

Swisscom raises its environmental ambition

A race to climate neutrality and
addressing Scope 4 emissions





Call for Change

In 2020, World Finance magazine named Swiss telecommunications operator Swisscom the “most sustainable company” in the telecommunications industry globally.

Despite Swisscom’s progress and achievement, it wanted to be even more ambitious in its climate goals to generate more impact for the company, the people in Switzerland and the environment. These three dimensions are the basis of Swisscom’s overarching sustainability strategy.

In 2021, Swisscom set out to establish itself as the industry leader in global sustainability initiatives and as a North Star for other organizations to follow. Specifically, **Specifically, Swisscom wants to become**

climate neutral for the whole value chain as soon as possible and include Scope 4* emissions, which are emissions that Swisscom can enable its customers to avoid or reduce.

By the nature of its business – connecting people digitally – Swisscom has the chance to help B2B and B2C customers by a significant percentage through enabling work from home, or powering IoT solutions to optimize everything from personal and business vehicles to buildings, or full electrical grids. The company’s lead-by-example attitude not only encourages others to implement such practices but practically shows how out-of-the-box thinking can create incredible opportunities in emissions reduction.

*Scope 4: Scope 4 emissions describe emissions that can be avoided through the use of a particular product or service. – GHG Protocol

When Tech Meets Human Ingenuity

Swisscom asked Accenture to help it review the current target level and carbon baseline, come up with new ideas, quantify them and then derive a more ambitious climate target.

After conducting a technical analysis of its carbon baseline and benchmarking against peers and other industry leaders, Accenture helped Swisscom define an ambition level. Beyond that, Accenture helped identify ways to further reduce Swisscom's direct emissions from owned or controlled sources, such as real estate and fleets (Scope 1), indirect emissions from purchased energy (Scope 2), and indirect emissions from its value chain (Scope 3). Accenture also analyzed how Swisscom could enable its customers to avoid or reduce their own emissions (Scope 4). Accenture's analysis -- addressing Swisscom's operations, new business models and more -- is the basis for

Swisscom's latest push to further anchor change and sustainability as core principles for its business. It also helped Swisscom systematically integrate carbon-related KPIs and parameters into decision making and product development processes to ensure a sustainable product portfolio and emission reductions.

Based on Accenture's recommendations at the conclusion of the project, Swisscom increased its goal of reducing emissions together with customers by two-fold, from 500,000 to 1 million tons of carbon by 2025 -- or the equivalent of 2% of Switzerland's greenhouse gas emissions. The recommendations were supported by specific, bottom-up calculations and business cases that showed the goals are realistic and achievable.

Swisscom also decided to set its target to become climate neutral throughout the whole value chain for 2025. This goal further cements Swisscom's position as a leader in global sustainability, with Accenture as the partner to get them there.

Swisscom Goals:

1 million tons of carbon by **2025** =

2% of Switzerland's greenhouse gas emission

A Valuable Difference

Developing a greenhouse gas emission strategy that covered all elements - from Scope 1 through Scope 4 - required a unique approach for Swisscom to reach its sustainability goals. In much the same way, getting to climate neutrality by 2025 necessitated a business case to prompt the new aggressive targets. Accenture not only did the research, but also set a path for Swisscom to make this a reality.

Swisscom chose Accenture to support this undertaking because of our core tenets that technology is an important driver for improving sustainability, as well as our long

history in sustainability and decarbonization consulting. Our industry knowledge and deep understanding of Swisscom through ongoing engagements made selecting us to review and address this challenge an easy choice.

By addressing Scope 4 emissions, Swisscom is simultaneously addressing environmental concerns and its bottom line. These efforts will offer B2B and B2C customers a larger number of sustainable and green products and services to choose from to reduce their emissions, thereby extending and boosting Swisscom's business.



Alexander Holst

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"By tackling its Scope 4 emissions, and accelerating its climate neutrality target to 2025, Swisscom continues as a leader for sustainability in the telecommunications industry and shows approaches that make business and environmental sense."



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