



*Connect to Good*

# A Roadmap to 2025



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## From our Chief Sustainability Officer

Our world will hold roughly 8 billion people by 2025. Even more astounding: some experts say there will be more than 1 trillion connected devices – measuring, analyzing and networking to give us more information than ever before. The possibilities will be endless, so we must be strategic in order to seize them.

Public goals have long guided our work. But, Connect to Good represents our first long-term roadmap, unified and focused under one vision for the next decade.

As the pace of innovation continues to accelerate, we know a 10-year plan will require flexibility. After all, just a decade ago, there was no smart phone, no app, no mobile economy.

Our top-line goals are broken into two timeframes – 2020 and 2025 – to provide a midway check-in, with supporting targets to show our work along the way. Those targets may evolve as our company itself evolves. Just this year, we've undergone tremendous change, expanding into Mexico and welcoming DIRECTV to the AT&T family. We intend for our goals platform to accommodate these and other evolutions.

We also know that we can't do this alone.

A theme of collaboration is woven throughout our goals and targets. We've set our goals with this question in mind: how can we work with our customers, our employees, our suppliers and our communities to enhance the world we all share?

We look forward to working with you. While the challenges are daunting, they're also exciting. Email us at [sustainability@attnews.us](mailto:sustainability@attnews.us) or visit [about.att.com/csr/goals](http://about.att.com/csr/goals) to share your thoughts with us.

**Charlene Lake**

*Senior Vice President – Corporate Social Responsibility  
and Chief Sustainability Officer*  
AT&T



# Connect to Good

*Using the power of our network to build a better tomorrow*

*“Mr. Watson, come here. I want to see you.”*

Those words were the first successfully transmitted speech sent over what would become the telephone, as Alexander Graham Bell paged his assistant Thomas Watson. Now, nearly 140 years later, our “phones” look vastly different; there are calls you can make from your wrist, video you can watch from a park bench, and cars, buildings and machines that all talk to each other to make our world more efficient.

Though the technology may have changed, the underlying network is still about our connection to each other.

Connect to Good is our vision for how to leverage those connections to build a better tomorrow. Our goal in everything we do is to create a better, smarter, more connected future. It’s good for our business, and it’s good for our customers, employees, suppliers and communities.

How can we realize this vision?

- **PEOPLE:** By improving the daily lives of our customers, suppliers and employees.
- **PLANET:** By transforming the way we and our customers care for our world.
- **POSSIBILITIES:** By amplifying the combined strengths of our company and our communities to tackle broad challenges.

To guide us, we have established a 10-year roadmap of goals and targets to serve as milestones for this journey. We’re taking a two-phased approach, with goals for the year 2020 that will put us on a path for making our 2025 goals – a collaborative vision for the future – a reality. All of these long-term goals help us target our resources and keep us accountable for progress. We’re not just focused on outputs, but on outcome and our impact. And that takes focus and time.

We have selected these long-term goals to address [our broad range of stakeholders](#), the [topics identified as most relevant](#) for our business, and where we have the most potential to deliver on our vision and strategy.

At the heart of it all are our employees – whose passion and expertise are the building blocks of our goals, and a critical foundation of our citizenship and sustainability strategy. We know that an inclusive, well-trained workplace – grounded in a culture of good governance, integrity and ethics – are essential to the success of our business today and in the future.

For a more comprehensive understanding of our efforts, we invite you to go to our [sustainability reporting page](#) for details on all our material sustainability topics. We hope you’ll join us [@ConnectToGood](#).





# Our Network and Our Customers

Technology plays a critical role in empowering the transition to the low-carbon economy, better managing resource use, increasing business resiliency and improving daily lives.

The Global e-Sustainability Initiative's [SMARTer2030](#) report finds that increased use of information and communications technology (ICT) can enable a 20 percent reduction in global carbon dioxide emissions by 2030, holding them at 2015 levels – translating into a benefit nearly 9.7 times higher than our industry's own footprint.

Based on this finding, we've set a goal to enable carbon savings 10x

the footprint of our operations by enhancing the efficiency of our network and delivering low carbon customer solutions by 2025. One of the most significant tasks behind this goal is establishing a path to measure this impact.

As an industry, we face a lot of unanswered questions. How do you we measure the carbon impacts of our technology? How do we account for our footprint and our savings in relation to those of our peers, suppliers and customers? We look forward to joining other companies, non-governmental organizations and customers in this burgeoning conversation.

At the same time, we're considering our own impact. We face a unique challenge in powering this revolution as we grow, while also minimizing our environmental footprint. Between 2008 and 2014, mobile data traffic on our network has increased 100,000 percent. So we'll also be addressing our emissions by building on the day-to-day work of our employees to enhance [our energy efficiency](#), deploy [alternative-fuel vehicles](#) throughout our fleet, and manage our [carbon footprint](#).

## Our Network and Our Customers

<p><b>2020 goal:</b></p>	<p>We will continue to drive reductions in emissions and increases in resource efficiency and alternative energy deployment.</p> <p>We will enable AT&amp;T customers to lead more sustainable lives by expanding access to technology, further integrating sustainability solutions into products, and measuring the impacts.</p>
<p><b>Targets toward our 2020 Goal</b></p>	<ul style="list-style-type: none"> <li>• Network/Operations           <ul style="list-style-type: none"> <li>– Reduce our Scope 1 emissions by 20 percent by 2020, using a 2008 Scope 1 baseline of 1,172,476 mtons CO<sub>2</sub>-e</li> <li>– Reduce the electricity consumption of our company relative to data growth on our network by 60 percent by 2020 (baseline of 2013)</li> <li>– Expand our on-site alternative energy capacity to at least 45 MW – more than double our 2014 capacity – by the end of 2017 and intensify our pursuit of off-site renewables with competitive financials.</li> <li>– Deploy approximately 15,000 alternative-fuel vehicles (AFVs) over a 10-year period through 2018</li> </ul> </li> <li>• Customers           <ul style="list-style-type: none"> <li>– Develop and deploy robust methodology to understand AT&amp;T's network impacts to society</li> </ul> </li> </ul>

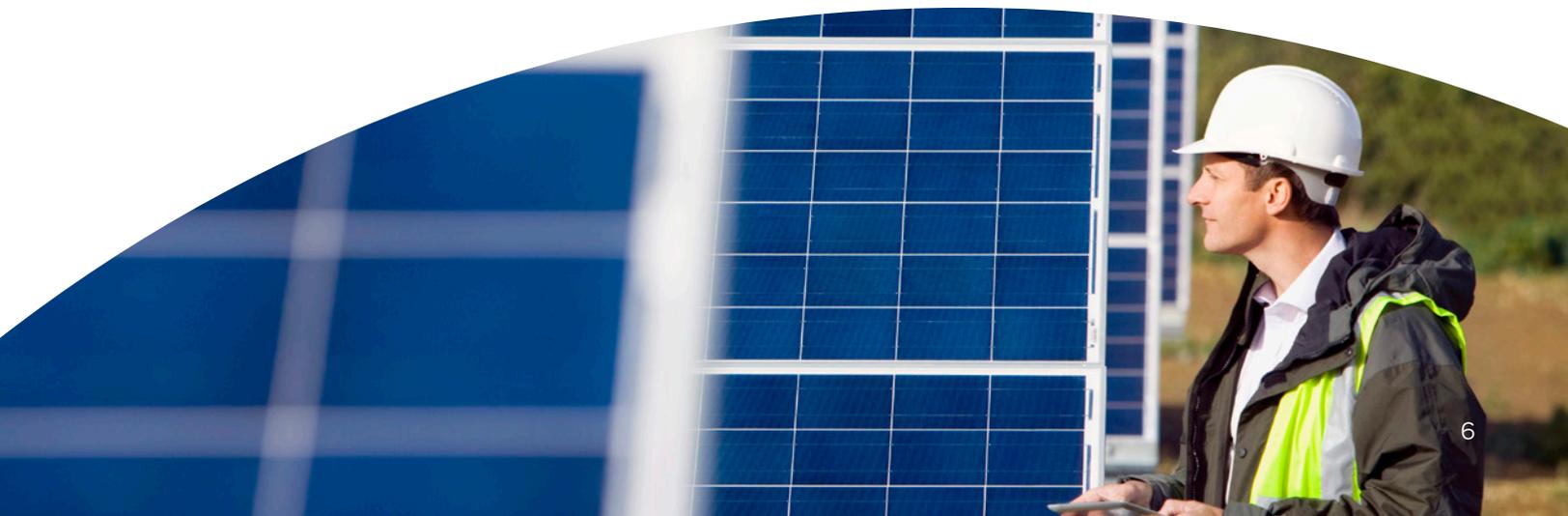


- Building on a voice and data service network that covers more than 320 million people:
  - ▷ By mid-year 2019, AT&T will have expanded its all-fiber Internet access service to reach at least 12.5 million mass market customer locations, such as residences, home offices and very small businesses. Combined with AT&T's existing high-speed broadband network, at least 25.7 million customer locations will have access to broadband speeds of 45Mbps or higher.
  - ▷ For a four-year period beginning in 2015, AT&T will offer up to 1 Gbps service to any eligible school or library requesting E-rate supported services, where we have deployed fiber-based broadband Internet access services.
  - ▷ For a four-year period beginning in 2016, AT&T will offer discounted wireline broadband service where technically available within AT&T's 21-state wireline footprint to low-income households that qualify for the government's Supplemental Nutrition Assistance Program. In locations where it's available, we will offer service with download speeds of at least 10 Mbps for \$10 per month. Elsewhere, we will offer 5Mbps service for \$10 per month or 3Mbps for \$5 per month, where such services are available.\*

*\*Conditions of FCC DTV Merger Order.*

- Collect more than 20 million devices for reuse, refurbishment or recycling by end-of-year 2020.
- Provide sustainability information for all AT&T-branded network-connected consumer wireless devices.
  - ▷ Comprehensive consumer strategy will provide a roadmap for providing Eco-Rating and/or responsible recycling/reuse information to consumers for wireless devices sold by AT&T.
- Demonstrate the environmental and social enablement power of consumer devices and solutions to live smarter, healthier and more independent lives.
  - ▷ Collaborate both internally and externally to help quantify the environmental and social sustainability enablement impacts of AT&T consumer devices and solutions (e.g, Internet of Things, Digital Life, Eco-Ratings, connected car, education, accessibility)

2025 goal:	By 2025 AT&T will enable carbon savings 10x the footprint of our operations by enhancing the efficiency of our network and delivering sustainable customer solutions.
Targets to 2025	<ul style="list-style-type: none"> <li>• Enhance network efficiency to enable the achievement of the “net positive” ratio</li> <li>• Deliver customer solutions to achieve “net positive” ratio.</li> </ul>





## Our Supply Chain

Our suppliers are vital to our business success, as well as our social and environmental efforts.

We spend billions of dollars on goods and services every year. Given this reach, we know our supply chain is an area where there is an extraordinary opportunity to improve business performance, reduce our environmental impact and positively influence social equality.

Our employees work [hand-in-hand with suppliers](#) to improve environmental and social performance. Today, more than half of our strategic suppliers track and have set their own goals for reducing greenhouse gas emissions. Additionally, we use an annual Supplier

Sustainability Scorecard to track the performance of roughly 500 of our top suppliers on a variety of environmental and social topics, including presence of goals and policies. In 2014, the average score hit more than 70 percent, and we aim to make 80 percent or higher by 2017.

We've seen how sustainability certifications, rankings and scorecards can help consumers make sense of their buying habits. This information is also important to us when making informed purchasing decisions. By the end of 2018, we aim to incorporate sustainability-oriented standards or analyses into our sourcing decisions with strategic suppliers.

We're not alone in these endeavors. While every

company's supply chain needs are specific, we and our peers work with many of the same companies in the information and telecommunications industry. That's why we're working with QuEST Forum to improve the performance of our industry and to establish clear, agreed-upon industry sustainability metrics. The goal: to improve environmental and social performance, drive business improvements and control costs.

By establishing clear, agreed-upon supply chain metrics and promoting their use in our industry, we can develop an industry roadmap toward truly sustainable performance.





## Our Supply Chain

2020 goal:	We will lead our supply chain to improve its social and environmental impacts by integrating sustainability performance metrics into our sourcing decisions for 80 percent of our spend.
Targets toward our 2020 Goal	<ul style="list-style-type: none"><li>• By the end of 2015, a majority of spend with strategic suppliers will be with those who track greenhouse gas (GHG) emissions and have specific GHG goals.</li><li>• By the end of 2017, achieve an average score of 80 percent or higher for top suppliers on the Supplier Sustainability Scorecard, which covers four key categories including policy breadth, rigorous goals, reporting transparency and supply chain governance.</li><li>• By the end of 2018, incorporate sustainability-oriented standards or analyses into our sourcing decisions with strategic suppliers.</li></ul>
2025 GOAL:	We will work with our industry peers to develop and promote adoption of sustainability metrics that will transform the environmental and social impact of technology supply chains.
Targets to 2025	<ul style="list-style-type: none"><li>• Establish clear, agreed-upon industry sustainability metrics</li><li>• Promote the use of these metrics in industry sourcing</li><li>• Develop and follow an industry roadmap toward truly sustainable performance</li></ul>



## Our Communities

Research shows that nearly one out of five students – and about 30 percent of African American and 25 percent of Hispanic students – fail to graduate with their class. Students between 16-24 who are neither in school nor working are costing our communities \$93 billion annually.<sup>1</sup> We must do more to help our students succeed in high school and prepare for careers: and for our company, it's vital to our future workforce and customer base.

At AT&T, [supporting education](#) has been a priority for more than a century. Through AT&T Aspire, our company's signature education initiative, we've passed the \$250 million mark on our plan to invest \$350 million in education from 2008-2017. We're well on our way toward engaging students at risk of dropping out with 1 million hours of mentoring by AT&T employees. Our employee-

led mentoring program, Aspire Mentoring Academy, brings together AT&T employees, who dedicate their time and knowledge, with underserved middle and high school students. AT&T employees are also working with peers, researchers, government, community organizations and others to [mobilize learning, power career skills, make connections](#) and [support what works](#).

Now, for the first time, we're adopting broader external benchmarks on high school graduation and career readiness as our own corporate goals. For all the dollars, hours and expertise invested, success will be clear when nine out of 10 U.S. students graduate from high school, and when more workers are coming to their jobs prepared with the skills they need to flourish.

We're on the right track. For the first time, the U.S. has exceeded an 80 percent on-time graduation rate.<sup>2</sup> Initial findings

show programs such as ours can help – preliminary results from a third party evaluation of our 2012 grant recipients show that 9th, 10th and 11th grade students who participated in our recipients' programs were significantly more likely to end up on track to graduate and have less school absences than a similarly situated peer group.

These developments are encouraging and also spurring us to think differently about how to spark change. In 2015, we launched the [AT&T Aspire Accelerator](#), an education technology incubator supporting for- and non-profit companies with a customized program that includes financial investment, access to expert services and mentorship. Through our [Nanodegree program](#) with Udacity, we're working to prepare job-seekers for tech industry jobs through an online training program.

Through these and other programs, we're looking to remove barriers to academic success and career growth, and help all students – regardless of age, gender, income or geography – make their dreams a reality.

<sup>1</sup> Civic Enterprises, Everyone Graduates Center at Johns Hopkins University, America's Promise Alliance, Building a Grad Nation Report Update 2014.

<sup>2</sup> *ibid*





## Our Communities

2020 goal:	We will invest resources, develop initiatives and collaborate with stakeholders to increase the U.S. high school graduation rate to 90 percent by 2020. <sup>1</sup>
Targets toward our 2020 Goal	<ul style="list-style-type: none"> <li>• Invest an additional \$250 million by 2017 to drive innovation in education, support effective local programs and create collective impact.</li> <li>• Engage students at risk of dropping out of high school with 1 million hours of mentoring with AT&amp;T employees by the end of 2016.</li> <li>• Offer \$100 million of free mobile broadband access through 2017 in collaboration with the White House ConnectED initiative.<sup>2</sup></li> <li>• Encourage technology application to solve vexing education challenges through the Aspire Accelerator for non-profits and for-profits.</li> </ul>
2025 goal:	We will invest resources, develop initiatives and collaborate with stakeholders to close the skills gap, by increasing the number of Americans with high-quality, post-secondary degrees or credentials to 60 percent by 2025. <sup>3</sup>
Targets to 2025	<ul style="list-style-type: none"> <li>• Promote STEM training by co-developing and attracting 10,000 students to the Georgia Tech online master’s degree in computer science program by 2017 and 23,000 students to Udacity-AT&amp;T nanodegrees by 2015.</li> </ul>

1 Graduation rate as measured by GradNation, a campaign of America’s Promise Alliance:  
<http://gradnation.org/channels/grad-rate-data>

2 ConnectED efforts are contingent on FCC e-rate compliance requirements, and federal, state, and municipal procurement frameworks that will not prohibit or extend these types of initiatives. Eligible school locations will be subject to network congestion, availability, and performance criteria.

3 Degree/credential rate as measured by MoveED, a campaign of the Lumina Foundation:  
<http://moveed.org/whatisgoal2025/>





## Letter from BSR



www.bsr.org

As a global nonprofit business network and consultancy dedicated to sustainability, BSR is focused on two themes for corporate action on sustainability: climate change and inclusive economy. As the information and communication technology (ICT) sector grows, it has a particularly crucial role to play in addressing its own sustainability impacts and in using its products to power global progress.

The Intergovernmental Panel on Climate Change (IPCC) highlights the significant, widespread, and lasting impacts of climate change on environmental, economic, and social systems.<sup>1</sup> ICT plays an important role in helping society mitigate and adapt to those impacts. The Global e-Sustainability Initiative (GeSI) found that the ICT sector could reduce its own footprint from 2.3% of global emissions in 2020 to 1.97% by 2030. Moreover, GeSI found the sector has the potential to enable carbon benefits 9.7 times greater than its own footprint in that same time.<sup>2</sup>

The ICT sector can also advance inclusion in a number of ways. ICT companies can improve sustainability in global supply chains; use technology to enhance access to information, markets, and services; and promote inclusion and diversity within the sector. Inclusion further depends on healthy communities and thriving educational opportunities.

Long-term company goals are vital to address the ICT sector's biggest sustainability challenges and opportunities. Long term goals can help break short-term cycles, increase corporate ambition, and target company efforts to drive priorities and maximize impact. Internally they are vital to uniting company efforts; externally they help stakeholders track progress.

BSR is proud to partner with AT&T and other leaders to translate the biggest sustainability challenges of our time into long-term goals and high-impact company action. AT&T's new goals represent a leap forward in the company's efforts to improve its own sustainability and enable a sustainable future.

1 <http://www.bsr.org/reports/bsr-bccw-creating-action-agenda-private-sector-leadership-climate-change.pdf>

2 [http://smarter2030.gesi.org/downloads/Full\\_report2.pdf](http://smarter2030.gesi.org/downloads/Full_report2.pdf)

### About BSR

BSR is a global nonprofit organization that works with its network of more than 250 member companies to build a just and sustainable world. From its offices in Asia, Europe, and North America, BSR develops sustainable business strategies and solutions through consulting, research, and cross-sector collaboration.



For more information on our Connect to Good goals and targets, please visit [about.att.com/csr/goals](https://about.att.com/csr/goals)

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