



Telekom CR-Wissen

Impact Measurement - Details on our approach (process flow & tool)

OUR BLUEPRINT: PROCESS OVERVIEW AS A BASIS FOR "IMPACT MEASUREMENT TOOL" Fact-based internal and external communication Definition of the baseline situation, target situation and measure **Baseline Situation** Target Situation Measure Evaluation of the value chain and corresponding stakeholders Evaluation of resource uses of the baseline and target situation as well as the changed use of resources of the measure Baseline Situatio Measure A 🗗 Target Situation SUSTAINABLE 2 2 Environmental and societal impact of the measure GOALS Mar Product Environmental Footprint MAGENTA MAGENTA YAM Post (PEF) Lessons Learne

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For the impact measurement, the already existing process was adapted, and a tool based on the process was developed with which the analyses are carried out. The

process consists of 4 steps and covers the environmental and societal impacts of a measure. See process steps below - and graphics illustrating them

1.Definition of the baseline situation, target situation and measure

2. Evaluation of the value chain and corresponding stakeholders

3.Evaluation of resource uses of the baseline and target situation as well as the changed use of resources of the measure

4. Environmental and societal impact of the measure

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