



Idea

Idea is India's third largest mobile operator and sixth largest, globally. It has over 150 million customers and its traffic exceeds 1.8 billion minutes every day. Today Idea is seeking to achieve excellence in sustainable business practices.

Presently, Idea's approach to sustainability is built around five key areas:

- Energy and Emissions Management
- EMF Radiation Management
- Occupational Health & Safety
- Sustainable Supply Chain and Waste Management
- Incident Management Tracking including Grievance Redress and Whistle Blowing

Idea pioneered the search for Renewable Energy Technologies for fuelling cell sites in India, and has been at the forefront of adopting environmentally sustainable practices to reduce carbon emissions. It has also led efforts to reduce operating costs of telecommunications network operations in India through the use of renewable energies such as Hydrogen, Solar, and Battery-DG Hybrid systems.

Spearheading Sustainability in the Telecommunications Sector

The telecommunications industry has connected over 800 million Indians and revolutionised communications and information sharing in the country. At the same time the industry has realised it must lighten its carbon footprint. Realising the importance of sustainability within the telecommunications industry, Idea continues its lead in the search for greener energy options in India. Efficient power management, infrastructure sharing, use of eco-friendly renewable energy sources, leveraging the latest technology to reach out to a large audience in the most energy efficient manner such as video and teleconferencing, and smart logistics are some of the best practices in our network infrastructure and day-to-day business operations.

Energy Consumption:

A Better Idea

'Sustainability through emission reduction and abatement.'

Initiatives

- Implementation of solar power, fuel cells and other energy efficient measures at more than 1,950 sites resulted in an average carbon reduction of 24,000 tonnes per annum. The total installed capacity of Solar Generating plants at the Telecommunications Sites is in excess of 4.5 MW.
- Rolling out of Mobile Switching Centre Solarisation initiated to reduce emissions.
- Initiation of a Carbon Abatement Project against Mobile Switching Centre (MSC) consumption.

Greener is Better

Idea continues to work on enhancing operational efficiencies and reducing its carbon footprint.

Major initiatives include:

Infrastructure Sharing

Idea led Infrastructure Sharing within the Indian Telecommunications Industry. This led to the formation of a Tower Company called Indus Towers: a joint venture among the top three telecommunications companies in India. Idea, the leader in infrastructure sharing, led the industry with a tenancy ratio of 2.6 in its network portfolio of over 111,000 Sites.

Energy efficient BTS

In a bid to reduce energy consumption in BTS operations, Idea chose OD BTS (outdoor BTS) as the preferred BTS type in 2007. Today over 40% of Idea's BTS portfolio comprises of OD BTS, the energy consumption of which is less than 25% over a conventional BTS.

In FY15, Idea converted indoor sites to outdoor sites by deploying a solution called Free Cooling Unit (FCU). 5,482 such conversions were completed in six months resulting in 25% savings in energy cost and an emission reduction of 32,000 tonnes of carbon per annum.

Over 19% of Idea's own telecommunications towers (out of 9,500 own sites of Idea) are operational with hybrid solutions for energy reduction. Out of this about 1,000 sites are operational with solar solutions. This journey continues and this number will grow every month. Our goal to reduce CO₂ emission of about 24,000 Tons per annum by end of FY15 has been achieved. Here the major objectives have been to reduce diesel generator running, and reduce diesel consumption, to less than five hours a day.

Idea is the only telecommunications company in India where 25 sites operate with Hydrogen fuel cells. If Hydrogen can be made more widely available and at lower costs, this programme has the potential of eliminating the need for regular diesel generators.

When you have a subscriber base of nearly 100 million, communication is key

Idea launched an attractive campaign, 'Use Mobile, Save Paper' campaign to encourage consumers to reduce paper usage. Idea was amongst the first mobile operators in India to promote virtual top up recharges for prepaid users, which led to the phasing out of paper-based recharge vouchers, saving tonnes of paper.

Idea became one of the first operators, globally, to introduce the PICO card replacing traditional SIM cards which were embedded into large pieces of plastic. This initiative is expected to save over 90% of plastic used in manufacturing regular cards.

All communications to our shareholders and investors are sent through e-mail reducing our printing and mailing costs and making a concrete impact on the environment. Idea promotes e-Billing for post-paid customers to reduce usage of paper.

Employees: Flag bearers of Sustainability

Idea's Human Resources operations and communications to its employee base of 15,000 are mainly done online through smart ICT solutions such as teleconferencing, videoconferencing, web chats, and internal social networking platforms to minimise commute time and increase productivity.

Through the 'Bus Karo' programme, our employees use a pool bus service to commute to and from the office during peak hours, every day. One such bus takes the place of approximately 30 cars, saving over 1,200 tonnes of carbon emissions, per annum.



M1 has invested more than
SGD1.6 million
for the implementation latest technology

The 1st
300 Mbps
nationwide LTE (Long Term Evolution)
Advanced network in 2014

M1

M1 is Singapore's leading communications company, providing mobile and fixed services to close to two million customers. Established in 1997, M1 achieved many firsts, including being the first operator to offer a nationwide 4G service, as well as the first to provide ultra-high-speed fixed broadband, fixed voice and other services on the Next Generation Nationwide Broadband Network (NGNBN). With a continuous focus on network quality, customer service, value and innovation, M1's mission is to link anyone and anything; anytime, anywhere.

M1 has a longstanding commitment to conduct its business in a responsible and sustainable way, and to play a meaningful role in the well-being of all stakeholders, and the community in which it operates. M1's approach to sustainability is built around three key areas:

Network access and coverage

M1 has invested more than SGD1.6 billion in expanding and upgrading mobile network infrastructure, including resiliency enhancement and implementation of the latest technology. These investments enabled M1 to launch Singapore's first nationwide 4G network in 2012, as well as the first 300Mbps nationwide LTE (Long Term Evolution) Advanced network in 2014.

In 2014, SGD140 million was committed to upgrading networks and systems, as well as to construct a building extension.

Ethics and integrity

M1 engages in fair, transparent and responsible business practices in dealings with all stakeholders, including customers, suppliers and business partners. The company complies with all regulatory requirements, and aims to meet or surpass the expectations of customers.

This includes promoting transparency in business practices including marketing, communications, recruitment, procurement and ensuring data privacy. Maintaining a high standard of corporate governance is key to protecting the interests of stakeholders, including customers, employees, business partners and shareholders.

Nurturing People

Ensuring a safe and conducive working environment and providing relevant training are key to M1's sustainable business practices. The company has a merit-based recruitment and promotion policy and management and employees work together to identify suitable and relevant training programmes to enhance employees' skill sets.

Reducing the Environmental Footprint

M1 conducts its operations efficiently, so as to minimise its environmental footprint and to make effective use of limited resources.

Base station operations are reviewed periodically to identify ways to reduce energy consumption. In 2011, the company completed its 2G base station modernisation programme to replace 1,200 base stations with multi-radio ones that do not require air-conditioning, yielding power savings of 6,876,600kWh a year.

Solar photovoltaic (PV) power systems were installed at base station sites on Pulau Satumu and St. John's Island to reduce the use of diesel, in 2012 and 2014. These generated power savings of 5,687kWh in 2014, and depending on weather conditions, are expected to generate an estimated 10,000kWh in a power supplement annually.

Some Key Initiatives

Delivering Advanced Technology Sustainably

In 2014 M1 launched the next-generation data centre offering state-of-the-art features previously only available to large corporate users, such as "cold aisle" containment, as well as temperature, humidity and power utilisation sensors on all server racks, to a wide spectrum of customers from large corporates to small and medium enterprises.

Protecting Children

M1 takes special measures to protect vulnerable customers such as children and youth from undesirable content, and worked with the other mobile operators to create the Voluntary Code of Self-Regulation of Mobile Content in Singapore, to protect minors from accessing prohibited content via mobile phones. A variety of tools have been made available to parents to monitor the access of their children to sites online.

Customer Experience

Providing excellent customer service is one of M1's core tenets and the company continually invests in training to ensure a positive customer experience across all touch points of its business operations. All new employees undergo an attachment at the customer contact centre and retail outlets during their orientation programme.

Enabling Communications for People with Special Needs

M1 has supported People Living with Disabilities since 2000, with the launch of Singapore's first customised mobile plan featuring an enlarged SMS bundle, to meet this community's needs.

In 2011, this plan was enhanced with a data bundle to cater to smartphone usage. Following a further review in 2014, M1 launched ConnectSurf, Singapore's best-value plan for this community, with a specially designed voice, SMS/MMS and data bundle at a highly affordable price.

Underserved Communities

In 2014 the company worked with the Media Development Authority of Singapore (MDA) to help low-income households enjoy free access to digital free-to-air TV programming. In this project, M1 supplied and installed DVB-T2 (Digital Video Broadcasting - Second Generation Terrestrial) set-top boxes to eligible households, allowing them to access and enjoy the improved video and sound quality of digital TV programming.

Supplier Code of Conduct

To promote ethical practices on the part of suppliers, M1 commenced work on a M1 Supplier Code of Conduct in 2014. This Code sets out M1's expectations of suppliers, including the need to comply with all applicable laws, prohibition on illegal or unethical behaviour such as bribery and corruption, and protection of customer data. The Code will be implemented in 2015.