Social theme: New Way of Living & Working

New Way of Living & Working brings sustainability and productivity together
KPN, fully engaged in the community
As a reliable and transparent service provider, KPN is fully engaged in the community. This requires modern, well-considered policies that enable us to respond to social change and trends. Besides as a service provider, we not only want to respond to social trends, but we also want to help shape and strengthen them. That’s why our investment goes beyond technology and services and into social activities as well.

In developing our strategy for 2011-2015, we reviewed our social policies and identified five key social themes:

- **Best ICT infrastructure**
- **Future healthcare**
- **New Way of Living & Working**
- **Energy conservation**
- **Security & privacy**

Based on these themes, we believe KPN can offer structured and lasting added value to society as a modern ICT service provider.

**New Way of Living & Working: time, money and energy in a concept**
The combination of increasingly sophisticated ICT services and social developments are reducing the importance of time and location. There are ever more opportunities to work where and when we like. This independence of time and location gives people more control over their working schedule: it creates a better balance between work and private life, and increases productivity. This ‘New Way of Living & Working’ not only benefits employees and employers, it also benefits the environment and the economy through less traffic, less traffic accidents and fewer CO₂ emissions.

KPN contributes to this New Way of Working and Living in two ways. Firstly, in the Netherlands we are among the companies with the most of these ‘new workers’. Secondly, with our wealth of experience and knowledge as an ICT service-provider, we can advise and support other businesses – offering the insights and ICT services needed to make New Living & Working possible.

**Knowledge from our own experience**
KPN launched its New Way of Living & Working concept five years ago. Today, three quarters of our staff already work according to its principles. There is increasing use of tools such as video conferencing, chat and online calling, along with ways to integrate them together. We are abolishing fixed telephones in our offices, and reducing the number of offices and workplaces. As a result, commuting has decreased by 159 kilometers per employee per week, which means we emit less CO₂. And research from the University of Tilburg in 2012 shows that 60 % of KPN employees believe that they have a better work-life balance.

In the initial phase, the focus was primarily on reducing ft² office space and ICT investment by working together smarter and sharing knowledge. Now, the emphasis is on guiding changes in behavior. On the one hand, that means making clear agreements between managers and employees on performance and productivity. On the other, it means defining new ways of working, because not everyone is present in the office all the time.
For customers
We offer a wide range of products and services which enable our customers to make New Living & Working a reality, including:

- Design and implementation of online and flexible workplaces;
- Online ‘Bespaarmeter’ to calculate savings in time, money and CO2;
- Cloud services for freelancers, SMEs and multinationals;
- ICT tools such as video conferencing and conference calling for remote meetings;
- Experience center including an in-house help desk and training center to provide assistance and support in the new way of working.

Practice what we preach
Over 10,000 KPN employees are already involved in this New Way of Living & Working concept. In the coming years, KPN will focus – more than ever – on expanding New Way of Living & Working to our existing and new customers.

The concept is no longer entirely new, but it is constantly evolving. We continue to learn from our own experience, and from our partners and suppliers. And we will increase our focus on behavior and culture to show companies the benefits of New Way of Living & Working. We want to encourage managers to look more at results and less at employees’ attendance. Above all, we want to set an example for other companies by making sure we practice what we preach.