EASP/VNU - WEBINAR
Digital Stakeholder Engagement:
How to engage stakeholders in times of restricted movement?

Experiences with Digital Stakeholder Management at TIM

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TIM at a glance

TIM customers in Italy

30.5 *million*

mobile lines, of which 12.9 million are BB or UBB users broadband

17 *million*

fixed total accesses, of which 7.5 million are BB or UBB retail accesses. 7.9 million retail+wholesale fiber lines

The TIM Group offers fixed and mobile communication services and ICT solutions, as well as digital content. In Italy, the Group operates the biggest fixed voice and data infrastructure, covering the whole country, and provides one of the country's most extensive and advanced mobile network platforms.

TIM Brasil customers

52 *million*

mobile lines, of which more than 38.6 million are 4G users. 23.2% market share
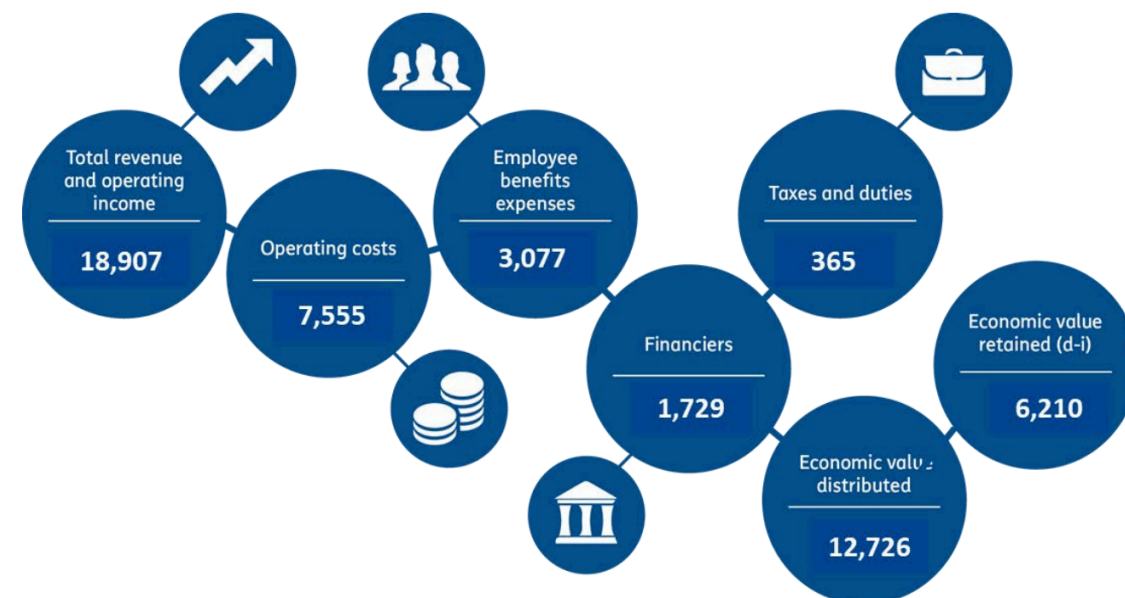
Key economic and financial data

1,254 *million euros*

capex

7,759 *million euros*

revenues

3,104 *million euros*

Organic EBITDA After Lease

21,095 *million euros*

Adjusted Net Financial Debt - After Lease (21,893 million euros at December 31, 2019)

TIM Group - Economic value produced and distributed (millions of euros).

Total revenue and operating income: 18,907
Operating costs: 7,555
Employee benefits expenses: 3,077
Taxes and duties: 365
Financiers: 1,729
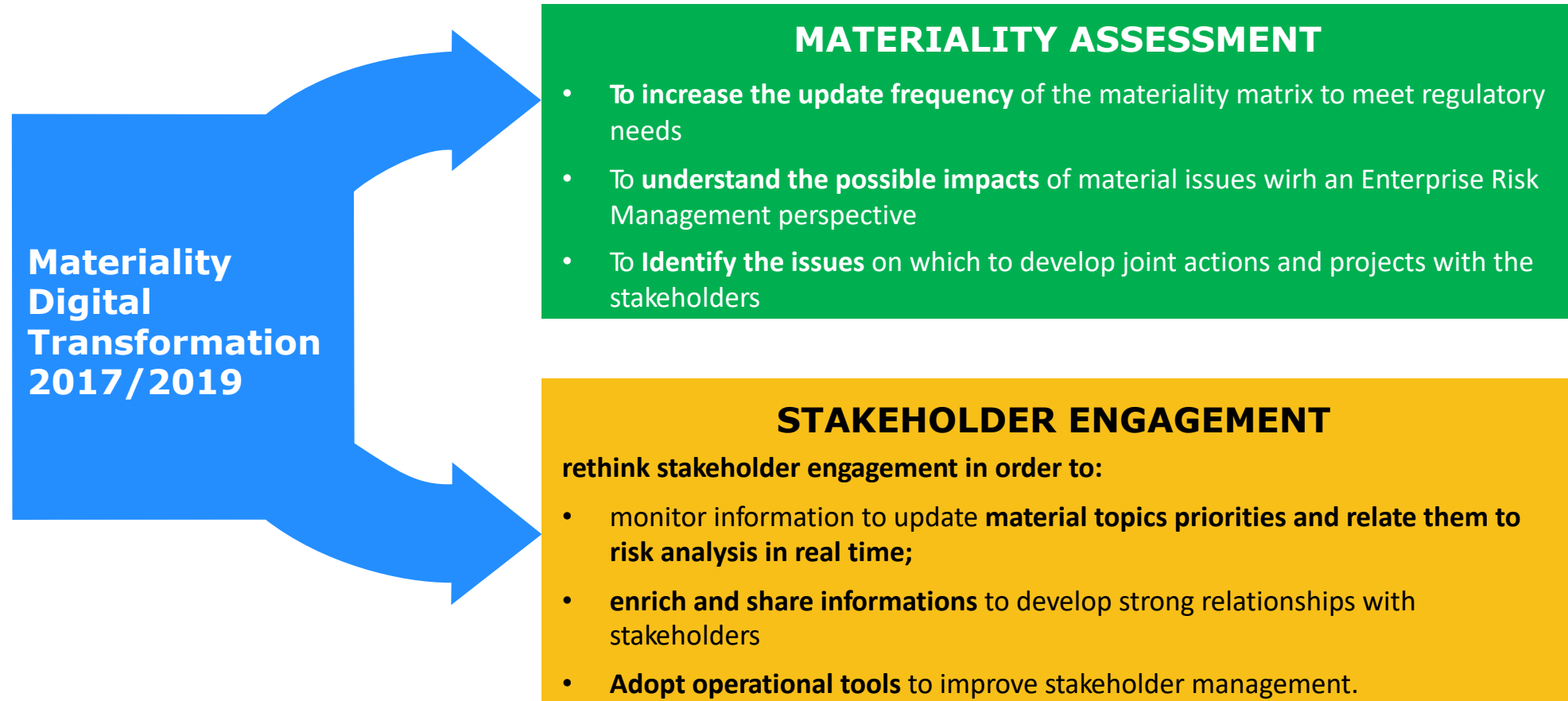Economic value distributed: 12,726
Economic value retained (d-i): 6,210

Materiality Assesment

Materiality is the principle of defining the social and environmental topics that matter most to your business and your stakeholders.
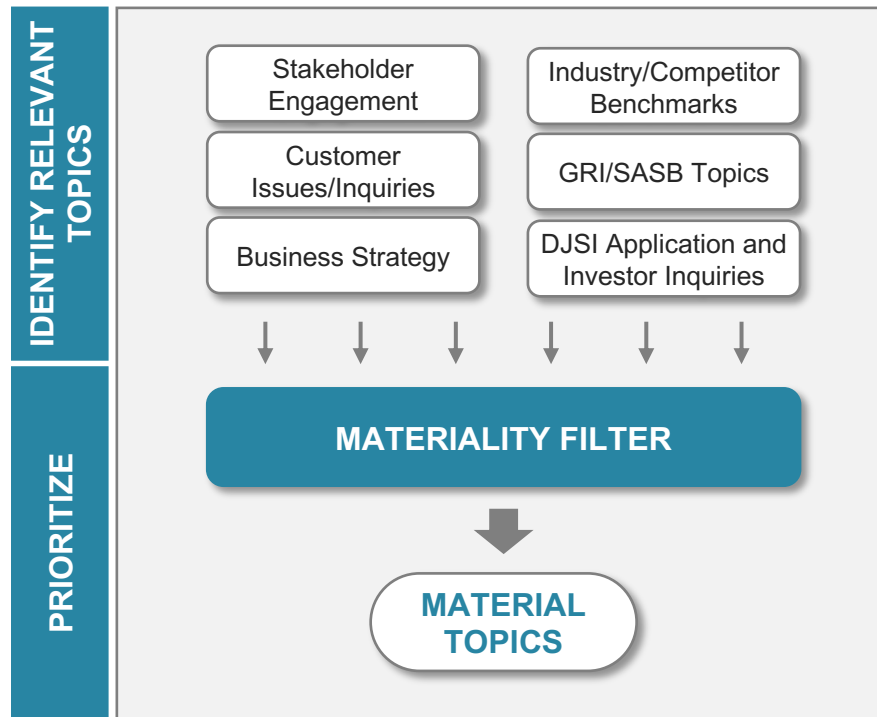
TIM evolution on Materiality Assesment

In the last 3 years, TIM has developed an **innovative approach to materiality analysis and stakeholder engagement** using innovative technologies and big data analytics.

Materiality Digital Transformation 2017/2019

MATERIALITY ASSESSMENT

- **To increase the update frequency** of the materiality matrix to meet regulatory needs

- To **understand the possible impacts** of material issues wirh an Enterprise Risk Management perspective

- To **Identify the issues** on which to develop joint actions and projects with the stakeholders

STAKEHOLDER ENGAGEMENT

rethink stakeholder engagement in order to:

- monitor information to update **material topics priorities and relate them to risk analysis in real time;**

- **enrich and share informations** to develop strong relationships with stakeholders

- **Adopt operational tools** to improve stakeholder management.

How new approach have been developed

The new approach is based on two fundamental axes:

Process and data evolution	Tools evolution

The first mapping and weighing of stakeholders has been realized between 2018 and 2019, involving various corporate organizational units and enabling the contact persons of each unit to access the platform.

TIM's use of the RE2N collaboration platform to support the application of innovative management and stakeholder engagement logics and the definition of the materiality matrix

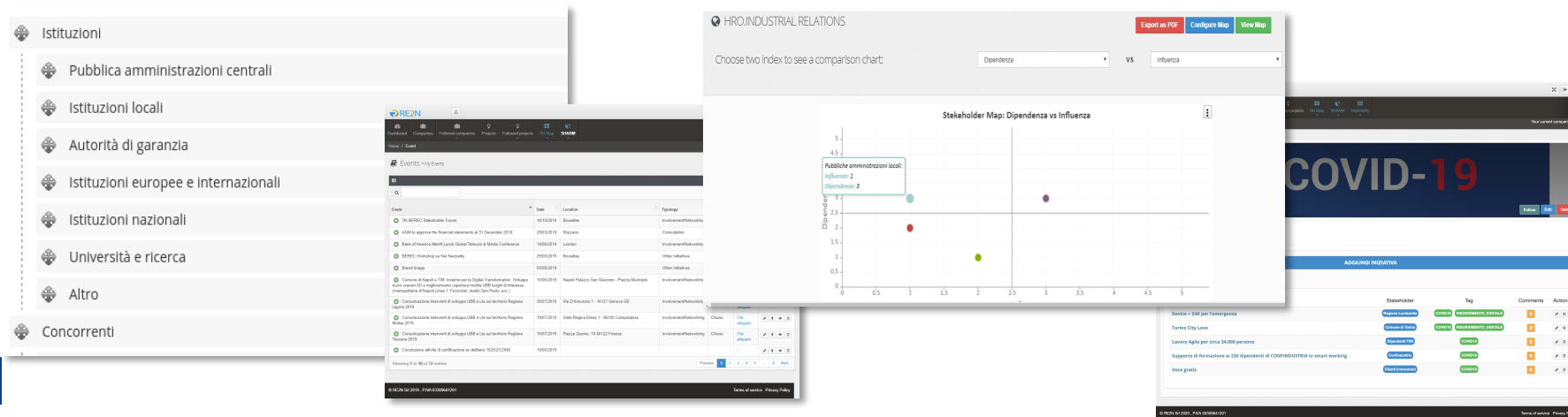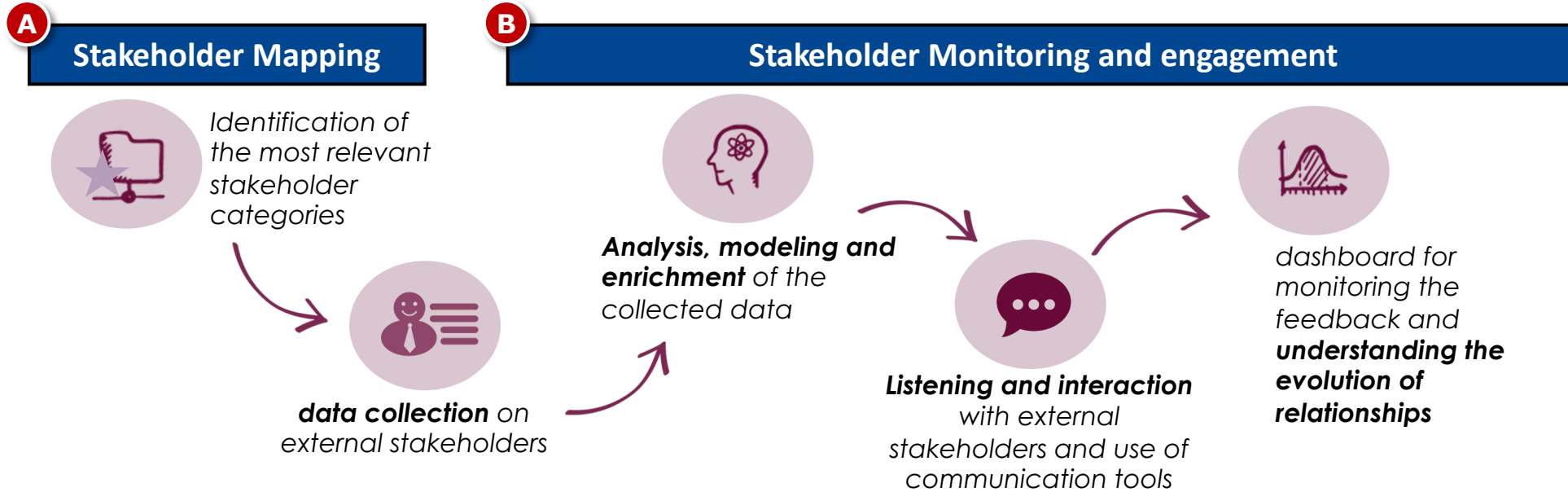**MAPPING, WEIGHING, INVOLVEMENT AND MONITORING OF STAKEHOLDERS**

TIM DATA ROOM
(web and social media interactions)
+
RE2N PLATFORM
(Sematic Analysis + Digital stakeholder engagement + materiality)
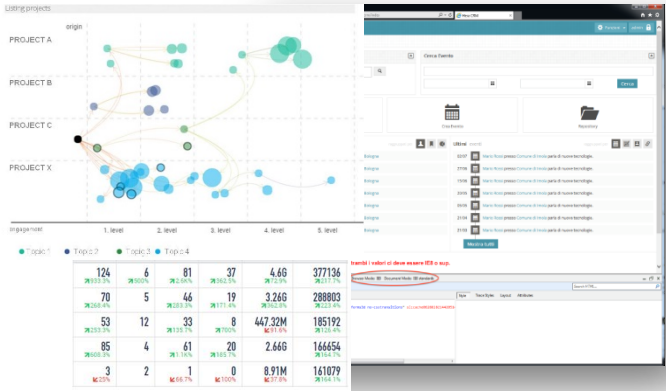
The goal is to implement a process to provide significant data and feedback for strategic purposes, not only for reporting.

The new process

TIM organized an internal training workshop on stakeholder engagement, on its importance for the definition of materiality issues and on the new methodology adopted in the company using a collaborative platform equipped with applications for sustainability and semantic analysis techniques and big data.

A Stakeholder Mapping

Identification of the most relevant stakeholder categories

data collection *on external stakeholders*

B Stakeholder Monitoring and engagement

Analysis, modeling and enrichment *of the collected data*

Listening and interaction *with external stakeholders and use of communication tools*

*dashboard for monitoring the feedback and **understanding the evolution of relationships***
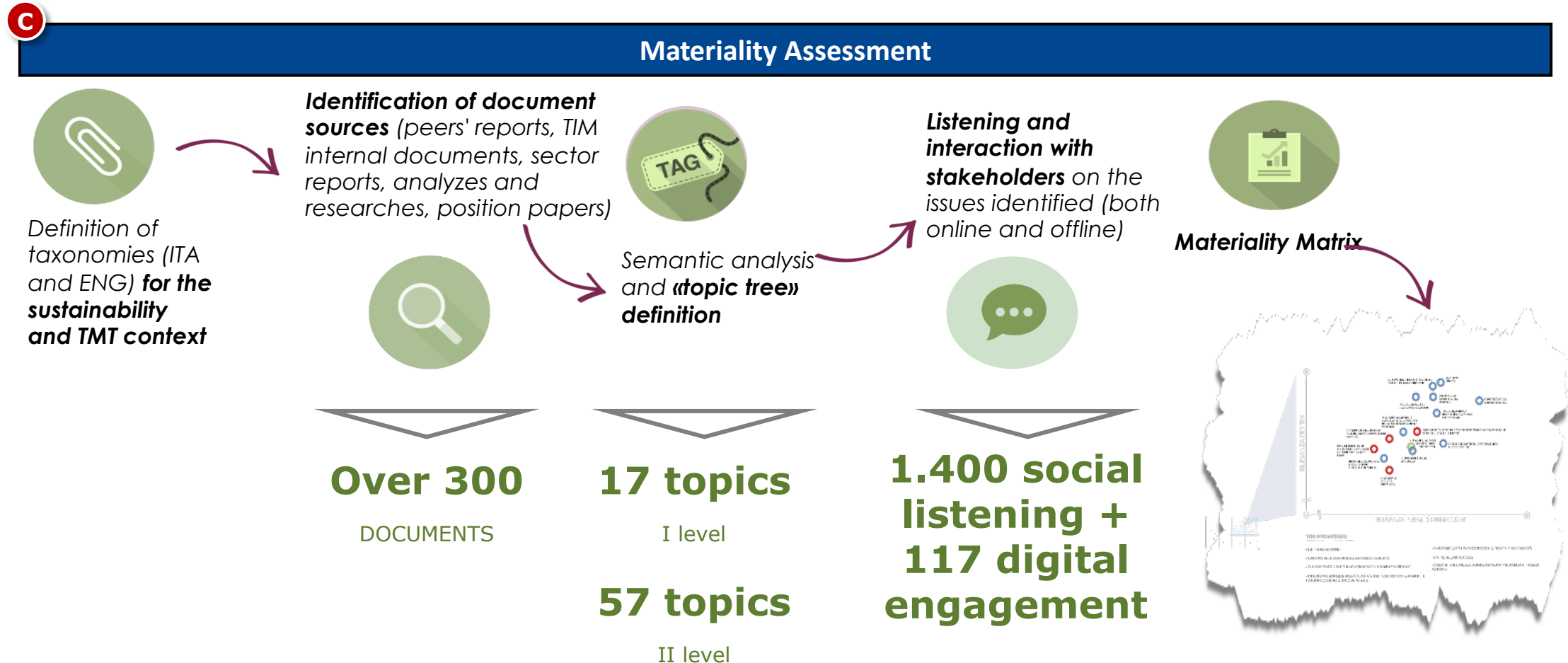
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C

Materiality Assessment

Definition of taxonomies (ITA and ENG) **for the sustainability and TMT context**

Identification of document sources (peers' reports, TIM internal documents, sector reports, analyzes and researches, position papers)

Over 300

DOCUMENTS

Semantic analysis and «topic tree» definition

17 topics

I level

57 topics

II level

Listening and interaction with stakeholders on the issues identified (both online and offline)

1.400 social listening + 117 digital engagement

Materiality Matrix

New tools

GOAL: revamping of stakeholder engagement using innovative technologies and big data analytics to develop a highly innovative approach coherent with the company's vision.

STAKEHOLDER ENGAGEMENT

- *Stakeholder Map*
- *CSR/CSV discussion room**
- *SDG's related survey and topic discovery**
- *Forum MultiSH permanenti**
- *Idea generation e management**
- *SH Collaboration**

RE2N Engagement Tools

BIG DATA

Identified two type of sources:
- *statements issued on company websites;*
- *discussions on social networks concerning the identified topics.*

Both were monitored for 6 months providing relevant insights on stakeholders sentiment
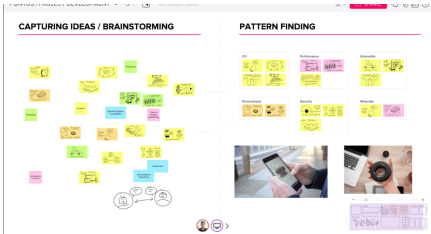
TIM DATA ROOM

SEMANTIC ANALYSIS AND ANALYTICS

Semantic Engine were trained with "sustainability" and "TMT" context references and then analized over 300 documents issued by stakeholders (in particular sustainability reports and position papers)

RE2N Materiality assessment

The COVID update (ongoing)

41 ATTENDEES in **5 DISCUSSION GROUPS** working with a **DIGITAL BRAINSTORMING TOOL**

MERGING DOCUMENTS AND FOCUS GROUP EVIDENCES WE ARRIVED TO IDENTIFY THE CHANGES IN MATERIAL TOPIC

90 DOCUMENTS focusing on COVID19 impacts on the material topic analyzed by semantic engine

Topic emerged only in focus group will be monitored with TIM DATA ROOM

2019 TOPICS TITLE INTEGRATION
+
2019 TOPIC NEW DESCRIPTION
+
FURTHER 2nd LEVEL TOPIC

Topic emerged only in documents will be explored with further focus group

1. Correttezza della corporate conduct e resilienza del business
2. Adeguare il coinvolgimento degli stakeholder all'accelerazione del cambiamento
3. Monitorare il perseguimento degli obiettivi ESG nelle strategie aziendali
4. Gestione dei rapporti di lavoro
5. Sviluppo del capitale umano dell'azienda
6. Tutela della salute e sicurezza dei lavoratori
7. Correttezza e innovazione nelle relazioni con i clienti
8. Tutela della privacy, cybersecurity e sicurezza dei dati personali
9. Potenziamento delle infrastrutture e affidabilità della rete

10. Tutelare le diversità e favorire le pari opportunità in azienda
11. Sostenere la diffusione delle tecnologie, delle competenze digitali e della r&s
12. Capacity building degli attori della supply chain
13. Protezione delle persone più vulnerabili dai rischi della rete
14. Promozione e tutela dei diritti umani
15. Riduzione dei consumi energetici e lotta ai cambiamenti climatici
16. Comunicare gli impatti delle emissioni elettromagnetiche
17. Favorire lo sviluppo di una società digitale inclusiva e l'accesso ai servizi digitali

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