Our task was to research and categorise Magyar Telekom’s CSR activities based on Kotler and Lee’s model, which consists of six categories. We develop on these topics in the case of our chosen company.

1. **Cause Promotions**

The company’s main promotions include fighting for digital equality, educating young workers about the industry, and thus delivering future resources for not only the enterprise itself, but for the digital industry in the region. Another key topics present in Telekom’s strategy are edutainment content for digital innovators and also children safety in the digital world. All of these four listed topics consists of several initiatives, from which the largest ones are “Legyélteles! MOST”, which includes intergenerational knowledge transfer for retirees and older people, about digital gadgets and safety. Another large project is “Digitális szülő vagyok!”, which is a cooperation with Hintalovon Alapítvány, that aims educating parents on the dangers of the digital access to children, and lays down steps to make it safer for everyone.

2. **Cause-related Marketing**

We did not find information about Magyar Telekom offering part of their revenue from a certain product to a good cause, however we would like to highlight the Vivicittá race that Telekom sponsors every year. People who participate in the race has the opportunity to buy charity tickets next to their entry fee and thus support certain civil organizations.

3. **Corporate Social Marketing**

Magyar Telekom had many campaigns over the years that promoted social causes and intended to spread awareness on certain societal issues. In 2022, they published a limited edition of the POKET books for International Women’s Day, where they shared inspirational stories from 31 successful women as a way to support women empowerment. During the pandemic they started a program called “Mobildonor” where they collect the un-used phones of the customers and distribute them to people in disadvantaged situations to help them adapt to digitalisation.

4. **Corporate Philanthropy**

Magyar Telekom demonstrates corporate philanthropy through various activities. They work closely with the SUHANJ! Foundation, supporting initiatives such as providing daycare for children from Ukraine, and their commitment is highlighted by both employee and corporate donations (a joint effort that raised 3.5 million Ft). The Mobildonor Program can also be seen as an effort to philanthropy, as a significant portion of the devices come from inside of the walls of company and they do have additional services on them without compensation. Internally, the Magenta Unity
Foundation, started by the CEO, offers financial help to employees facing serious health challenges (originally only Covid-19, but later expanded) and distributed 21 million Ft in 2022 alone. In response to the Ukrainian crisis, Magyar Telekom not only provided financial support and essential communication services but also engaged in direct humanitarian efforts alongside the Hungarian Interchurch Aid Organization.

5. Community Volunteering

Employees have the chance to try out several forms of alternative working conditions, or paid or unpaid leave. One of which is the 4-day workweek which have been introduced first at a large company in Hungary at Telekom. Also, volunteering can be a way to receive extra vacation days for an employee. However, large-scale, organized volunteering projects were not present in Telekom’s annual CSR report in 2022. However, volunteering at train stations and shelters during the largest waves of Ukrainian refugees coming to Budapest, was mentioned.

6. Socially Responsible Business Practices

Magyar Telekom applies socially responsible practices in several area of their operation. They focus on reducing their environmental impact with a target to drastically cut direct and indirect emissions as well and they are aiming for at least half of their revenue to be from services that support climate protection by 2030. In the workplace, they are supporting diversity, equality, and employee well-being with actions such as increasing female leadership and implementing a four-day workweek to improve work-life balance. The company extends this attitude to their supply chain, with a thorough vetting process that prioritizes environmental and ethical standards, and they prefer to source locally, supporting the Hungarian economy and community job retention.