page 26

The employees



Mobistar wishes to recognise and lend its support to the employees. They must feel that they are respected, recognised for their contribution and must be able to develop their potential.

“One of our top priorities is to increase the sensitivity of the team members about responsible behaviour at work and in their day-to-day lives so as to ensure a sustainable future. The result of these efforts is that our team members are proud of their job and that Mobistar is an attractive employer.”

Paul-Marie Dessart
Secretary General

Work environment

The work environment

In 2010, a majority of the employees have been brought together in the Sirius building, Mobistar's new headquarters located in Evere (Brussels-Capital Region).

Our commitment

Mobistar wishes to provide a work environment that fosters inspiration while promoting effective collaboration and self-confidence. Mobistar also wants to continuously improve the work environment.

Our actions

The move coincided with the introduction of a new work organisation based on flexibility, mobility and the use of new communication tools (knowledge-sharing tools, unified communication, instant messaging service, video-conferencing, etc.). A great deal of thought was devoted to the use of the workspace. The “flex desk” policy - shared desks going hand-in-hand with a teleworking policy - applies, as expected, to 85 % of the team members. Training sessions were held in 2010 in order to optimally integrate these new tools and working methods.

Our results

A satisfaction survey was conducted in 2010, which revealed that the majority of the team members are satisfied with their work environment, but that progress remains to be made with respect to the flexible work environment.

Well-being at work

Current situation

Seeing to it that our team members feel good at work is a constant concern of Mobistar.

Our commitment

Since several years, Mobistar launches initiatives for its employees that make it possible to feel good at work.

Our actions

- Mobistar makes a range of services available to its employees: dry-cleaning, ironing, take-out meals, banking and insurance services, flowers sale.
- Activities for the children of team members are organised during the school holidays. This service, called Mobikids, is particularly appreciated by Mobistar employees.
- To help combat stress, courses in tai chi chuan, pilates, yoga, relaxation therapy and ergonomics are offered, as well as a variety of sports activities (swimming, fitness, badminton and tennis).
- A range of health-related information and services are offered: vaccinations, anti-smoking programmes, health advice and courses, etc.

Our results

Mobikids welcomed 146 children in 2010. On average, 59 children per day participated in the play and creative activities organised by professional counsellors.

The relaxation activities (tai chi chuan, yoga, relaxation therapy, pilates, ergonomics) attracted 531 participants in 2010.

“CSR gives a strong sense of meaning to what I do at Mobistar.”

Vincent De Waele
Business Transformation Director



Teleworking

Current situation

A satisfaction survey conducted among the employees in 2007 revealed that many of them were already stressed out by the time they arrived at work, due to battling their way through traffic jams on a daily basis. Consequently, a great deal of reflection was devoted to mobility and the work tools, which are in continuous development.

Our commitment

Permit our employees to benefit from greater mobility and flexibility in their work.

Our actions

Initiated in 2008, teleworking continued to be implemented in 2009 and 2010. Its results have been extremely positive, from the perspectives of both mobility and individual motivation. Teleworking goes hand in hand with the “flex desk” concept, which was generalised when the new Sirius building was fitted out.

Our results

On 31 December, some 600 Mobistar employees engaged in teleworking, i.e. 165 on a contractual basis (compared to 125 in 2009) and 435 on an occasional basis. Among the 165 contractual teleworkers, 82 team members telework 1 day a week and 68 have chosen to telework 2 days a week.

Diversity

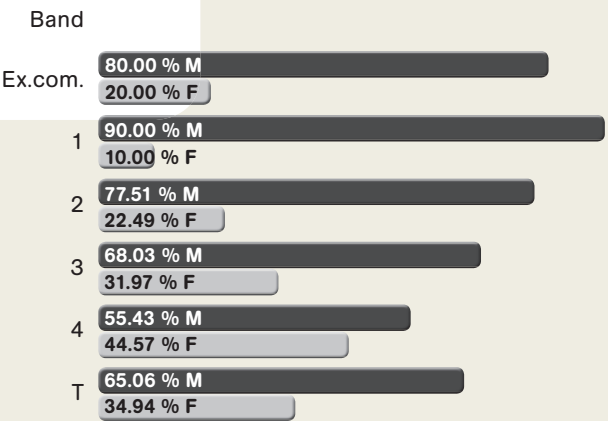
Mobistar intends to encourage diversity by supporting a proper balance of the genders at every level of management as well as favouring the hiring of young people.

A working group was set up in June 2010 to improve gender and age-related diversity.

• Gender diversity

Current situation

In 2010, the proportion of women throughout the organisation was 35 %, but women are clearly less represented in the upper levels of the hierarchy.



Our commitment

Mobistar’s objective is to attain a male/female ratio of 65 % - 35 % at every level of the company between now and 2015.

Our actions

After conducting a survey to assess the diversity situation, the diversity working group prepared an action plan designed to strengthen the policy of male-female equality, deploying tools and systems dedicated to the performance of this policy:

- gathering testimonials from top women managers;
- development of a mentoring programme;
- preparation for participation in 2011 in the Gender European Equality Award (GEE).*

Our results

The action plan initiated in 2010 should produce its effects during the coming years. However, we can already mention the appointment in October 2010 of Cristina Zanchi as Mobistar's first Chief Customer Loyalty Officer within the Executive Committee, which now counts two women among its ten members. The board of directors has three women from a total of twelve directors.

“Sustainable development is also at the core of human resources management. It involves motivating increasingly diversified employees to work within a common vision, whether they are 25 or 65 years old!”

Martin Vranken
Director HR Operations

• Age diversity

Current situation

At the end of September 2010, the average age of the team members was 37.7 years.

Our commitment

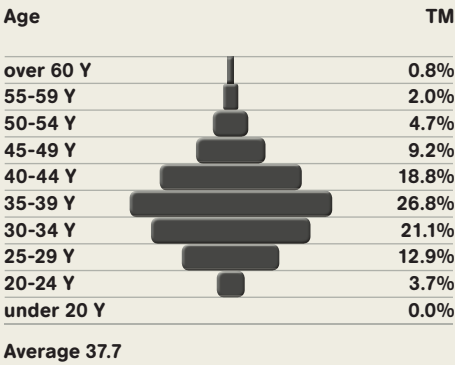
The goal is to anticipate the ageing of the team members and achieve a better age diversity.

Our actions

The diversity working group recommended an action plan aimed at recruiting young people, to better understand their needs and lifestyle, to develop tools of internal evolution that are in synch with the evolution of the outside world and to establish a succession planning.

Our results

The action plan is being developed and will produce its first effects at the earliest towards the end of 2011.



* The GEE is a common standard worked out by European and international-scale companies committed to professional equality. Its goal is to define the appropriate methods for attaining professional equality, piloting it and promoting it within a group.



The customers



Mobistar wishes to ensure the transparency, quality and security of the various telecommunication modes.

“Our commitment with regard to CSR will contribute strongly to making Mobistar the preferred telecom brand in Belgium.”

Olivier Ysewijn
Chief Strategy Officer

Protection of minors

Current situation

Children and adolescents are users of telecom products and services. It is important that they receive guidance in their consumption of these products.

Our commitment

The objective of Mobistar is to transmit information to families and guide them to protect children and young adolescents in relation to access to certain inappropriate content.

Our actions

- Mobistar published a practical guide, “Young people and mobile phones: information and advice for parents”, which is available on its website.
- In 2010 Mobistar, together with the other members of the GSM Operators’ Forum (GOF)*, signed the “Belgian code of conduct for safer mobile use by younger teenagers and children”.
- At the request of parents, Mobistar offers the possibility of blocking access to the Premium services (contests via SMS, etc.). It is also possible to activate a parental control system on the mobile Internet.
- Mobistar is participating in a working group initiated by Child Focus on the safe use of the Internet. The objective is to draft an e-safety charter on the subject together with partners from the Internet industry. The goal is to sign this charter during the first half of 2011.

Data protection

Current situation

Mobistar has always devoted particular attention to data protection, but now the objective is to achieve an in-depth, structural reinforcement of our voluntary approach in this area.

Data protection concerns the data of customers, suppliers as well as our employees, especially data that is sensitive or personal in nature. The objectives are to guarantee their integrity and confidentiality, while assuring their availability when it is necessary and with respect of both the legal framework and privacy concerns.

Our commitment

Mobistar wants to proactively strengthen control of sensitive data in line with our values and, for this purpose, to adapt the governance, processes, methods and tools whenever this is necessary.

Our actions

A working group was launched in 2010 in order to define the general context and the stakeholders. The members of this group received specific training on data protection.

Our results

The first stage - in progress - is to carry out a detailed audit that will deliver its conclusions and recommendations during 2011. A more precise action plan will then be defined on this basis.

*GSM Operators’ Forum: An association that brings together the three mobile operators, KPN Group Belgium, Mobistar and Belgacom (Proximus). Within the Forum the operators adopt common positions on non-competitive dossiers concerning the growth and sustainable development of mobile telephony services in Belgium. The GOF stimulates the information society via mobile communication, manages sectorial issues and the expectations of society on the subject, and encourages the development of the necessary underlying infrastructure.

The society



Mobistar wishes to share the benefits of the digital world with the largest number of people and to encourage social inclusion.

“CSR opens a window onto the outside world, offering a more social dimension.”

Rose Marie Müller
Internal Communication Senior Expert

The Participate! association

Current situation

In November 2006, Mobistar created the non-profit association Participate! devoted to autism. This project covers the entire country. It developed out of the encounter between Mobistar, eight autism reference centres and two large parent associations concerned with this problematic (the Vlaamse Vereniging voor Autisme and the Association des Parents pour l'Epanouissement des Personnes avec Autisme).

Our commitment

Mobistar wishes to improve the quality of life of people with autism and their families through the development of information and awareness-raising tools.

Our actions

- The Internet site was enriched by a “Diary of your child”: this innovative online tool enables parents to fill out the diary of their child (diagnosis, strong points, health, competencies, leisure, sleep, rituals, etc.). The goal is to give special access to this information to those persons who enter into contact with the child (holiday camp counselors, babysitters, etc.).
- The development of a collaboration with the Orange Foundations of France and Spain continues with a view to exchanging tools aimed at developing the autonomy and social integration of persons with autism.
- In 2011, a practical guide will offer parents a wide range of information on aids, schools, leisure activities, etc.
- It was decided to organise another conference on autism in 2011.

Our results

The site www.participate-autism.be received 336,291 visits (233,780 unique visitors) between the month of August 2007 and the month of December 2010.

Participate!

“Hello, I am the principal of a special education school which welcomes children with autism. I have already been able to read through your review which I find very interesting and accessible to many people. I would like to have these different reviews in the library of our school.”

“Thank you very much for your extremely interesting site, I am the mother of an autistic daughter who is 3 years and 3 months old, I am writing you from Algiers and, believe me, I have gone through hundreds of sites on the net, but none of them gave me the satisfaction and comfort that yours did; I finally feel like I am understood and am beginning to understand my daughter better and better.”

“Our target public is the parents, but we have been surprised that even the professionals use it with the parents that they accompany and that they themselves refer to it in order to learn more.”

“The videos have great value because they communicate the human aspect better and do more to encourage parents to try new approaches.”



Volunteer work

Current situation

After a first experience with volunteer work linked to the organisation of the Participate! conference and, given that 2011 has been declared the European Year of Volunteering, Mobistar wanted to integrate itself into this movement as of 2010.

Our commitment

Mobistar wishes to encourage its team members to engage in volunteer actions through a range of initiatives, in order to strengthen the company culture as well as the feeling of pride in belonging to a company that takes its social responsibilities seriously.

Our actions

- Mobistar entered into a collaboration with an external partner, Human Business, which has developed an IT platform designed to bring together associations seeking volunteers and companies looking for volunteer activities to support.
- In 2010, Mobistar participated in the working group of the non-profit association Business & Society Belgium on the theme of volunteering. The publication of a brochure devoted to volunteer work by Business & Society Belgium is scheduled for June 2011.
- In 2011, the operator will offer its team members the possibility of engaging in volunteer work collectively or individually during their working hours.

Our results

The results of the first actions initiated in 2010 are expected for 2011.

Solidarity actions

Current situation

Mobistar participates in different solidarity actions for many years.

Our commitment

Mobistar wishes to be a socially engaged company, working in favour of social and digital inclusion.

Our actions

- Mobistar participates in actions for collecting donations via SMS, in collaboration with two other Belgian operators and a connectivity provider. The operators don't charge the traffic of these specific text messages.
- As a result of the increase in the number of demands coming from various associations, the operators reactivated their working group on this theme and defined specific criteria for accepting projects. They must relate to a natural catastrophe or be national or regional (but not local) in scope and must have an important impact. In 2010, the operators accepted 8 projects and rejected 4.
- Mobistar continued its collaboration with the non-profit association Close The Gap, which recycles outdated computers in order to send them to developing countries. They are used in educational projects.
- Since several years, Mobistar collaborates with the Red Cross for blood collection.

Our results

- Within the framework of the collection of donations, Mobistar contributed in 2010 to campaigns in support of Haiti, Pakistan, Cap 48, the Braille League, Unicef (operation Wash), Proleague - SOS Kinderdorp and Music for Life.
- Since 2004, Mobistar provided 6,609 used computers, screens and printers (of which 577 in 2010) to the association Close The Gap.
- Donating blood is a tradition at Mobistar: 159 team members participated in these collections in 2010, 1,139 since 2002.



CLOSE THE GAP
BRIDGING THE DIGITAL DIVIDE

Close The Gap is an international organisation whose goal is to reduce the digital divide in the world by offering high-quality computers that have been repaired for IT educational and development projects in developing countries, and this at cost price.

Since its creation, Close The Gap has deployed several tens of thousands of PCs given by numerous companies such as Deloitte, KLM, Ricoh, Accor, Carrefour, Mobistar, Toyota, thus permitting local communities and organisations to acquire IT skills.

Initially Close The Gap developed its activities in Sub-Saharan African countries, but today the projects range from South Africa to Thailand and include countries such as Brazil and India as well. As diverse as they may appear, the projects chosen by Close The Gap all have one common denominator: helping the individual and his or her community advance in a socio-educational dimension.

“Mobistar and Close The Gap have been working together since the organisation began in 2004. Up to now, Mobistar has donated more than 2,000 workstations, thus helping to overcome the digital divide. For several years now, Close The Gap has been an essential partner on Mobistar’s CSR programme, working on 3 of the 4 pillars of the company’s CSR programme: i.e. the customer, society and the environment.”

Aur lie Dupont
Operations Director, Close The Gap



Ethical supply chain management

Current situation

Mobistar has a business ethics charter for its employees defining the basic standards of behaviour and ethics in business. For example, this code prescribes that team members may not accept gifts or benefits of any kind (above a value of 75 euros) from sellers, suppliers or any third-party entity. Team members are also required to remain impartial, objective and independent throughout the purchasing processes. This code is regularly and systematically communicated to the buyers.

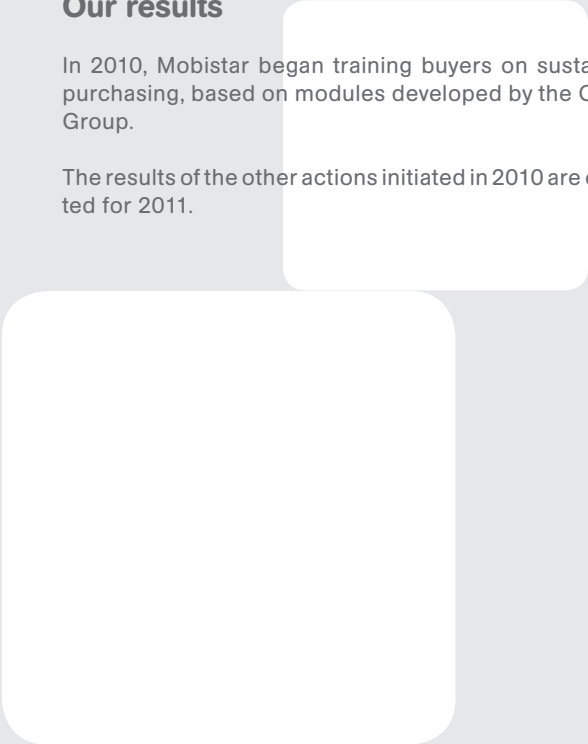
Our commitment

Mobistar wishes to improve its ethics and its social responsibility via its purchasing processes and its relationships with suppliers.

Our actions

- In 2010, the Mobistar purchasing department engaged in a general reflection on CSR and worked out a road-map. This programme was communicated to the buyers in order to raise their awareness about CSR and to integrate this concern into all of the department's initiatives.
- CSR was included in the models for requesting prices from suppliers (current or potential).
- Every new contract includes an ethics and social responsibility clause.
- In 2011, the buyers will receive an e-learning training about social responsibility and sustainable development, as well as about purchasing and sustainable development. The ethical and social aspects will be introduced into the analysis of the performance of our strategic suppliers.

Our results



In 2010, Mobistar began training buyers on sustainable purchasing, based on modules developed by the Orange Group.

The results of the other actions initiated in 2010 are expected for 2011.

Machine-To-Machine applications

Current situation

By developing remote machine management systems, Machine-To-Machine (MaTMa) contributes to limiting CO₂ emissions.

Our commitment

Mobistar seeks to enable its partners to augment their social responsibility and sustainable development of their activities.

Our actions

As the international competence centre of France Télécom for (MaTMa) solutions, Mobistar saw its expertise receive international recognition in 2010. The operator offers MaTMa solutions to different sectors such as that of green energy, low-pollution cars, as well as vehicle fleet management systems (cars and trucks) making it possible for companies to lower their fuel consumption as much as possible and to reduce their carbon footprint.

Our results

Mobistar virtually doubled the number of MaTMa cards sold on the market, rising from 130,000 active cards at the end of 2009 to some 250,000 one year later.



The environment



Mobistar wishes to find innovative solutions for a greener world.

"Innovation and growth are pointless unless we fit them into a long-term perspective."

Sabine Desmette
CSR Senior Expert

CO₂ balance

Current situation

In 2010, Mobistar decided to calculate its CO₂ balance.

Our commitment

Mobistar intends to reduce its impact on the climate, cut its energy costs, raise the awareness of its team members, suppliers and customers. The objective is to reduce its CO₂ emissions by 50 % between now and 2020.

Our actions

Before expanding its activities on the environment and choosing the most appropriate actions, Mobistar entrusted the calculation of its CO₂ balance to the company CO2logic. The sites audited in 2010 on the basis of their consumption recorded in 2009 were those in the rue Colonel Bourg and on boulevard Reyers (Extensa and Silver buildings), Charleroi, the Mobistar Centers belonging to the operator, as well as the technical centres and the antenna sites.

Our results

- In total, Mobistar had a footprint of 8,918 tonnes of CO₂ in 2009 for the audited scope, which represents a bit more than 6 tonnes of CO₂ per employee.
- Most of the CO₂ emissions derive from the mobility of the employees (73 %), followed by infrastructure (18 %), equipment (8 %) and wastes (1 %).
- Using green energy for all of its infrastructures allows Mobistar to reduce its CO₂ emissions by 22,003 tonnes.

Our objectives

Mobistar wishes to finalise the calculation of its 2010 footprint. It will then start a comparison due to the move to the Sirius building. An action plan will be established in order to implement or reinforce the CO₂ emissions reduction measures.



CO2logic specializes in the calculation, reduction and off-setting of CO₂ emissions. CO2logic has built an expertise around the calculation and the corresponding reduction in CO₂ emissions in different sectors, for organizations, products, services and events as well. Since late 2006, CO2logic is the Belgian pioneer and leader in voluntary CO₂ compensation. CO2logic has been named by the IEW / ULB (study in July 2008) the most recommended Belgian CO₂ compensation company (and second at European level). The company has a solid reputation and is the only one to have been certified by Forum Ethibel. CO2logic stands for sustainable strategies for CO₂ neutrality.

CO2logic is certified by Bilan Carbone®

"At Mobistar we worked together with an enthusiastic core team that was open for a thorough analysis and a lively debate about Mobistar's CO₂ footprint. It was a pleasure for us to observe that Mobistar is actively working on the transition to greater sustainability. We can see this not only by the fact that it implemented this CO₂ footprint analysis, but also by many other actions. For example, Mobistar uses green electricity, as a result of which it avoids the generation of a large amount of emissions. We were also surprised to note that, with regard to mobility - which at present is responsible for the largest share of Mobistar's carbon footprint - far-reaching actions have already been undertaken or are in the pipeline. So we look forward to continuing to work together with Mobistar in order to help them achieve their very ambitious objective of a 50 % CO₂ reduction by 2020."

Jan Janssen
Project Director CO2logic



Energy

Current situation

Since 2008, all of the electricity consumed by Mobistar comes from green energy, delivered by Nuon.

Our commitment

Mobistar wants to decrease its consumption of electricity and gas and enroll in a process of rational use of energy and using renewable energy.

Our actions

- Good insulation of the Sirius building makes it possible to reduce gas consumption. The building was also designed to receive more people on a more restricted surface area.
- Mechanisms were introduced in order to reduce temperature variations, to make the lights shut off automatically, etc.
- 200 m² of thermal solar and photovoltaic panels were installed on the Sirius building.

Our results

- The architectural and technical design of the Sirius building has earned it an overall energy performance index of E74, while the standard currently in effect in the Brussels Region is E100.

- The electricity consumption was reduced by 30 % in 2010 ever since moving into the Sirius building (thanks to the use of lamps with dimmer, presence detectors, etc.).
- The thermal solar and photovoltaic solar panels ensure a monthly production of 1,100 Kwh and 1,500 Kwh, respectively.
- The Sirius building offers a surface area which is 25 % less than that of the old installations, but receives 6 % more team members.



Nuon Belgium N.V. is a subsidiary of Nuon Energy N.V., a Dutch energy company (since 2009 the Business Group Benelux of the Vattenfall Group). Nuon was founded in 2002 at the occasion of the liberalisation of the Belgian energy markets. Nuon supplies electricity and gas and offers a range of energy-saving products and services to private customers, business customers and industrial customers. The company is located in Vilvoorde and employs about 150 people. In 2010, Nuon had a turnover of 633 million euros. www.nuon.be

Mobility

Current situation

Employee mobility is responsible for 73 % of Mobistar’s carbon emissions. The operator envisages its mobility policy from three vantage points: economic, ecological and pure mobility.

Our commitment

In economic terms, Mobistar’s goal is to reduce its carbon footprint deriving from mobility, to forestall the increase in fuel consumption, taxes and the cost of vehicles. On the ecological level, the ambition is to reduce its impact on the environment, to consume less fuel and to relieve traffic. In terms of pure mobility, Mobistar is seeking to increase the flexibility and the physical mobility of its team members. The operator has set as its objective to order vehicles in 2012 whose average CO2 emissions is 120 grams and to reduce fuel consumption by 10 % for the whole fleet.

Our actions

• Mobility policy

Mobistar manages mobility in a programme that takes into account the fleet of company vehicles, public transportation, teleworking... and that is based on in-depth knowledge of the services, the products and the legislation on the subject. In the field this policy is translated by an encouragement of teleworking and the implementation of different modes of mobility such as public transport, carpooling, bicycles, motorbikes, the conventional company vehicles (but with particular attention for the CO2 emissions), etc.

- The Sirius building was equipped:
- with interior and exterior parking areas for bicycles and motorbikes,
 - showers, changing rooms and lockers for the cyclists,
 - parking areas equipped for electrical vehicles.
 - parking areas for carpooling.

• Vehicles

Mobistar manages 920 company vehicles. The operator offers its team members low-pollution cars, including hybrids. Electrical vehicles will be included in the list of the cars offered as of 2011.

• Promotion of alternative means of transportations

The operator is also attempting to reduce the use of cars and to promote alternative means of transportation and work, to reduce fuel consumption, to change behaviours and to educate its employees. It should be noted that the Sirius building is located close to a station of the future Regional Express Network, which should encourage the use of public transports.

- Since September 2010, Mobistar has offered an ecological driving programme to its team members.
- Mobistar offers the possibility of opting for a car allocation instead of a car.
- The team members can combine a car with public transport or with a motorbike.
- Mobistar promotes teleworking, meetings by telephone and video conferences.
- Mobistar belongs to the “bike to work” project, combined with carpooling. This is encouraged via parking spaces that are permanently reserved for those who sign up for the project.
- As of 2011, Mobistar will offer folding bikes to its team members.

At the same time, Mobistar offsets its CO2 emissions, by an amount of 20 %, through the establishment of programmes contributing to green points.



• Flexibility

The introduction of the “flex desk” - shared desks – applies to 85 % of the team members. This policy minimises the surface area and the equipment used and goes hand in hand with the promotion of teleworking. To facilitate this new organisation, the operator implemented new communication tools aimed at facilitating communication between people.

More abundant and better adapted means of communication have been deployed in order to reduce the necessity of travel.

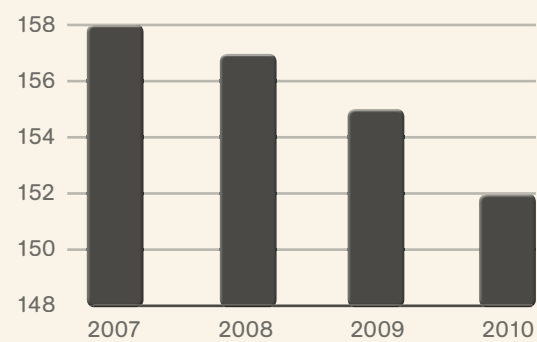
Our results

In 2010, Mobistar came in second for the Green Fleet Award. This trophy is presented to a company or an administration that knowingly applies a fleet policy that respects the environment and which succeeds in harmonising ecological values and economic interests.

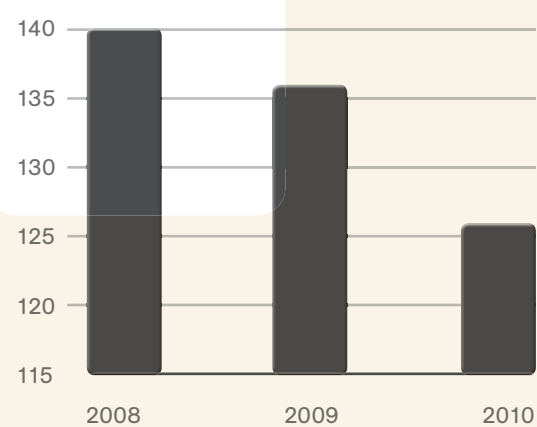
A greener mobility

	Number of users		
	2009	2010	2012 target
Public transport	150	200	325
Bicycles	20	80	100
Motor bikes	45	50	80
Carpooling	2	2	12
Hybrid vehicles	5	10	20
Foldable bikes	0	10	30

CO2 emission fleet



CO2 emissions new cars



Waste

Current situation

1 % of Mobistar’s carbon footprint derives from wastes.

Our commitment

Mobistar wishes to reduce its volume of wastes in order to reduce its impact on the environment.

Our actions

- In order to reduce the waste mass, Mobistar has:
 - eliminated plastic cutlery and plates in the coffee corners;
 - replaced some plastic elements with wooden ones;
 - furnished environmentally-friendly liquid dishwashing detergent;
 - recommended to team members to re-use their plastic cups when they get a drink from the water fountains.
- Mobistar selectively sorts its wastes: paper is collected separately, as well as the PMC in the canteen.
- The vegetable wastes are placed in a container and sent to be composted.
- In 2011, the PMC in the offices will also be collected.

Paper

Current situation

In addition to the use of paper in its offices, Mobistar uses paper for the production of certain invoices and for its promotional magazines.

Our commitment

Mobistar wishes to reduce the use of paper generally, promote the use of FSC paper and optimise recycling.

Our actions

- In order to reduce the mass of paper consumed, Mobistar encourages a paper-free work environment. The operator has
 - centralised the use of photocopiers;
 - eliminated the individual letter boxes;
 - reduced the number of cabinets to reduce the storage of paper.
- In 2009, Mobistar launched the free Web Invoice service, which permits the operator to reduce its consumption of paper and the consumer to avoid the inconveniences related to paper invoicing (archiving and recycling).

Our results

- As of 31 December 2010, the number of residential customers who have opted for electronic invoicing tripled, rising from around 118,000 to 363,924. The savings of 4.5 euros per year per customer is invested in an Amazonian rainforest preservation project in Peru. The Peruvian rainforest is one of the world’s oldest and most valuable ecosystems. Mobistar wants to preserve it by investing in sustainable silviculture, by protecting the local nature reserves and by planting new trees. To realise this dream, Mobistar is working together the association Groenhart. Initiated in September 2007, the project has already made it possible to save nearly 40,000 hectares of forest. In 2011, the objective is to protect an additional 20 million trees.
- The changeover to a centralised printing system led to a reduction in the volume of paper consumed. The number of copies went from 6,269,691 copies in 2008 to 5,243,307 copies in 2009 and to 4,138,018 in 2010.
- The other actions aimed at reducing the mass of paper consumed, initiated in 2010, will produce their effects in 2011.



“As a development organisation, Groenhart vzw finds that natural resources such as forests in the South in the first instance belong to the local communities that live in and from them. Groenhart vzw therefore sets up projects which allow the local communities to optimally and sustainably enjoy the benefits of these natural resources.”

Hilke Evenepoel
Coordinator Groenhart

Recycling of mobile phones

Current situation

In order to reduce its impact on the environment, Mobistar began collecting used mobile phones as of 2003.

Our commitment

Mobistar wishes to promote the recycling and re-use of 30 % of all used mobile phones between now and 2015.

Our actions

Mobistar collects used mobile phones via the Mobistar Centers and recycles them (including the batteries). Most of the components of the mobile phone are recycled by a certified partner. For this purpose Mobistar initiated a collaboration with the company Zone Impact.

Our results

In 2010, Mobistar collected 65,109 mobile phones, compared to 75,088 in 2009 and 37,569 in 2008.



Zone Impact
— Reconnecting —

Mobistar enlisted the collaboration of the company Zone Impact to handle the collection and processing of the mobile phones. These can follow four different paths:

- New life: the still-functional handsets or ones which require only minor repairs are sorted, reconditioned and resold on the emerging markets.
- Re-utilisation of the spare parts when repairing the mobile phone can no longer be justified.
- Recycling: between 2.5 % and 4 % of mobile phones whose components are too old or beyond repair are recycled in order to recover their raw materials.
- Elimination: less than 1 % of the volume processed really has to be eliminated.

ISO14001-certified, Zone Impact provides to the players of the electronics industry IT and logistical solutions for the collection, sorting, re-utilisation, recycling and sale of mobile phones, electrical and electronic equipment. Zone Impact possesses all the WEEE approvals (corresponding to the European directive 1013/2006/EC of 14 June 2006) in Belgium and in Romania.

Zone Impact is also ISO 14001-certified in Belgium and its processing centre in Romania is ISO-certified 9001, 14001, 18001, 27001.





Evaluation by Business & Society Belgium



“Since 2007, Mobistar has been an active member of Business & Society Belgium, a network that brings together companies around the subject of social responsibility. Since 2010, Mobistar has been helping the network to shape its activities by sitting on its Executive Committee. Business & Society offers to member companies a platform for developing knowledge and good practices which allows them to learn from one another and to progressively integrate CSR into their activities.

In 2009, Mobistar had its CSR policy audited, like most of the other members of B&S. Thanks to this instrument, we were able to learn to what extent CSR was integrated into the company, its strategy and its processes, and on this basis we formulated a number of recommendations to Mobistar.

The CSR audit performed at Mobistar revealed that all workers of the company know what CSR is, and that this is an important subject for the operator. The motivation for conducting a CSR policy is thus clearly present and is translated via a series of initiatives, such as the recycling of used mobile phones, efforts to save energy, waste management and the Participate! project.

Mobistar is today undergoing full transformation, and CSR is one element in this transformation. A strategy was developed and key performance indicators were defined. Responsibilities with regard to CSR were assigned to several persons. Today there exists a clear framework for CSR within Mobistar.

Mobistar has outlined a vertical and horizontal integration of CSR: all of the hierarchical levels, from the CEO to the employees in the different departments of the company are involved by the CSR management. Alongside internal actions, such as the calculation of the carbon footprint or the attention devoted to well-being at work, Mobistar is also working on the sustainability of its primary activities, like the operation of power stations and servers, the packaging and the offering of mobile phones, new applications such as the Machine-to-Machine communications as well as taking back and recycling used mobile phones.

This first CSR report is a new stage in Mobistar's sustainable development: it will unquestionably improve the transparency and dynamism around CSR within the company!”

Caroline Godts,
Project Manager Business & Society Belgium

Sponsors, responsables and members of the CSR Committee

The sponsors

Paul-Marie Dessart, Secretary General
Olivier Ysewijn, Chief Strategy Officer

The responsables

Vincent De Waele, Business Transformation Director
Sabine Desmette, CSR Senior Expert

The members of the CSR committee

Michèle Adrover, Environment, Health & Safety Manager
Guillaume Benard, Domain Architect
Karel Boussu, Facilities, Real Estate, Fleet & Security Manager
Johanne Buyse, Regulatory Affairs Manager
Marco Demerling, Communication Expert
Sylvaine Duarri D'Haene, Process Tools & Capacity Planning Expert
Michel Dussart, IS Delivery Manager
Stéphane Erb, Isox Quality Auditor
Xavier Fortemps, Corporate Quality & Audit Director
Francis Lambrechts, Labour & Industrial Relations Manager
Rose Marie Müller, Internal Communication Senior Expert
Christof Olivier, Senior Solutions Engineer
Filip Van Craen, Quality Operations Manager
Mathieu Van Overstraeten, Press Relations Manager
Bart Vandenreijt, Marketing Intelligence Manager
Patti Verdoodt, Press Relations Manager
Doris Vispoel, Facility Service Specialist
Martin Vranken, HR Operations Director





We invite the Mobistar stakeholders to express their opinion about the present report and to let us know their expectations. For any questions or reactions on the subject of this document, the contact e-mail is: sabine.desmette@mail.mobistar.be

This report is printed on paper from responsible sources. It can also be downloaded from the site www.mobistar.be/en/csr

