Optus aces ESG by embedding sustainability in its culture, decision-making and operations

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Optus on its new climate action plan target

> "By the end of 2025, 100% of our electricity requirements will be backed by renewable energy sources, and we will reduce and recycle over 90% of our electronic waste."
>
> Kelly Bayer Rosmarin
> CEO, Optus

Exhibit 1
ESG score according to the twimbit framework

Overall ESG Score		7.5
Environmental		8.1
Social		6.3
Governance		8.0

Average score of our leaders

Environment: Repurposing mobile phones with reply-paid recycling satchels

Over the past 25 years, Optus has been a founding member of MobileMuster - a national recycling program for the mobile industry. The telecom company has supported the program to keep mobile phones out of landfill by hosting collection points in retail stores and including reply-paid recycling satchels in Optus pre-paid mobile bundles.

Exhibit 2
Optus' 2025 targets and progress

2025 Targets	**90%** General waste diversion from landfill		**90%** Reuse and recycle of e-waste		**100%** Recyclable, reusable or compostable packaging
Progress	**20%** General waste diverted in FY22	**100%** IT waste diversion from landfill	**97%** Network waste diversion from landfill		**89%** Sustainable packaging in FY22

- **Advocating mobile phone recycling**

Under the Optus "Donate your Device" initiative, users can now make a positive impact towards the environment and help others by giving their spare devices a second life. Optus stores also collect phones from their customers and assesses them, cleans them up and wipes the data to make them ready for distribution by their trusted charity partner. This service is open to all devices, including modems, TV streaming devices, home phones, etc., all free of charge!

Exhibit 3
Achievements of "Donate your Device"

Resources saved

63 tonnes
of mineral resources saved through recycling

136,328 MJ
of fossil fuels indirectly saved through recycling

Greenhouse benefits

12 tCO2e
of greenhouse gas emissions prevented

36kg
of particulates avoided through recycling

20kg C2H4
of summer smog avoided through recycling

323
Equivalent trees planted

MOBILE PHONE RECYCLING
IT'S EASY!

Social: Donate your data and help the underprivileged

The 'Donate your data' program is focused towards enabling customers to donate unused data to young people, their families, and other Australians in need. It has opened the door for people and families to connect in a way that was not previously possible. The program initially started to enable internet access for many young Australians to connect them to opportunities to learn, look for work, and continue with other vital services.

Optus addressed the issue of digital divide and started the 'Donate your Data' program in 2019 to provide free connectivity to people experiencing disadvantage and hardship. Additionally, Optus has announced an expansion to this program to close the digital divide even further by including not only young people in need but also their families and people experiencing crisis.

With generous customer donations and the support of a range of charity partners, Optus has harnessed the power of collaboration to ensure data gets to where it is needed most.

Exhibit 4
Donate your Data program has achieved the following so far

27,148+	40,257,360 GB
Youngsters part of the program	Data donated by customers
100,000+	534,000
Expected beneficiaries by 2025	Unique donors

Governance: Optus Accessibility and Inclusion Action Plan

Accessibility, Inclusivity and Support is Optus' top priority for their employees, customers and community. And the Optus Accessibility and Inclusion Action Plan by Optus aims to achieve it, powering accessibility and inclusivity In all aspects of the industry.

The key demographic of the Optus Accessibility and Inclusion Action Plan is the disabled community. With that in mind, Optus aims to create more inclusive and

accessible opportunities for the disabled on both the larger scale of the workplace and their place in society with its 4 key pillars.

These pillars aim to minimize and remove barriers to access for the disabled are as follows:

- Workplace:

  - Establishing a 'Senior Leader Accessibility Action Group'
  - Training talent acquisition on recruiting disabled employees

- Communities

  - Official partner of the Australian Paralympic Team
  - Conducting business with disability advocating employers

- Customers

  - Retail stores in compliance with 'Disability Discrimination Act'
  - An inclusive design approach for products & services

- Innovation

  - 'Optus Future Makers' social innovation program develops technologies in support of people with disability

twimbit Takeaways: Transform from 'take, make, dispose' way of operations, to one that is based on sustainability.

Optus has brought its vision of embedding sustainability to its culture, decision-making and operations to life. Through their 'Donate your data' program and recycling mobile phones initiative, Optus has ensure that there is no excessive wastage of devices or data, making people consume and reuse responsibly.

Optus has differentiated on 3 key pillars:

- Invest in recycling and sustainable packaging to lower waste
- Develop solutions (such as data donation) to meet digital inclusion targets without stretching the current capacity
- Make 'accessibility' a 'way of work'