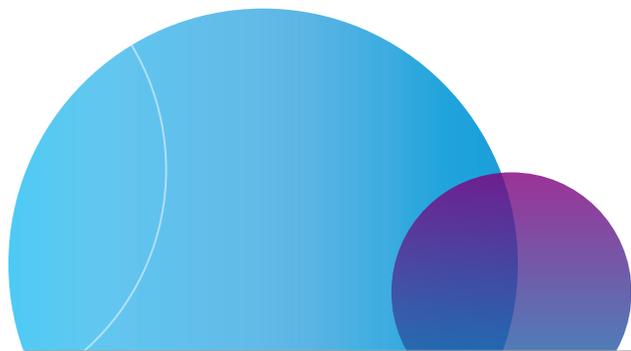# 2013 Progress Toward Goals

In addition to knowing where we are and where we've been, it's important to know where we're going. Setting goals helps us get there. This is our progress toward the goals we set in 2013, as well as our new goals for 2014.

Learn more about our initiatives at
about.att.com/csr

People and Community

Philanthropy

2013 GOAL

Invest $250 million planned over five years to drive innovation in education, support effective local programs and create collective impact through collaboration with AT&T business units, national partners, employers and customers to ensure that more students who are at risk of dropping out graduate from high school prepared for college and career.

PROGRESS TOWARD 2013 GOAL

We invested $94,688,889 since March 2012. Of that:

- 66 percent went toward programs focused on local impact,
- 15 percent went toward programs focused on social innovation,
- 8 percent went toward programs focused on connecting people,
- 11 percent went toward other efforts such as research and evaluation.

Program highlights include:

- Teaming up with Georgia Tech and Udacity to offer the first fully accredited, massive Online Master of Science in Computer Science, supported by a $2 million contribution.
- Supporting Communities In Schools (CIS) – the nation's leading dropout prevention program according to Social Impact 100 – with $7 million to strengthen its network and expand to serve more students.
- Committing $5 million to America's Promise Alliance as the premier supporter of 100 Grad Nation community summits, starting in fall 2013 and lasting through 2016.

2014 GOAL

- Invest $250 million planned by 2017 to drive innovation in education, support effective local programs and create collective impact through collaboration with AT&T business units, national partners, employers and customers to ensure that more students who are at risk of dropping out graduate from high school prepared for college and career.
- Additionally, as part of the White House ConnectED initiative, provide $100 million of free mobile broadband access to educational websites, applications and services and professional development to help middle-school students and their teachers, over a three-year period through 2016.

Community Engagement

2013 GOAL	PROGRESS TOWARD 2013 GOAL
The newly launched Aspire Mentoring Academy will engage students who are at risk of dropping out of high school with 1 million hours of mentoring by AT&T employees through the end of 2016.	As of year-end 2013, students received 339,009 hours of mentoring by AT&T employees through Aspire Mentoring Academy, putting us on track to achieve our 2016 goal.

2014 GOAL

The Aspire Mentoring Academy will engage students who are at risk of dropping out of high school with 1 million hours of mentoring by AT&T employees through the end of 2016.

Military Support

2014 GOAL

AT&T pledges to hire 10,000 veterans by the end of 2018, which was announced in 2013 as part of the White House's Joining Forces Initiative.

Workforce Diversity

2013 GOAL	PROGRESS TOWARD 2013 GOAL

Engage our Employee Resource Group (ERG) members in opportunities for career development (training, mentoring, exposure and experiences) with the goal of enhancing the diversity of our talent pipeline.	• Hosted the 5th National ERG Conference, where more than 1,600 ERG members interacted with more than 100 AT&T senior leaders.
	• Trained 294 local and national ERG officers through our ERG Leadership Academy.
	• Our specific ERGs continue to deliver career development to its members, most notably:
	  • OxyGEN, Young Professionals of AT&T delivered an initiative "What about BOB (Building Our Brand)?" to more than 3,000 employees, educating them about AT&T's brand and how they can live it in their personal and professional lives.
	  • Women of AT&T launched its first national mentoring event to more than 5,000 participants via webinar, focused on building strategic communication skills. It also has more than 200 mentoring circles nationwide with more than 1,800 mentees.
	  • The One AT&T Mentoring program – composed of all ERGs in Atlanta – reaches more than 800 mentees on a monthly basis.

2014 GOAL

Engage a broader group of employees in our diversity and inclusion programs by growing membership in our international and non-traditional employee networks by 20 percent and providing career development opportunities to at least 50 percent of our Employee Resource Group (ERG) leaders.

Supplier Diversity

2013 GOAL	PROGRESS TOWARD 2013 GOAL
Continue to maintain our aggregate 21.5 percent of our corporate spend with diverse suppliers, including meeting the 1.5 percent target of corporate spend with Disabled Veteran Business Enterprises (DVBE).	AT&T remains focused on the aggressive goal to meet 1.5 percent of corporate spend with Disabled Veteran Business Enterprises (DVBE). The DVBE market has been a challenge in cultivating the relationships necessary to meet AT&T's needs for business opportunities. In 2013, AT&T vetted more than 650 prospective DVBEs that are micro and small, which resulted in a 0.40 percent of spend. To align with the market reality, AT&T will now move to a strategy to harness new technology to vet a broader community of DVBEs and implement a multi-year goal.

2014 GOAL

Continue to maintain our aggregate 21.5 percent of our corporate spend with diverse suppliers, including meeting the 1.5 percent target of corporate spend with Disabled Veteran Business Enterprises (DVBE) by EOY 2017.

Environment

Energy Consumption

2013 GOAL

- Reduce the electricity consumption of our company relative to data growth on our network by 60 percent by 2014 (baseline of 2008).
- Expand alternative energy deployment by a minimum of 10 MW of additional installations.

PROGRESS TOWARD 2013 GOAL

- By the end of 2013, AT&T was proud to report its success in reducing electricity consumption relative to data growth by 64 percent (baseline 2008).
- Alternative energy deployment was expanded by 8.75 MW in 2013, with several delayed projects targeted for completion in 2014.

2014 GOAL

- Reduce the electricity consumption of our company relative to data growth on our network by 60 percent by 2020 (baseline of 2013).
- Expand by a minimum of 9 MW of additional alternative energy installations.

Water

2013 GOAL

- Realize 150 million gallons — roughly 15 percent of cooling tower water use and 5 percent of total water use — of annualized water savings by the end of 2015.
- Realize 400 million kWh in annualized electricity savings from free-air cooling projects by the end of 2015.
- Include water goal question in Supplier Survey by the end of 2013 with the intent of motivating our suppliers to reduce their water use.
- Develop regional outreach plan for five water-stressed regions to expand awareness, increase use of the water efficiency toolkit and begin outreach to key stakeholders by the end of 2013. The plan should include analysis of potential savings and metrics to evaluate success.

PROGRESS TOWARD 2013 GOAL

- 41.96 million gallons of annualized water savings, including 19.56 million gallons associated with 10 water conservation projects and 22.4 million gallons associated with free-air cooling projects.
- 49.5 million kWh of annualized electricity savings associated from free-air cooling projects.
- Our Supplier Survey now includes questions that ask our suppliers about their water efficiency and reduction goals.
- AT&T and Environmental Defense Fund are working with municipal water providers, building operators, NGOs and other stakeholders to create awareness and increase adoption of the ATT/EDF Water Efficiency Toolkit nationally, with a targeted focus on the highest water-stressed areas including Los Angeles, Phoenix, Denver, Dallas and Houston. The toolkit is available at www.edf.org/attwater.

2014 GOAL

- Realize 150 million gallons — roughly 15 percent of cooling tower water use and 5 percent of total water use — of annualized water savings by the end of 2015.
- Realize 400 million kWh in annualized electricity savings from free-air cooling projects by the end of 2015.
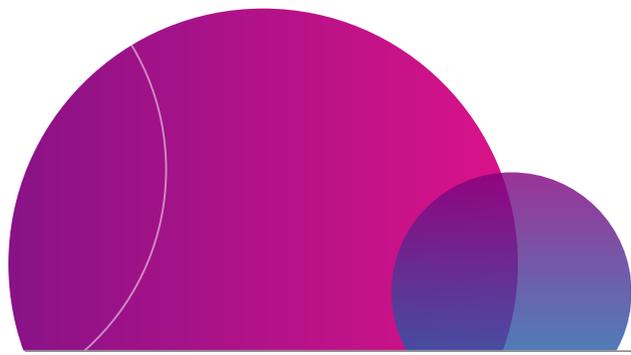
Fleet

2013 GOAL	PROGRESS TOWARD 2013 GOAL
Replace retiring passenger vehicles with alternative-fuel models and deploy up to 8,000 compressed natural gas (CNG) service vehicles through 2014.	As of end of year 2013, AT&T deployed to its fleet a total of 8,230 alternative fuel vehicles, including: 2,173 hybrid-electric, all-electric and extended-range-electric vehicles and 6,057 CNG service vehicles.

2014 GOAL

Replace retiring passenger vehicles with alternative-fuel models and deploy up to 8,000 compressed natural gas (CNG) service vehicles through 2014. Deploy approximately 15,000 alternative-fuel vehicles (AFVs) over a 10-year period through 2018.*

* Goal remains the same from previous years; 2018 AFV numbers added to clarify

Emissions

2013 GOAL

Reduce our Scope 1 emissions 20 percent by 2020, using a 2008 Scope 1 baseline of 1,172,476 mtons CO_2e.**

PROGRESS TOWARD 2013 GOAL

We achieved an adjusted 992,217 mtons CO_2e of Scope 1 emissions, which equates to a 15 percent reduction as compared to our 2008 baseline.

2014 GOAL

Reduce our Scope 1 emissions 20 percent by 2020, using a 2008 Scope 1 baseline of 1,172,476 mtons CO_2e.**

**For the purposes of tracking progress toward our goal, we are holding refrigerants, engines and portable generators steady in an effort to align performance with actual emissions changes and avoid an inaccurate representation of our progress.

Supply Chain

2013 GOAL	PROGRESS TOWARD 2013 GOAL
• By the end of 2015, a majority of spend with strategic suppliers will be with those who track greenhouse gas (GHG) emissions and have specific greenhouse gas goals. • By the end of 2017, achieve an average score of 80 percent or higher for top suppliers on the balanced C&S Scorecard, which covers four key categories including policy breadth, rigorous goals, reporting transparency and supply chain governance.	• At the end of 2013, suppliers representing more than 50 percent of spend reported that they were tracking greenhouse gas emissions and had greenhouse gas reduction goals. • At the end of 2013, the average score for top suppliers was more than 63 percent.

2014 GOAL

• By the end of 2015, a majority of spend with strategic suppliers will be with those who track greenhouse gas (GHG) emissions and have specific GHG goals.

• By the end of 2017, achieve an average score of 80 percent or higher for top suppliers on the balanced C&S Scorecard, which covers four key categories including policy breadth, rigorous goals, reporting transparency and supply chain governance.

Technology

Consumer

2013 GOAL	PROGRESS TOWARD 2013 GOAL
• Expand the AT&T Eco-Rating system to include prepaid AT&T-branded handset devices and select accessories sold at retail that are new to the portfolio. • In 2013, for the portfolio of postpaid AT&T-branded handset devices that are evaluated against the AT&T Eco-Rating system, 60 percent will be rated at Eco-Rating 3 or above out of potential of Eco-Rating 5.	• In 2013, AT&T expanded the Eco-Rating system to include new prepaid AT&T-branded handset devices and select power accessories sold at retail. • In 2013, for the portfolio of postpaid AT&T-branded handset devices evaluated against the AT&T Eco-Rating system, 95 percent were rated at Eco-Rating 3 or above out of a potential of Eco-Rating 5 — surpassing our goal.

2014 GOAL

• AT&T will expand the Eco-Rating environmental performance system to include tablets sold at retail that are new to the portfolio.
• AT&T will launch a refreshed 2.0 Eco-Rating system for AT&T-branded handset devices that raises the manufacturer performance criteria.
• In 2014, AT&T's consumer Recycle and Reuse programs will collect more than 4.5 million handset devices, as defined by the CTIA Handset Recycling Sustainability Benchmarks.*

* Includes all wireless devices collected in-store, by mail, collection boxes, donations, trade-in and collection events with the exception of wireless devices that are returned for buyer's remorse. CTIA-The Wireless Association, Handset/Recycling Sustainability Benchmarks, October 2011.

Enterprise

2013 GOAL	PROGRESS TOWARD 2013 GOAL
Drive awareness and market adoption of ICT solutions for both enterprise business and state/local government entities by defining the increased efficiencies, performance and competitive advantage these products create.	AT&T worked with Carbon War Room to produce a report that proposes strategies for the Machine-to-Machine (M2M) technologies industry to transform key sectors and reduce greenhouse gas emissions by 9 billion tons. We also collaborated with the Smart Cities Council to develop its Readiness Guide, a set of tools and resources to create smart, sustainable cities through mobile connectivity, robust application platforms and innovative problem solving.

2014 GOAL

Collaborate with information and communications technology (ICT) peers, clients and third parties to detail real-world applications of ICT solutions delivering economic, social and environmental benefits.

Innovation

2013 GOAL	PROGRESS TOWARD 2013 GOAL
Launch a platform that will empower our customers to understand and manage their home security and energy use remotely.	AT&T launched Digital Life, which gives our customers the ability monitor and manage their homes from virtually anywhere. In addition to security monitoring, this all-IP solution offers energy and water controls that can save customers money and reduce their environmental footprint.

2014 GOAL
Continue our established leadership in connected car technology by exploring and assessing the economic, social and environmental benefits enabled by our AT&T Drive platform.

Product Safety

2013 GOAL	PROGRESS TOWARD 2013 GOAL
Continue to increase the awareness of texting while driving so that greater than 65 percent of consumers recognize the danger.	In 2013, we surpassed our awareness goal by ending the year with 77 percent of consumers recognizing the danger of texting while driving.

2014 GOAL
Continue to drive awareness and prevent texting while driving by turning that awareness into action and by surpassing 1.2 million activations of our DriveMode mobile app in 2014.