Management & facts

Stakeholder management

Our stakeholders

Our interaction with stakeholder groups helps us find support for the things that matter to us and makes it easier to identify trends early on, thereby fostering our innovation processes.

The following overview sets out who our stakeholders are and what matters to them most:

Formats for stakeholder engagement – management approach
We encourage stakeholder engagement in our corporate activities. With this in mind, we developed a corresponding strategy in 2011. It is based on the three AA1000 principles developed by the NGO AccountAbility: materiality, inclusivity, and responsiveness. Our conformity with these principles was investigated and verified by an auditing firm in 2013.

We used a case-based relevance analysis to identify the type and intensity of our stakeholder engagement. The more relevant a stakeholder group is to the topic or project concerned, the more intensive the engagement of that stakeholder group can be. Depending on the intensity, we make a distinction between three types of engagement: participation, dialog, and information.

The feedback that we receive from our stakeholders is incorporated into our CR activities.

Overview of memberships and collaborations

Business and industry associations

- American Chamber of Commerce in Germany
- Bundesvereinigung der Deutschen Arbeitgeberverbände (BDA, Confederation of German Employers' Associations)
- BITKOM industry association
- Corporate Digital Responsibility Initiative
- European Telecommunications Network Operators' Association (ETNO)
Climate protection and environmental organizations

- CDP
- B.A.U.M. e.V. environmental management organization
- Global e-Sustainability Initiative (GeSI)
- Stiftung 2° – Deutsche Unternehmer für Klimaschutz (2° Foundation – German CEOs for Climate Protection)
- Sustainability Leadership Forum (in collaboration with B.A.U.M.)
- European School of Management and Technology (ESMT) (Sustainable Business Roundtable)
- Global Compact
- Caring for Climate
- Joint Audit Cooperation (JAC)
- Deutsches CSR-Forum (German CSR Forum)
Civic and aid organizations

* Bündnis für Verbraucherbildung (Alliance for consumer education)
* Charta der digitalen Vernetzung (Charter for Digital Networking)
* Deutschland sicher im Netz (Making Germany safe on the Net, DsiN)
* London Benchmark Group
* Help e.V. aid organization
* Bundesnetzwerk Bürgerschaftliches Engagement (National Network for Civil Society)
* CCCD – WIE
* Aktion Deutschland Hilft e.V. (Germany’s Relief Coalition)
* Deutsches Rotes Kreuz (German Red Cross)
* DKMS Deutsche Knochenmarkspenderdatei gemeinnützige Gesellschaft mbH (German Bone Marrow Donor Center)
* Lebenshilfe e.V. aid organization
* SOS-Kinderdorf e.V. (SOS Children’s Villages)
* Nummer gegen Kummer (youth counseling line)
TelefonSeelsorge (crisis counseling helpline)

Deutsche Telekom Stiftung

Deutschlandstiftung Integration (German Foundation for Integration)

Bundesarbeitsgemeinschaft der Senioren-Organisationen (BAGSO – German Association of Senior Citizens' Organizations)

Code of Responsible Conduct for Business

GIZ Private Sector Advisory Board

Together