

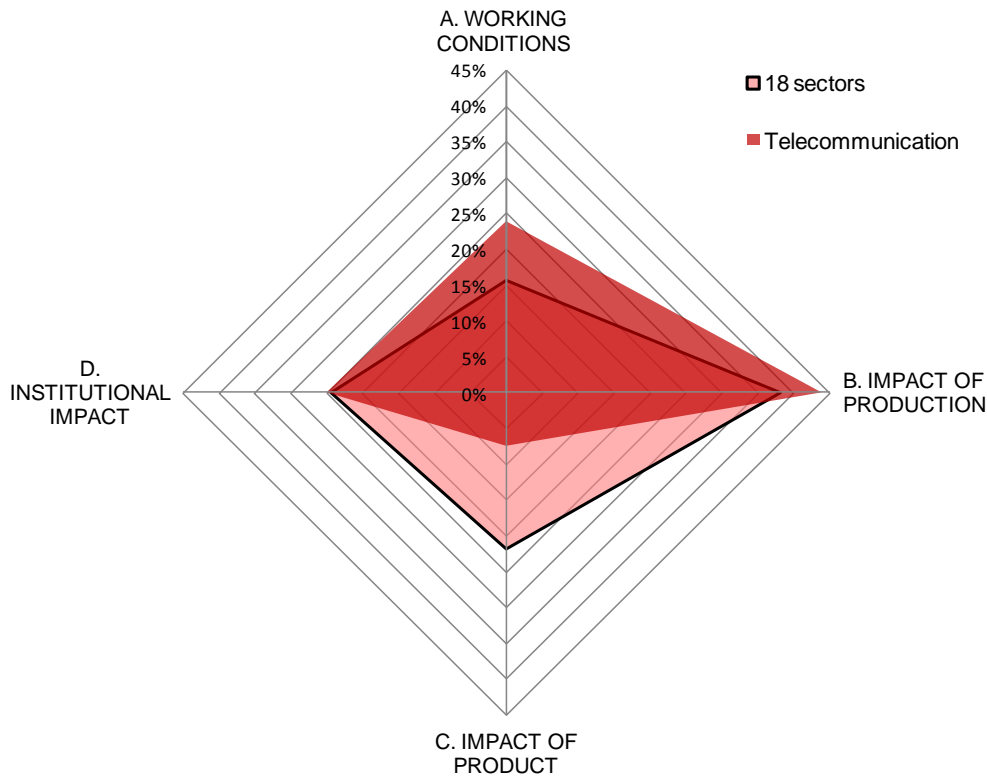
TABLE OF CONTENTS

1. SUMMARY	3
2. MAIN FINDINGS	4
4. FULL UNIVERSE (18 SECTORS)	
EthicalQuote historical and progress; Bi-dimensional space	6
Volume, Positive and Negative news	8
4 groups of criteria, 45 criteria	10
Telecommunication vs 18 sectors: Groups of Criteria, Criteria	11
Telecommunication vs 18 sectors: Source groups; Regions	13
Telecommunication vs 18 sectors: regions of source	14
5. TELECOMMUNICATION SECTOR ANALYSIS	
Covalence Ethical Ranking, Details	16
EthicalQuote 2002-2009	18
Companies in bi-dimensional space	19
Volume, Positive and Negative news	20
4 groups of criteria, 45 criteria	22
Criteria in bi-dimensional space	23
ISSUES	
Major issues & keywords	24
Energy Issues efficiency, renewables	25
CSR awards & rankings	27
Unions and strike	29
Job cuts / creations	31
Diversity	33
Countries of action	35
SOURCES	
Source groups	36
Regions of source	37
Countries of source; Most active sources	38
CRITERIA & ISSUES: DETAILS	
1. Labour Standards	40
2. Wages	40
3. Social Benefits	42
4. Training & Insertion	42
5. Women	44
10. International Presence	44
12. Economic Impact	46
13. Social Impact	46
18. Downsizing	48
26. Environmental Impact of Production	48
28. Product Social Utility	50
30. Socially Innovative Product	50
32. Waste Management	52
34. Information to Consumers	52
37. Social Sponsorship	54
38. Anticorruption Policy	54
40. Human Rights Policy	56
41. United Nations Policy	56
43. Social Stability	58
45. Lobbying Practices	58
5. SYNTHESIS	
Criteria and Issues summary tables: risks and opportunities	60
Strategic comments	63
6. ANNEXES	
Covalence company and methodology; original data	66
Detailed results	67

TELECOMMUNICATION VS 18 SECTORS: GROUPS OF CRITERIA (NEGATIVES)

The radar chart and table below compare the distribution of negative news among the four groups of criteria for Telecommunication with that of the other sectors.

Telecommunication vs 18 sectors: news by criteria groups, 2002 - 2009 (Mar)



The Telecommunication sector shows sensibly more negative news in groups *A. Working Conditions* (50% more than the benchmark) and *B. Impact of Production* (1/6 more than the benchmark). Differences by criteria are presented on the next page. Group *C. Impact of Products* shows significantly less information – one third (7/22) of the 18 sectors benchmark.

Criteria group (negatives)	Difference	18 sectors	Telecommunication
A. WORKING CONDITIONS	8%	16%	24%
B. IMPACT OF PRODUCTION	6%	38%	44%
C. IMPACT OF PRODUCT	-14%	22%	7%
D. INSTITUTIONAL IMPACT	1%	24%	25%

4. TELECOMMUNICATION SECTOR ANALYSIS

COVALENCE ETHICAL RANKING

The table below presents Covalence Ethical Ranking for 30 companies in the Telecommunication sector, with data spanning the 2002-2009 period. The ranking combines the EthicalQuote (measure of popularity) and the scores calculated in each criteria group (measure of diversified performance). The ranking is calculated using Covalence's complete universe (541 companies within 18 sectors).

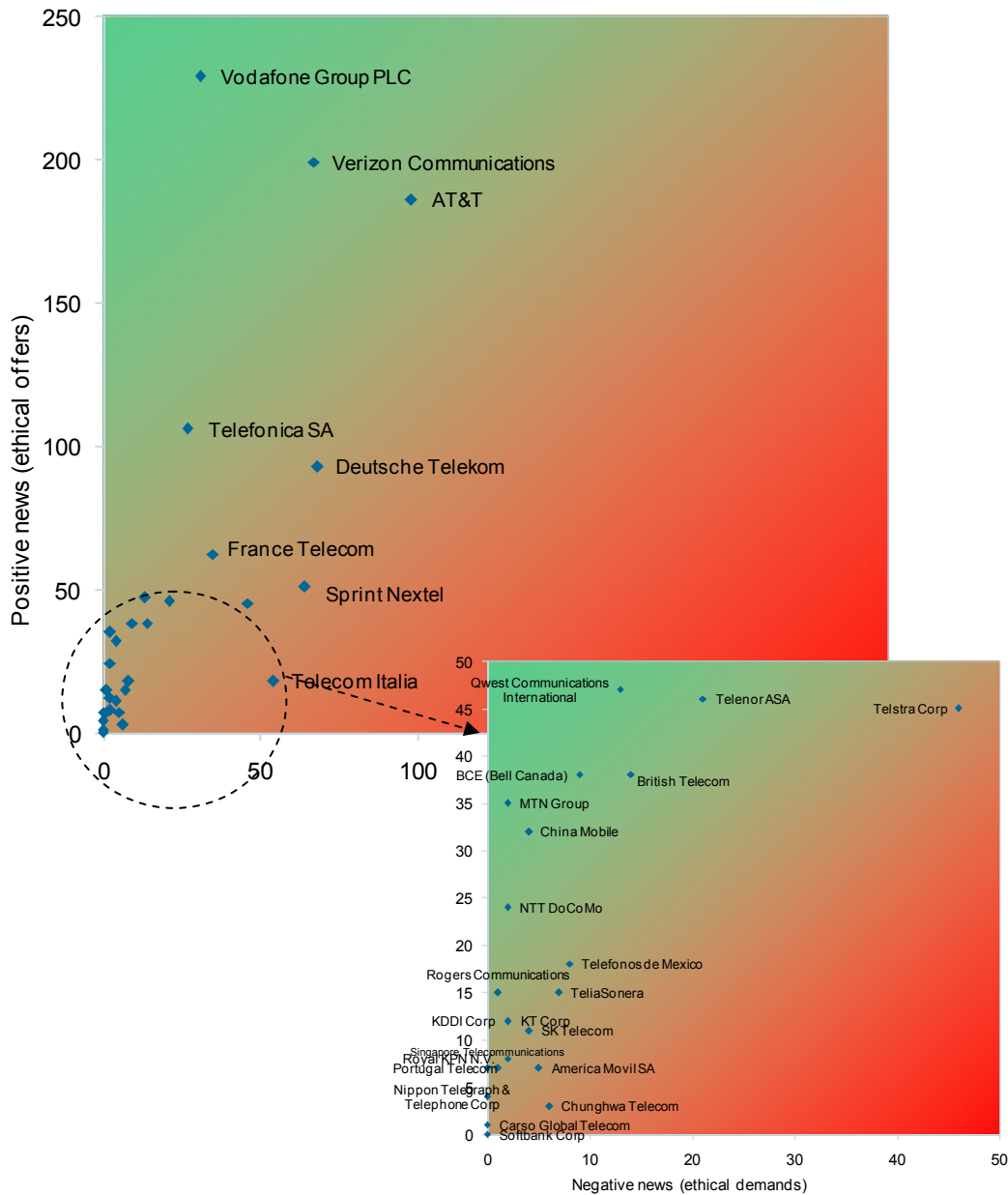
On 31.03.2009 Vodafone Group PLC is leading Covalence's ethical ranking in the telecommunication sector (#23 across 18 sectors and 541 companies), ahead of Verizon Communications (#46) and Telefonica SA (#86), while Telecom Italia (#525), Chunghwa Telecom (#498), and Softbank Corp (#477) occupy the last positions.

Covalence Ethical Ranking across sectors	Covalence Ethical Ranking in sector	Company
23	1	Vodafone Group PLC
46	2	Verizon Communications
86	3	Telefonica SA
93	4	AT&T
174	5	Qwest Communications International
185	6	MTN Group
208	7	BCE (Bell Canada)
219	8	China Mobile
253	9	France Telecom
255	10	Telenor ASA
258	11	NTT DoCoMo
273	12	British Telecom
308	13	Rogers Communications
326	14	Telefonos de Mexico
336	15	KT Corp
337	16	KDDI Corp
352	17	Singapore Telecommunications
359	18	Portugal Telecom
370	19	TeliaSonera
390	20	Sprint Nextel
394	21	Telstra Corp
403	22	Deutsche Telekom
405	23	Royal KPN N.V.
419	24	SK Telecom
433	25	Nippon Telegraph & Telephone Corp
452	26	America Movil SA
466	27	Carso Global Telecom
477	28	Softbank Corp
498	29	Chunghwa Telecom
525	30	Telecom Italia

COMPANIES IN BI-DIMENSIONAL SPACE – HISTORY

Below, companies have been placed in a bi-dimensional space according to the quantity of positive news (offers), on the vertical axis and to the quantity of negative news (demands) on the horizontal axis. The chart represents raw quantity of news items without applying the erosion factor and ethical rate. This chart covers full history: 2002-2009.

Telecommunication sector: companies in bi-dimensional space, 2002-2009



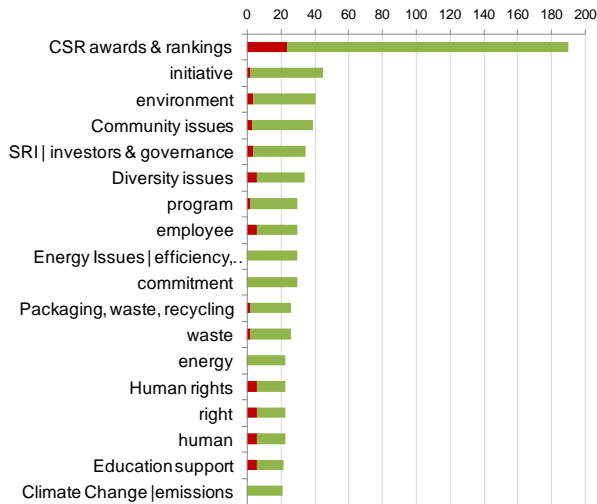
A positive correlation can be observed between the two dimensions of the chart: positive and negative news (see comment page 10).

The upper scatter shows a leading trio in volumes of information with clear differences in terms of positive/negative ratios, with Vodafone in the green with a proportionally small amount of negative news. Verizon stands at a distance, while Telefonica - with a much smaller volume of information but a better ratio - beats AT&T. Still on this scatter, we see Telecom Italia and Sprint Nextel clearly in the negative territory. In the lower chart, companies show lower volumes of information, but many present positive ratios as they stick to the vertical axis.

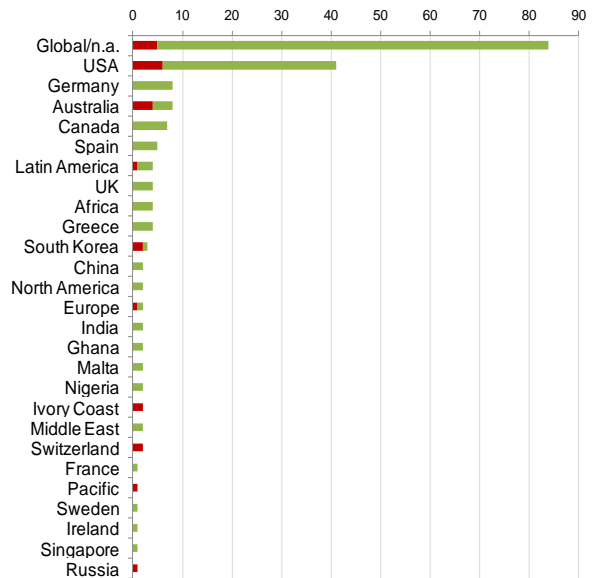
CSR AWARDS & RANKINGS

The charts below express the frequency of sub-issues and keywords registered regarding CSR awards & rankings, as well as quantities of news items by Countries of action, by Companies, and a historical perspective.

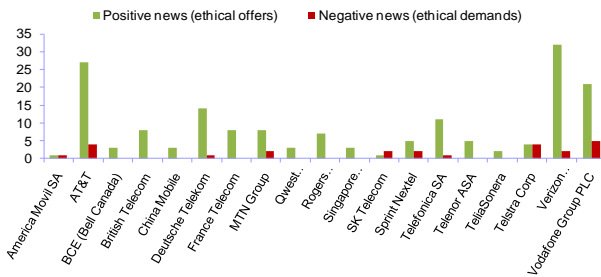
CSR awards & rankings: sub-issues & keywords



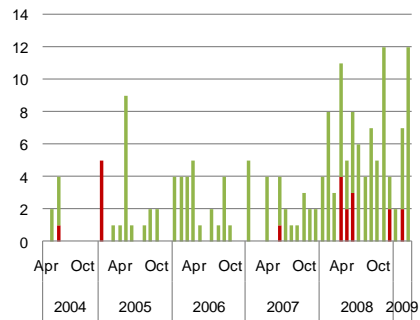
Countries of action



CSR awards & rankings: Companies, 2002 - 2009 (Mar)



History 2002 - 2009 (Mar)



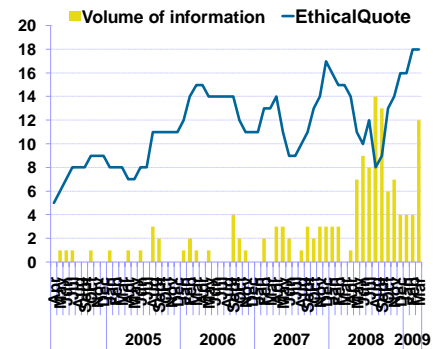
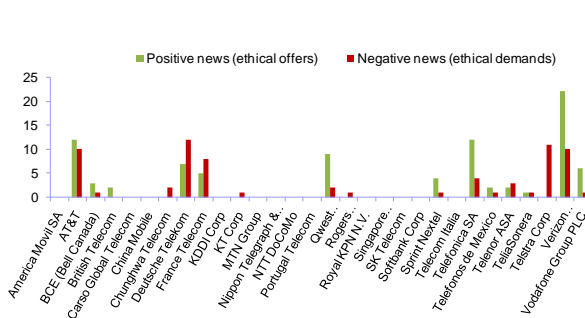
CSR awards are received and given by many companies. The most active are Verizon, AT&T, Vodafone and Deutsche Telekom. Most of these awards are attributed on a global scale and in most developed markets; they were noisy on environmental aspects of corporate responsibility and less on social and working conditions. AT&T was clearly positioned on diversity issues, Deutsche Telekom on climate change, while Verizon and Vodafone were more diversified. The volume of information related to awards has risen in most sectors. This rise has also promoted the visibility of bad awards such as the Public Eye Award. This trend of naming and shaming is very consistent in other sectors and should be expected to increase in the telecommunication sector too.

CRITERIA AND ISSUES: DETAILS - 1. Labour Standards

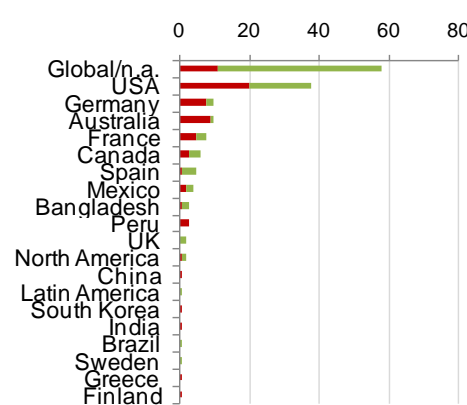
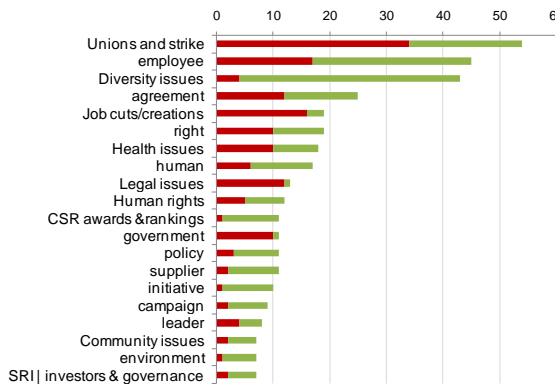
Criteria	Issues & Keywords	Scores	% total	Trend
1. Labour Standards	Unions and strike, employee, Diversity issues, agreement, Job cuts/creations, right, Health issues, human, Legal issues, Human rights	Positives	87 6%	Future ↑
		Negatives	69 12%	Present ↑
		EQuote/vol	18/156 (12%)	Past →

Criteria 1. Labour standards covers labour issues taking place within the company. It is inspired by the ILO Declaration on Fundamental Principles and Rights at Work, dealing with freedom of association and the effective recognition of the right to collective bargaining; the elimination of all forms of forced or compulsory labour; the effective abolition of child labour; and the elimination of discrimination in respect of employment and occupation.

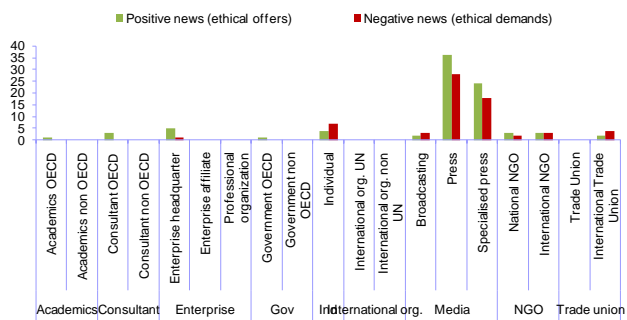
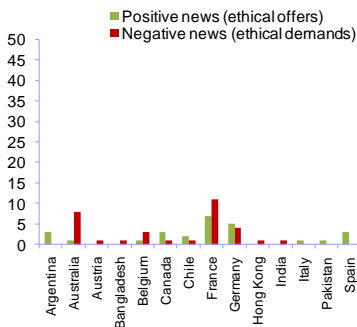
Companies	History
Telecommunication sector: criteria 1. Labour Standards 2002 - 2009 (Mar)	Telecommunication: Equote, vol on criteria 1, 2002 - 2009 (Mar)



Issues & Keywords **Countries of action**



Source countries	Source groups
Telecommunication: criteria 1. by source countries, 2002 - 2009 (Mar)	Telecommunication sector: criteria 1. Labour Standards, 2002 - 2009 (Mar)



Media echo¹ (Media / Other sources Ratio): 3

¹ Media echo: a Media / Other source ratio superior to 1 indicates that more news has been found in Media than in all other source groups, indication of an important media echo.

5. ANNEXES

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For more information, please contact: Marc Rochat, Marketing & Sales, marc.rochat@covalence.ch; phone: +41 (0) 22 800 08 55.

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EthicalQuote public version:

View the public version of Covalence EthicalQuote with daily updated curves and underlying data covering 541 companies within 18 sectors: <http://www.covalence.ch/index.php/ethicalquote/?value=15>

Original data

Data used for producing this report is available upon request. Price depends on the quantity of information used.