

# telenor

Telenor Open Mind – «Business as unusal»  
Budapest\_26.11.2015

# Why? Win-win-win

**Telenor** gets access to relevant competencies

**Participants** gets into a position in the labour market through competence building and actual work experience in a trainee position

**Our society** gets value add through active tax payers – from welfare to work

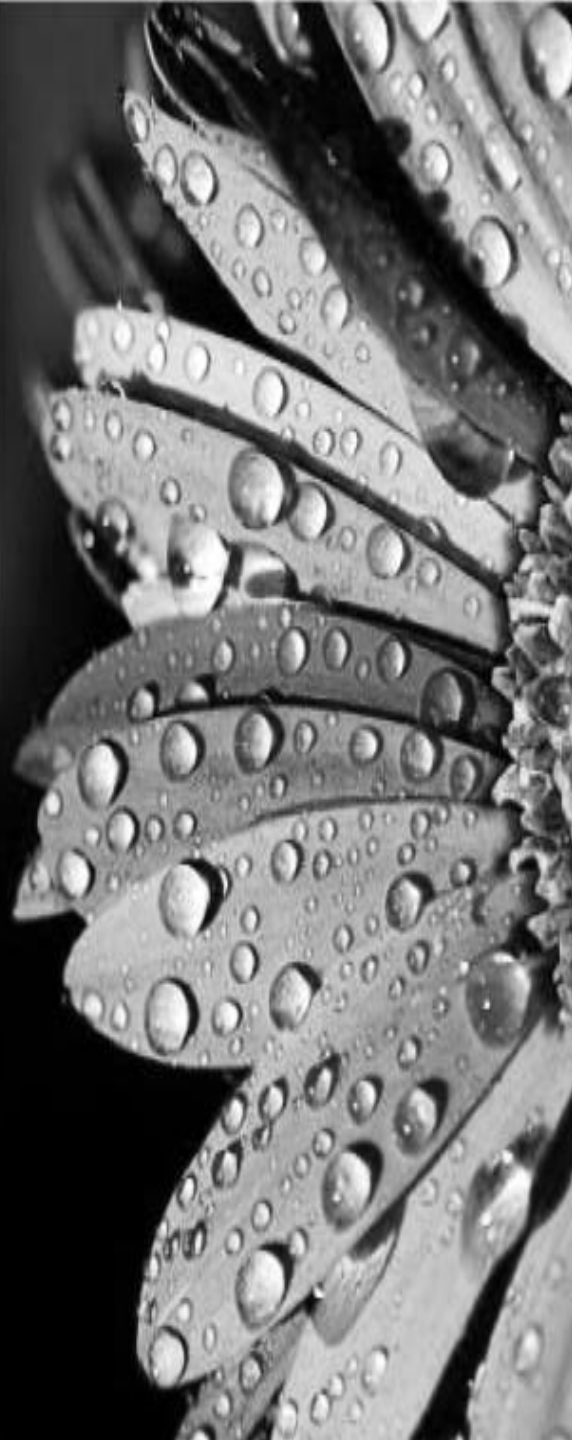
Want to recruit from the entire population – taps into the unused and existing competencies



*Former Prime Minister!!!!!!*

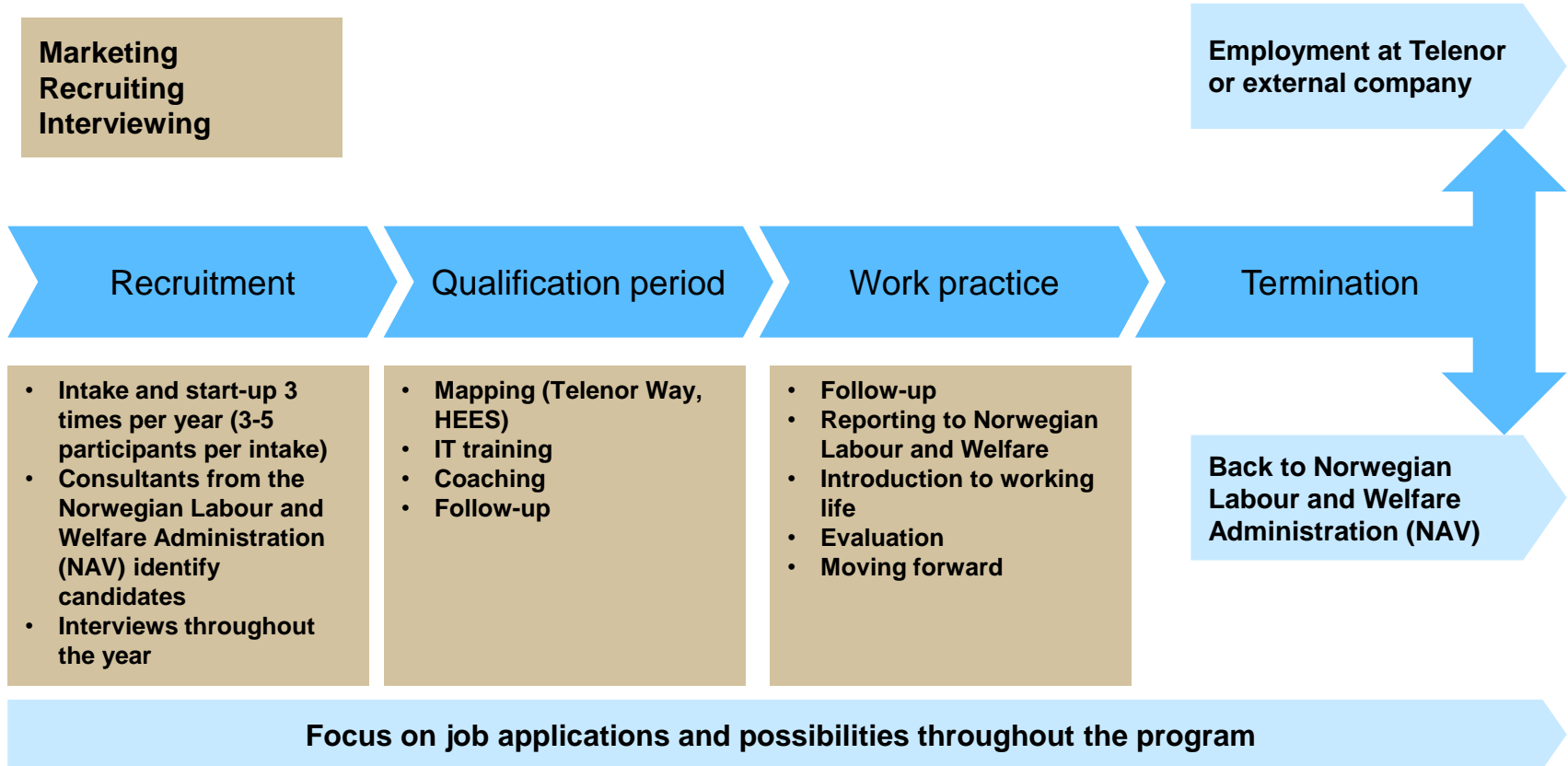


Good  
attitudes are  
built through  
action



# Telenor Open Mind – the model (since 1996)

....a program for recruiting people with disabilities (PWD) to Telenor



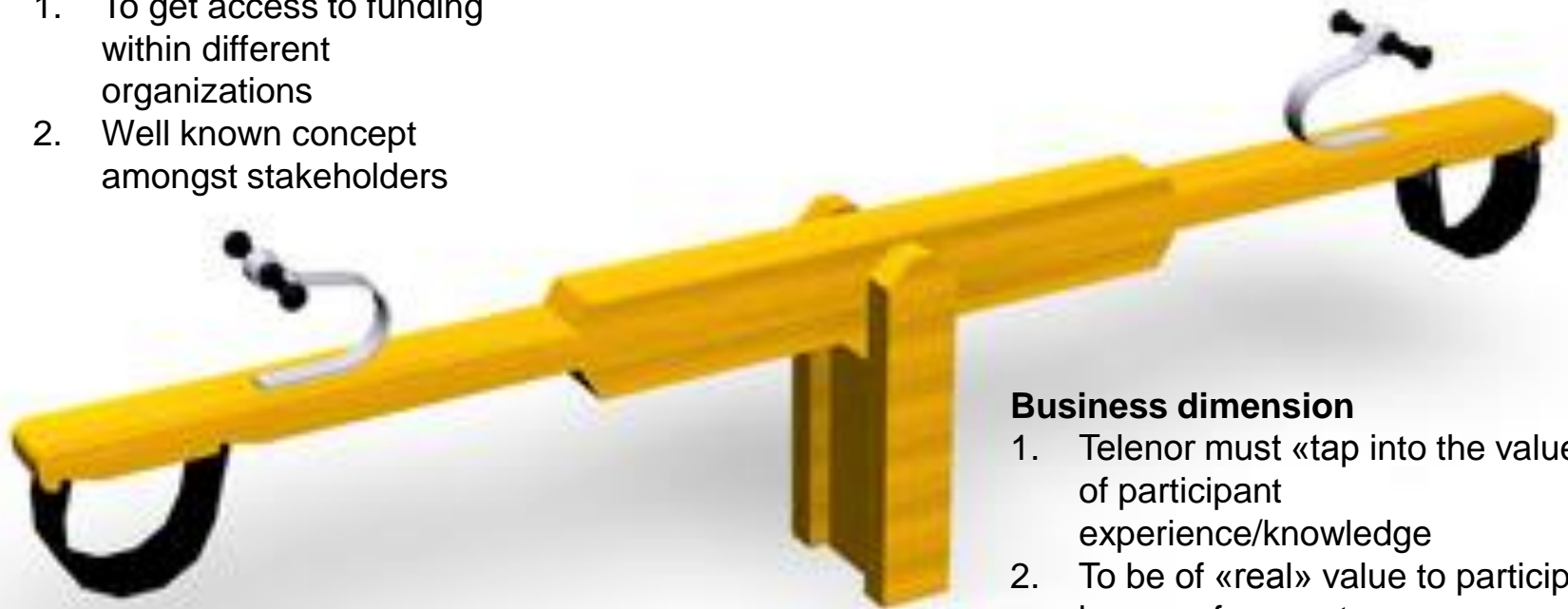
## Target group::

Unemployed PWDs on work assessment allowance (Norwegian AAP) that have completed Secondary school and are highly motivated to get a permanent job.

# How to make Telenor Open Mind sustainable

## CSR dimension

1. To get access to funding within different organizations
2. Well known concept amongst stakeholders



## Business dimension

1. Telenor must «tap into the value» of participant experience/knowledge
2. To be of «real» value to participant by use of competence
  - To be able to feel the contribution to value creation
3. Structure in the programme
4. Expectations management
5. Touch the hearts of people





Former Prime Minister of Norway, Jens Stoltenberg,  
and Open Mind Director, Ingrid Ihme

# Open Mind in Norway

**Telenor  
Open Mind**



Open Mind



Telenor  
Integration



## Telenor Open Mind facts - Norway

- Telenor Open Mind since 1996 in Norway
- Total numbers of participants in Telenor Open Mind: 200 (pr March, 2015)
- Open Mind Integration since 2010
- Total numbers of participants in Integration: 42 (pr. April, 2015)
- Open Mind : 60% are accepted for a permanent job internally/externally
- Telenor Integration : 72% are offered a permanent job after the programme

# Open Mind History pr. August, 2015

## In operation:

- Norway
- Sweden
- Pakistan
- Bulgaria

## Under development:

- India

## Some Activity:

- Bangladesh
- Serbia
- Malaysia
- Thailand

## No Activity:

- Hungary
- Montenegro
- Denmark
- Myanmar







# Thanks for your attention!

Best regards  
Ingrid Ihme,  
E-mail:

Cell Phone: +47 95039 052  
ingrid.ihme@telenor.com

Web:

[www.telenor.no/openmind](http://www.telenor.no/openmind)

Twitter:

[twitter.com/TelenorOpenMind/](https://twitter.com/TelenorOpenMind/)

Facebook:

Telenor Open mind