



Orange

commitment on

protection of the environment

Press kit

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Overview

Orange steps up environmental commitment by teaming up with high-profile partner WWF-France

Following on from cooperation dating to 2005 on the development of electronic invoicing, Orange is now joining forces with WWF-France on a wider-reaching partnership to step up its global environment commitment, improve public awareness of it, and elicit customer involvement.

Priorities of Orange partnership with WWF-France

- Develop actions to reduce emissions of greenhouse gases:
 - Reduce electricity consumption, transport, etc. to bring down emissions from Orange activities and sites
 - Promote electronic solutions to reduce emissions related to Orange products and services
- Improve environmental quality of France Télécom / Orange branch offices
- Evaluate environmental performance of Orange products
- Educate customers on environment issues
- Reduce paper consumption (externally and internally)
- Promote collection and recycling of discarded phone sets
- Educate employees on environment issues and solutions for minimizing ecological footprint, through operations such as internal and external awareness-raising events (Environment Day, Sustainable Development Week, Mobility Week, etc.)
- Optimize sorting of office waste

Orange commitment to environment and sustainable development since 1996

Orange corporate responsibility on the environment dates to 1996, with signature of the ETNO (European Telecommunications Network Operators Association) Environment Charter. It takes three main focuses:

- Develop and provide society (companies, local authorities, individuals) with innovative products, services and broadband or ultra-fast broadband networks making a workable alternative to physical journeys.
- Educate the public on environment issues, through initiatives such as those on electronic invoicing and collection and recycling of end-of-life equipment
- Set a corporate example by reducing its own environmental impact, through continuous improvement in environmental performance.



1 – Information and communication technologies, effective solutions for cutting down on physical journeys

Communication technologies enable people to interact efficiently without have to meet each other in person or exchange printed paper. This makes for rationalized goods flows with optimized routing.

By virtualizing interaction, communication technologies help reduce the environmental impact of all human activities.

Orange proposals:

- Broadband coverage for 98% of the French population, to facilitate remote interaction
- Ultra-fast broadband for business parks, with high-performance infrastructures stimulating local development in rural locations
- E-administration: Visio public access points for populations in isolated areas
- Electronic invoicing, for lower paper consumption and attendant savings in raw materials and energy
- Transport support, for traffic fluidity: on-board GPS, no-contact mobile phones, transport information (NFC, Near-Field Communication)
- E-learning: distance learning and training, to save on transport
- Videoconferencing, to reduce energy consumption by providing an efficient alternative to physical journeys



2 – Consumer education operations

With over 170 million customers worldwide, including 24 million mobile customers and over 7 million broadband internet customers in France, Orange has a duty to inform and educate people on ecology-friendly practices.

2.1. Electronic invoicing, dematerializing exchanges

Electronic invoicing reduces the group's ecological footprint by reducing consumption of paper, and thus of wood and water, and avoiding pollutant emissions caused by mail transport.

WWF has been partnering Orange on its electronic invoicing drive in France since 2005.

Over 1.5 million mobile customers and 820,000 landline clients had opted for electronic invoicing by the end of 2007. The resulting switch from paper to digital format for 20.5 million invoices brings savings of 380 tonnes of paper.

2.2. Collection and recycling of end-of-life products

Collection

Collection of obsolete equipment from customers, at Orange brand offices and Mobistores, has two purposes:

- Achieve a better balance between environmental management and cost control
- Prolong product lifecycles wherever possible, compliant with regulations

Recycling

Orange betters regulatory requirements, because anyone can bring in products (phonesets, batteries) to any Orange shop for recycling, even if they are not buying anything.

The partnership between WWF-France and Orange marks a strong determination to raise customer awareness on recycling through a sustained information campaign.

Mobile sets that are still useable are repaired and sold at advantageous prices in emergent markets, with profits donated to NGOs, including UNICEF and WWF. If they cannot be repaired, the sets are dismantled and the components recycled. As a result of modern design practices and technological progress, 90% of the components in a mobile phone are recyclable today.



Around 200,000 phones were recycled in 2007, and around 1,700 tonnes of equipment brought in by customers to Orange outlets was processed.

2.3. Product eco-design and consumer education

In 2006, the France Télécom group launched a product eco-design project in partnership with suppliers, the aim being to provide customers with detailed information on the environmental impact of products sold.

Joint work with manufacturers will lead to widespread implementation of eco-design methods to minimize energy and material consumption and increase product recyclability. Indeed, this approach already applies to new-generation Livebox units. In addition, a joint working group on packaging has been formed and will be releasing its initial findings in 2008.

The partnership brings Orange access to WWF's considerable expertise in environment matters. An expert commission will be evaluating product performance to relevant criteria such as energy consumption and packaging constraints. Working from this evaluation, Orange will provide customers with transparent information on the ecological footprint of available products, and guide customer choice accordingly.

2.4. Environmental commitment in purchasing policy

Partner in "Planet Earth" event

Orange partnered production of the Planet Earth film, a documentary by Alastair Fothergill (who also made The Blue Planet, in 2003) on the dangers threatening the planet, released on 10 October 2007. Orange would show exclusive footage from the film, free of charge, on its 24/24 Vidéo web service and on Orange TV from 20 September. And the ten episodes of the Planet Earth series would also be shown exclusively on Orange from 10 October to 10 December 2007.

Environment-themed films on Orange services

A green programme is available on 24/24 Vidéo, the Orange video-on-demand service accessible on Orange.fr and Orange TV, with titles such as Siberian Odyssey, Planet in Danger, Seen from the Sky, Sugar and Honey in the Engine, Heading for Earth, and, from 29 March 2005, Planet Earth, a Gaumont film partnered by Orange on its original box-office release.



Involvement in Grenelle Environment Summit through Orange.fr portal

During the Grenelle Environment Summit, the Orange.fr portal gave running news coverage and offered visitors various opportunities to take part in the debates:

- Chat sessions with leading politicians involved in the event, such as Jean-Louis Borloo on Wednesday 10 October.
- Link to www.noe.org, the "participative ecology" site supported by the French Ecology Ministry, inviting visitors' input and voting on each of the summit topics.

2.5. Employee education

"April in Green" campaign

Orange will be launching a new in-house campaign under the name "April in Green" across some 200 sites in France, to promote ecology-friendly working practice among over 80,000 employees: paper and energy saving, selective waste sorting (paper, batteries, printer toner cartridges, etc), use of groupwork systems (such as videoconferences) to minimize journeys, etc.

Personnel will also be invited to submit innovative ideas on environment issues through a challenge organized under the employee innovation programme.

"Taking care of the future": Orange employees voting for their favourite local corporate responsibility initiatives

In 2007, Orange ran an international contest under the name "Taking care of the Future", to inform personnel on corporate responsibility initiatives, share best practices across different countries, and assert the group's commitment on sustainable development.

This operation brought a good illustration of the new group culture and values carried by the Orange brand. It also opened a new era in internal communications, designed to stimulate new experiences shared by all group personnel worldwide.

The contest, which drew entries from 12,000 employees in 16 countries, involved two phases: a local phase with committees in each country asking employees to vote for 139 corporate responsibility projects in five categories; and a group phase with a panel selecting winners for 2007 from among the 49 projects chosen by the local ballots.

Projects were split into five categories representing the five group stakeholders: customers (making life easier, providing guarantees, etc.); employees (involvement in career advancement through equal opportunity, recruitment of handicapped people, knowledge transfer, etc.), the environment (protection of living standards, with lower CO₂ emissions, optimized energy consumption, etc.), society (support for necessary development of the



information society, with solutions for healthcare, education, handicap, and equal access to information and communication technologies, etc.); and suppliers (clauses on ethical conduct and sustainable development in local contracts, ethical conduct for purchasing teams and in supplier relations, etc.).

Winning initiatives

Society category

Handicap Orange project, Cameroon

Handicap'O is a project on social and professional empowerment for motor-disabled people. Orange provides wheelchair equipment or a tool (portable phone kiosk) enabling them to work as callbox operators. A total of 159 people have benefited from the project since it was launched in November 2005. For some, the scheme has brought a new direction in life, with employment financing a resumption of higher education.

Runner-up in Society category: Hostonautes project (Operations, France)

The Hostonautes project provides children in hospital with broadband internet capabilities (videophone, content sharing with teachers, etc.) to help them keep closer touch with what is happening in the world outside. This eases the sense of isolation, develops creativity and ensures unbroken schooling while they are away from class. France Télécom started sponsoring this programme over four years ago. Seven hospitals have been equipped so far.

Customers category

Botika network, new-concept sales outlets, Madagascar

Botika is a new-concept network of indirect mobile service outlets in Madagascar, rollout of which began in June 2005. The instantly recognizable and easily accessible shops, in Orange colours, are designed for simplicity and friendly service. By reducing the isolation of remote rural areas they contribute to the economic development of Madagascar, while implementing a customer-oriented strategy. There are 55 botikas in operation today, and the results so far are very promising: the number of subscribers doubled in 2006, and the concept has been exported to other countries in Africa, the Middle East and Asia.

Runner-up in Customers category: Child-Friendly World, Poland

In 2005, TP released a third-generation e-security package including anti-virus, firewall, spam and spyware filter, plus a parental control option to protect children against potentially dangerous internet content. Over three million Polish children surf the web safely using this package, which is in use at many schools. This project won first prize in the fourth "Child-Friendly World" contest.



Suppliers category

End-of-life product processing, Purchasing Department

This project seeks to ensure that collection, transport and processing of end-of-life products by outside providers complies with legislation. It involves collecting and evaluating all documents attesting to providers' capabilities for performing the operations in question, from collection through to ultimate disposal.

In June 2006, a permanently updated centralized waste management map for France was put up on the Supplier Performance intranet site. This system will shortly be extended to other countries.

Environment category

Respect for historical sites, Poland

This project arose from the observation that churches and their belfries are often the highest points in the area, and thus ideal for accommodating a mobile telephony antenna. But antenna installation must be unobtrusive, and there can be no question of disfiguring a historical site. This project determined solutions for making the best use of existing architecture, and for camouflaging antennas effectively.

The resulting technical installations provide excellent service quality for Orange customers while preserving historical monuments and meeting community demands for an unspoiled environment.

Runner-up in Environment category: Mobile Back project, Senegal

In Senegal, Orange (formerly Sonatel mobile) is studying an operation for calling in obsolete mobile phones. Customers are to be educated on the environmental impact of end-of-life mobile phones and a local repair and reconditioning business developed in partnership with organizations including an NGO.

Employees category

Talent sharing, Equatorial Guinea and French Operations

Under the Talent Sharing programme, four salespeople from Equatorial Guinea came over to work in France for three months at two consumer branch offices in the Paris region, from 4 October to 21 December 2006. This was a valuable opportunity to work in a different environment and learn new skills. As well as developing a shared sense of customer service with their French counterparts, the visitors would take back a wealth of useful information for their colleagues in Africa.

Incorporation award

Education and health programmes, Romania

Orange has developed a partnership with the Light into Europe foundation on a national programme to help sight- and hearing-impaired children. Orange personnel have contributed



to several of the association's projects, including cultural outings and school decoration. And many have learned sign language to communicate more fluidly with the children.

Impressed by this fine initiative, the panel decided to award it a special prize, the first in a new award scheme marking the 20th anniversary of the group's incorporation.

NExT award

Business Together for employees

Business Together by Orange is an all-in-one groupwork solution that enhances capabilities for electronic interaction within project teams. The resulting shift from physical to virtual brings a reduction in overall environmental impact: fewer journeys, for lower CO₂ emissions. The system also helps to bring down operating costs, since a webphone can be used instead of the mobile when travelling outside France.

The **Panel's Special Award** went to Slovakia, for a range of initiatives elicited through the Caring for the Future contest.



3 – Management of environmental impact of business activities

Though Orange's business activities have relatively little environmental impact in themselves, compared to those of companies in other sectors, Orange corporate responsibility involves exemplary conduct on issues such as conservation of natural scenery, wildlife protection, controlled consumption of energy and natural resources, and product recycling. Rules of conduct here are set out in an Environmental Management System.

3.1. Controlled energy consumption and lower CO₂ emissions

Networks

A working group on network energy identifies existing best practices in energy performance and runs experiments on promising new openings:

- Lower energy consumption for air conditioning
 - Orange's patented optimized ventilation solution harnesses thermal inertia to make use of cooler night-time temperatures for climate control purposes in buildings, thus cutting down on the use of cold production systems emitting coolant gases, and reducing energy consumption by a factor of 6 to 7 with respect to a classic air conditioning system. By the end of 2007, the optimized ventilation solution was in use at 400 French sites
 - Reduction in use of air conditioning.
- Energy consumption optimization measures at data centres take two main forms:
 - Work with system manufacturers to reduce equipment energy consumption
 - Reduction in the equipment needed for a particular service, through virtualization of servers (same equipment shared across several services)
- Use of renewable energies under examination at pilot sites
 - Solar energy for mobile site at summit of Alpe d'Huez
 - Projects making experimental use of wind power and fuel cells

Buildings

- An audit has been carried out on optimization of boiler consumption and switchover from oil-fired to gas-fired units. This will reduce the risk of hydrocarbon soil and subsoil pollution and reduce emissions of greenhouse gases.



- During building renovation work, lamps are replaced by low-consumption units and presence sensors are fitted in common areas.
- The group's new buildings are certified to the HQE environmental quality label whenever possible.
- At Orange Village, Orange's French headquarters near Paris, energy considerations are factored in from the initial building design stage:
 - "Green certificates" have been acquired for electricity consumption to finance clean, renewable production methods.
 - Energy-saving systems are fitted throughout the site: low-consumption lamps, presence sensors, flat screens, and "please switch off" signs above light switches.
 - Personnel education campaigns have been run to encourage ecology-friendly practices, with special emphasis on energy-saving.

Low-pollution vehicle fleet and active contribution to Business Journey Plans

- The fleet of vehicles has been renewed with a preference for low-pollution models:
 - CO₂ emission levels figure prominently in the selection criteria for the 35,000 vehicles making up the French fleet.
 - Fleet renewal was stepped up in 2006, with the arrival of 7,000 new vehicles, over half of which emit no more than 130 g of CO₂ per km. This represents an **overall reduction of 3,000 tonnes of CO₂**.
 - A group-wide "**green fleet**" **catalogue** has been compiled, featuring models such as Toyota Prius, Ford Focus Flexifuel and Volvo Flexifuel.
 - Gas-powered vehicles are being tested in major French towns including Bourges, Montpellier, Valbonne and Valenciennes. Studies are being carried out with automakers PSA and Renault on catalogue inclusion for forthcoming hybrid (diesel/electric) vehicles. And electric vehicles (Cleanova – Heuliez-Dassault) are being tested at technical units in the Paris region.

- **Regional rollout for Business Journey Plans**

Business Journey Plans take a global approach to work-related journeys, to address objectives of benefit to employees, the environment and the company. They cover the three aspects of sustainable development strategy: social, economic and environmental. Specific points are:

- Improved transport conditions for employees
- Rationalized vehicle-related costs (parking, running and servicing costs)
- Environmental protection (lower greenhouse gas emissions)



Business Journey Plans have been or are about to be set up in a dozen regions. (1)

To encourage use of public transport and car-sharing among Orange Village personnel, the following features are available on the intranet and on prominent screens at the workplace.

- Otomobile car-sharing application
- Infotrafic, showing traffic conditions and timetables for public transport to and from the site

(1) *Operational in Bordeaux, Clermont Ferrand, Grenoble, Lyon, Montpellier, Marseille and Arcueil. Forthcoming in Nantes, Rennes, Lille, Orléans and Toulouse.*

3.2. Landscape preservation

Orange seeks landscape preservation through unobtrusive location of antennas, posts and overhead lines. Urban telephony infrastructures are camouflaged or laid underground wherever possible, to avoid any unsightliness.

Unobtrusive antennas

For around a decade now, Orange has been working with landscape architects to make its antennas as inconspicuous as possible. When fitted on buildings, they are often disguised in chimneystacks, bushes and clock towers. In urban areas they fit in with the style of the building, and in the countryside they chameleonicly blend with the shapes and colours of their surroundings.

- Antennas Portrait challenge, for unobtrusive antennas

An in-house challenge addressing Network Production Units was launched in 2005 to reward creative solutions for unobtrusive integration into the landscape. An intranet ballot received around 20,000 votes on the solutions most consistent with Orange's environmental commitments.

- Guide to good practice

Under coordination by AFOM, France's three mobile phone operators have developed a joint policy on unobtrusive landscape integration, issuing a guide to good practice to councils and local authorities.

Underground networks

Partnerships have been formed to ensure efficient practices on underground networks. The French Mayors' Association (AMF) and the National Federation of Concession-Granting Authorities (FNCCR) worked together on a joint system for coordinating work on underground laying for power and electronic communication lines.



In 2007, a budget of €30 million was allocated for underground laying of fixed networks totalling 2078 km of cables.

3.3. Waste recycling

Waste generated by Orange operations totalled 30,000 tonnes in 2007, and can be broken down into around forty different types. Waste processing priorities, for reasons of volume or composition, are cables, wooden posts, batteries and accumulators, lightning conductors, batteries weighing over 3 kg, and office waste such as cartridges, paper and other recyclable material.

The Suppliers Quality Department oversees waste processing operations and plans ahead consistent with forthcoming European regulations.

3.4. Contributing to the protection of biodiversity

Orange has a total of 15 million posts in France: 12 million in bois and 3 million in metal. For several years now, metal posts have been fitted with stoppers at the top to prevent certain species of bird from becoming trapped inside the post when attempting to nest. Some 450,000 metal posts have been fitted with stoppers since 2005, including 180,000 in 2007 alone, under a specific budget in excess of €300,000.

Priorities for this operation are set in coordination with the French League for the Protection of Birds. Eight conventions have been signed so far, in the Aquitaine, Alsace, Auvergne, Bretagne, Lorraine, Midi-Pyrénées, Nord-Pas-de-Calais and Pays de Loire regions. Others are to follow shortly.

3.5. Environmental management system

The Orange Environmental Management System, rollout of which began in 2003, covers permanent management and continuous improvement in environmental impact across all business operations: network development and operation, customer relations, and services. It improves management of responsibilities, on, for example, prevention of environmental accidents, compliance with regulations and analysis of environmental performance. Orange's mobile business in France obtained ISO 14001 certification for its environmental management system in May 2005.



More information on: www.orange.fr and www.francetelecom.com

Corporate Responsibility Report, 2006:

http://www.orange.com/fr_FR/responsabilite/environnement/