Environmental policy
Main aspects of our environmental policy are:

- Continuous improvement of business processes to reduce unfavourable impact on environment from business activities.
- Providing environmentally safe products and services that require fewer natural resources.
- Effective management of the generated waste by promoting reduction and recycling.
Innovative
We turn technology into innovative solutions that make our lives easier and provide more opportunities.

Effective
We provide practical and affordable solutions and to achieve the best results.

Responsible
We work together and stand behind our every action and decision.

Inspiring
We have courage to do things in a new way with positive and professional attitude.

Honest
We share our experience and knowledge. We say what we do, and do what we say.

Dynamic
We manage customers expectations and respond to them.
Our mission
Providing our customers with quality telecommunication services and the best customer experience.
Our focus is customer!

Vivacom strategy is to optimize business activities' efficiency and ensure high quality services through human resources and infrastructure planning in a positive and dynamic business environment. Vivacom strategy is to achieve customer satisfaction towards existing and future needs and expectations.

Vivacom environmental policy complies with business strategy, objectives and activities by continuous identification of impact from company operations, products and services.

Our vision
Being preferred provider of telecommunications services in Bulgaria. Achieving high results today and making accurate decisions for the future.
We strive to present environmentally safe products and services to the market, for which the least or no harmful substances are used, and to the greatest extent those that use less natural resources and energy.

Vivacom business strategy is aiming at identification, assessment and management of impact from business activities to the environment.

We follow applicable regulatory requirements and internal rules for compliance with the environmental management standard.

We promote the concept of "green environment" not only among employees but also among partners and customers.

We provide trainings to increase the commitment and empathy of employees towards environmental protection.
Strategic environmental objectives

We strive to achieve sustainable operations by:

- Efficient energy use and reducing the carbon footprint.
- Reduction of waste from our direct and indirect activities.
- Ensuring interoperability in design of products and services with new technologies.
- Initiating decommissioning and recycling of products with an impact on environment.