



LIFE IS FOR SHARING.

Telekom CR-facts

Guide successful stakeholder management

Stakeholder dialogues within Deutsche Telekom have to adhere to the “[Guide to successful stakeholder management](#) [1]”: following the definition of the targets of the engagement (1) and the scope and boundaries for influence (2), relevant stakeholders are selected based on the assessment of their respective affectedness and influence (3) on the project/ issue in question. Basis of this selection is Deutsche Telekom’s stakeholder universe. Timing (4) and format (5) of the engagement have to be selected in accordance with the aforementioned targets, scopes and needs of the stakeholders affected. A check for risk and opportunity is integrated in each of these five steps.

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