



Deutsche Telekom AG

Leading digital
telecommunications provider

199,652 employees worldwide,
of which 78,578 in Germany

Industry: IT/Telecommunications

ORGANIZATION DESCRIPTION

With around 252 million mobile customers, 25 million fixed-network lines and 22 million broadband lines, Deutsche Telekom is one of the world's leading integrated telecommunications companies.

We offer products and services in the areas of fixed network/broadband, mobile communications, Internet and Internet TV for private customers as well as information and communication technology solutions for corporate and business customers.

Deutsche Telekom is represented in more than 50 countries. In the 2023 financial year, we generated revenue of 112 billion euros with around 199,562 employees worldwide (31 December 2023).

ORGANIZATIONAL VISION

We believe in the compatibility of economic, social and ecological aspects and are committed to acting responsibly along our entire value chain.

Our network can do more than just connect people. It makes our lives safer, contributes to more equal opportunities and helps to save energy and conserve resources.

Today, we are evolving from a traditional telephone company into a completely new type of service company: a software company that sells telecommunications services. Because only a Deutsche Telekom that is digitalised in all areas can continue on the successful path of recent years. With our presence in Europe and the USA, we are ideally positioned for this. We want to become the leading digital telco. Our core business, i.e. the provision and sale of networks and connections, will remain the basis for this.

This is based on global reach for fixed and mobile networks, highly secure data centres, a comprehensive cloud ecosystem consisting of standardised platforms and global partnerships, as well as the highest levels of security and sovereignty.

We enable our customers to save energy and conserve resources with intelligent products and services such as smart home solutions. We protect the climate by reducing our own electricity consumption, for example with highly efficient data centres. In addition, we are decoupling electricity consumption and climate-impacting emissions by focussing on electricity from renewable energy sources.

We promote media skills and thus enable children, young people and adults up to senior citizens to use new technologies competently and safely.

PROBLEM STATEMENT

Description of the problem and formulation of the question

Implementation of the EU AI Act: How do we ensure that Deutsche Telekom employees are employees are "AI Act-ready"?

As part of the EU AI Act, which aims to make the use of AI safe and transparent, employees of the company are to be prepared for the challenges in the context of AI and the possibilities of AI. We are now looking for innovative concepts to promote AI skills and digital literacy.

As a large technology group, the heterogeneity of our employees' level of knowledge is enormous. We are faced with the challenge of catering to both AI experts and less tech-savvy employees while at the same time having to fulfil legal requirements. How can we resolve this tension while defining and documenting a certain level of knowledge?

Your task

To this end, the relevant provisions that are important for the use of AI in companies are to be researched from the requirements of the EU AI Act. Identifies the requirements and recommendations for transparency, training and safety in the context of AI use. Derives concrete knowledge objectives for the target groups from this and defines the specific needs and knowledge gaps for the company's employees.

Develops a training and further education programme that provides employees with a comprehensive understanding of AI technologies with a view to the defined minimum requirements. Develops e.g. training materials, workshops and online courses that are tailored to the various roles in the company (e.g. AI developers, product managers, sales staff, office staff). Consider regular updates and training to keep pace with rapidly changing technologies.

Outlines a plan for introducing the developed concepts into the company. Consider partnerships with educational institutions or external experts from Deutsche Telekom to support the training and information campaigns. But also: Which aspects of internal communication or change management should we not forget in order to do justice to heterogeneity?

Outlines how the concept fulfils the requirements of the EU AI Act and what benefits it offers the company's employees. Presents concrete measures for implementing and evaluating the concept.



JOKER QUESTION

How could an evaluation be carried out to measure the success of the programmes?

OTHER

For example, existing guidelines, previous efforts, and strategies for responsible AI, digital ethics, or digital responsibility.

Corporate digital responsibility: digital ethics to support people responsibly and safeguard their sovereignty

The aim of responsible technology development should not only be to optimise processes and achieve economic efficiency, but also to improve people's living conditions, expand their scope for action and maintain their autonomy. ("human-centred approach")

Deutsche Telekom is one of the world's leading companies in the field of telecommunications and IT. For DT, digital ethics is the key to systematically implementing these human needs in our business.
<https://www.telekom.com/de/konzern/digitale-verantwortung/cdr/details/einblick-auf-unsere-handlungsfelder-digitale-ethik-1007518>

It is our digital responsibility to participate in the debate on ethics and to promote the development of ethical frameworks for our technologies. Our values and the conscious decision to put people at the centre of everything we do set the direction for us in the digital space.

For us, digital ethics means that we scrutinise our decisions on which the programming of digital technologies is based and derive activities for the future - we always adhere to this when we develop, use or distribute digital technologies. Our aim here is to preserve the human dignity, freedom and autonomy of all people in the digital space.

Digital ethics at DT (Video 4:04 min)
<https://www.youtube.com/watch?v=CW8kKSRNTgQ>

Ethical guidelines for AI at Deutsche Telekom AG (homepage with links to regulations) <https://www.telekom.com/de/konzern/digitale-verantwortung/details/ki-leitlinien-der-telekom-523904>

Implementation at Deutsche Telekom: Supplier Code of Conduct, the white paper on robust AI, AI guidelines and professional ethics:
<https://www.telekom.com/en/company/digital-responsibility/details/our-action-areas-digital-ethics-1008324>

Digital responsibility at Deutsche Telekom:
<https://www.telekom.com/de/konzern/digitale-verantwortung>

The Telekom House of Digital Responsibility:
<https://www.telekom.com/de/konzern/digitale-verantwortung/cdr>

CR Report of Deutsche Telekom: <https://www.cr-bericht.telekom.com/2023/>

Cooperations of Deutsche Telekom on the topic of social commitment:
<https://www.telekom.com/de/verantwortung/details/gesellschaftliches-engagement-1031346>

Link to the EU AI Act: <https://eur-lex.europa.eu/legal-content/DE/TXT/?uri=CELEX%3A52021PC0206>

EU AI Act Compliance Checker:
<https://artificialintelligenceact.eu/de/bewertung/eu-ai-act-compliance-checker/>