1. At what level does CSR appear?

We can observe the CSR is highly integrated into the strategic and operational level at Magyar Telekom. Firstly, CSR is evident in the company's overall strategy, including initiatives such as fighting for digital equality, promoting education, and supporting social causes. The focus on reducing environmental impact and setting targets for revenue from climate protection services by 2030 reflects a strategic commitment to CSR. Secondly, as for operations, CSR activities are conveyed in specific programs and campaigns, such as the "Legyélteis! MOST" and "Digitális szülő vagyok!" projects. These initiatives involve practical steps and collaborations with external organizations to address societal issues and promote digital safety.

2. Does the CSR activity include any keywords of the theater?

Magyar Telekom’s CSR activity is highly in line with the goals of Itt és Most, and the topics they bring awareness to. As mentioned before, Telekom puts a great emphasis on educating the youth, empowering them with knowledge and skills to become more confident and conscious. This aligns with the values of Itt és Most as they also focus on education by providing trainings for school children and teachers, to help them connect with each other and increase their self-awareness, confidence and also their empathy towards each other. Prevention is also an important shared value, as both parties have programs focusing on eliminating harmful addictions, however about different topics, but this is still something that could give a great basis for cooperation. Additionally, Telekom focuses on sustainability and the environment too, being one of their main priorities. While Itt és Most also have a training dealing with this topic, they put less emphasis on it and focus more on societal issues and mental health.

3. How is it linked to NGOs/Civil society/community partners?

Magyar Telekom's CSR activities demonstrate a strong connection to NGOs and civil society through various initiatives. Firstly, their cause promotions focus on collaborating with organizations like "Hintalovon Alapítvány" to educate parents on digital safety for children. Secondly, cause-related marketing is evident in Telekom's sponsorship of the Vivicittá race, allowing participants to purchase charity tickets to support specific civil organizations. Thirdly, in corporate social marketing, they published a limited edition of POKET books for International Women’s Day, promoting women empowerment. Additionally, the "Mobildonor" program, collecting unused phones for disadvantaged individuals, reflects a philanthropic effort to support societal needs. Lastly, Magyar Telekom's collaboration with the SUHANJ! Foundation showcases corporate philanthropy, providing support for initiatives like daycare for children from Ukraine and engaging in direct humanitarian efforts during the Ukrainian crisis.

4. CSR activities of companies on social media
Magyar Telekom effectively uses LinkedIn and other social media platforms to highlight their CSR initiatives, emphasizing their commitment to both technological and educational advancement. Their campaigns focus on nurturing the talents of the next generation and equipping older generations with essential tech skills. While the primary focus is on educational and technological empowerment, their dedication to environmental sustainability and work-life balance is also prominent feature in their communications.

On LinkedIn, Telekom has highlighted their partnerships with educational bodies and non-profits, and their participation and organizational role in events. For instance, they spotlighted their HiFeszt initiative, which provided thousands of students with access to professional coaching, underscoring the importance of education in personal development. A similar message is displayed in their collaboration with Edu&Fun on Career Orientation Day, which let students assess their skills, personality traits, and competencies for better career decision-making. Furthermore, their support of work-life balance is actively communicated with initiative like on-site childcare (Gyermekkuckó) and they proudly promote the fact that they have been recognized as a family-friendly workplace since 2018.

They also post about their collaboration like the Netrevalók program with Fővárosi Szabó Ervin Könyvtár, which illustrates a unique intergenerational exchange, with teens educating the elderly on digital tools. Furthermore a notable initiative on the environmental front was the BEINTECH 2.0 meetup held with radiocafé98 that reflects Telekom's commitment to sustainable business practices.

Their CSR narrative extends to Facebook and Instagram, where they run parallel campaigns to engage families through the Hello Parent program, offering resources to navigate parenting in the digital age. Additionally, they use these platforms to promote digital creativity among youths in Kraftlab and to bring attention to their cultural support through the free docu-comedy 'Marsra Magyar', which premiered on YouTube. Such posts are not only informative but provide education and entertainment.

Through their social media outreach, Magyar Telekom showcases a snapshot of their CSR, ranging from support for education, digital access to sustainability. Their posts are straightforward and encourages the community to make the most of the resources and events they provide.