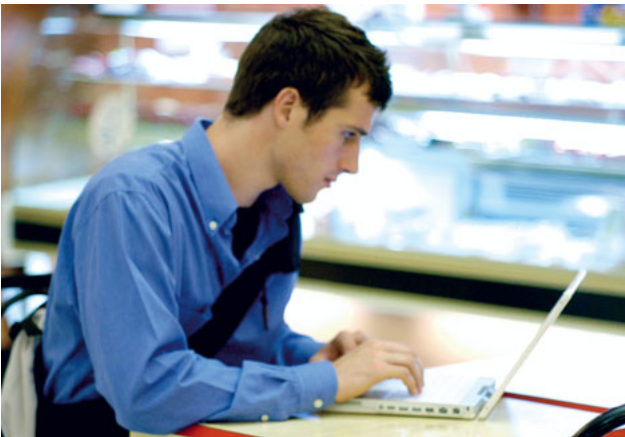




our commitment to  
“responsible growth”



summary of  
the France Telecom  
Group report  
on corporate social  
responsibility  
and sustainable  
development

2005

France Telecom is recognized for the innovation dynamic at the heart of its NExT\* strategy. As both a service-provider and a telecommunications network operator, the Group undertakes to maintain a fair balance between economic competitiveness, social progress and protection of the environment.

\* New Experience of Telecommunications.

“ every reason  
to believe  
in the future ”

- **inventing** a new generation of communications services, based on convergence of technologies, which will improve the quality of life for our customers and for all those around them
- **contributing** concrete responses to all stakeholders (customers, employees, partners, interest groups...)



The responsibility shouldered by France Télécom group is based on ethical procedures, on governance serving the needs of its performance, and on a strategy of innovation to achieve “Responsible growth”.

By mobilizing all its employees, the France Telecom group will be able to meet its commitments to deliver innovation and quality of service, to its customers in particular, and to society in general.

An ever-more effective dialogue with its partners (suppliers, authorities, the business community, the voluntary sector, etc.) will also enable the Group to take into account the expectations of its stakeholders, reconciling numerous different interests.

Our ongoing improvement initiative is bearing fruit, as can be seen from the scores awarded to us by the rating agencies, year after year. We are proud to be able to say, for example, that our governance rules are enabling us to strengthen the security of our processes and those of our customers, that our managerial program reflects a genuine commitment between employee and company, and that consultation with our suppliers and local players is delivering social and environmental benefits...

I am convinced that working alongside with our partners, we can do more and do better, and that the foundations of responsibility we are laying constitute guarantees that our stakeholders are entitled to expect of us. Thanks to our NExT strategy, a new France Télécom is emerging. Innovation, dynamism, proximity and boldness should enable it to shoulder its responsibility, and in so doing, make a greater contribution to sustainable development, working hand in hand with public and private players.

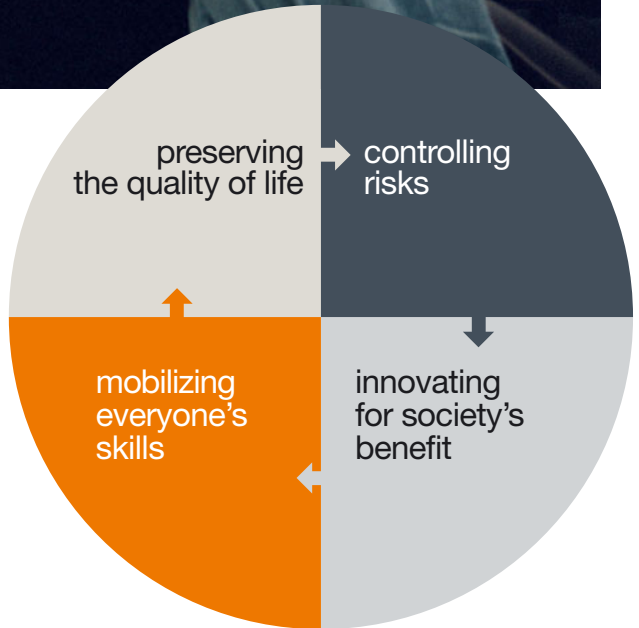
**Didier Lombard**

Chairman, France Telecom

# “responsible growth”



So that it can answer for its strategy, its behavior and the impact of its activities, both now and in the future, the Group has identified a number of priority issues, with a view to creating value for the largest number of its stakeholders



### ■ mobilizing everyone's skills to support the Group's strategy

The **act**: managerial program allows each employee to conclude a Personal Development Undertaking (PDU) agreement with the company, which promises to support them through their professional career. Partnerships are also concluded with suppliers, regional authorities, the research community and society in general, to develop innovative solutions.

### ■ controlling risks to provide stakeholders with guarantees

A good knowledge of the economic, social and environmental impacts of the company's activities is needed to guarantee personal, network and information security... this is a key criterion in winning the trust of the Group's customers and partners.

### ■ innovating for everyone innovating for everyone

Innovation should enable everyone to enjoy the benefit of secure, simple and useful services. It boosts the appeal of outlying regions and makes the information society more accessible. It accompanies trends in lifestyles, serving the needs of individual and collective progress.

### ■ protecting the quality of life both now and in the future

By providing social benefits and protecting the environment, communication solutions offer uses adapted for everyone: alternatives to traveling, support in the fields of medicine, education and disabilities, and enhanced security for people, premises, public transport, etc.

### management of corporate social responsibility

The Group's policies (ethical, security, human resources, health and safety, environmental, purchasing, disability, corporate sponsorship, etc.) take these various corporate social responsibility issues into account. The management methods adopted unite the players involved around common goals: a framework of reference to measure overall performance, assessment charts to gauge the impact of services, processes for managing products reaching the end of their working life, methodology for analyzing suppliers' performance, actions to raise awareness, training modules, etc.



## service guarantees

The major issue involved in the Customer Relationship is proximity and support in discovering new uses. This promise is formalized, via concrete undertakings, to let customers take full advantage of communication services and boost their confidence.

- ▲ a **promise** to offer end-to-end solutions and high-performance services
- ▲ straightforward **commitments** expressing concrete expectations on the part of users
- ▲ useful **services** and uses that can easily be adopted, to simplify the way we communicate
- ▲ quality **requirements** that also promote proper use of products and services

## ■ a framework of reference for our undertakings

- Personalized advice and support constitute the basis of this framework, which is compiled in association with consumer groups to improve the quality of service.
- Specific information on the technical quality of service, no charge for time spent waiting on Internet hot lines, worldwide service guarantees for business customers... these are just some examples of the commitments made to boost confidence and provide peace of mind.

## ■ simple services

The digital solutions now on offer are efficient, secure, comfortable and user-friendly; they are also interconnected and can be used simultaneously.

The various uses (landlines, mobile, Internet and multimedia, data transportation, broadcasting and cable television) offered by these solutions provide a variety of options that can be tailored to suit everyone's needs.



## ■ using solutions properly

Advice linked to using mobile phones in the car, campaigns to prevent mobile-phone noise pollution and information on taking precautions when using the Internet are all part of France Télécom's corporate social responsibility initiative.



The transition from thinking in terms of access to networks to thinking in terms of access to services based on a convergence of solutions, means that technology is slipping into the background. Communication methods are changing and now uses are accessible to everyone.

- ▲ **anticipating and analyzing** the economic, social and environmental impacts of the company's activities, in order to develop "responsible" solutions
- ▲ **offering** uses structured around converging services characterized by security, simplicity and usefulness, in the areas of communication, content and leisure activities, practical applications and business services
- ▲ **protecting** the quality of life, via dematerialization of exchanges, communication between remote machines (M2M) and "responsible" deployment of networks
- ▲ **contributing** to the dynamism and attractiveness of geographical areas, working alongside public and private partners who have the same values as the Group

## ■ more “responsible” products

A tool for assessing economic, social and environmental impacts makes it possible to measure how far stakeholders' expectations have been taken into account in major projects.

## ■ services that are safer, simpler and more comprehensive

- Top-class security modules and authentication certificates constitute guarantees, notably against cyber-crime.
- Parental control means that more sensitive user groups can confidently surf the Net.
- At the office, on the move or at home: solutions can be used anywhere, and can easily be adapted to suit everyone's needs. Business Everywhere and Pastel'Form offer employees totally secure access to their working environment at any time of day or night.



## ■ quality-of-life solutions

- Dynamic information offered to drivers and public-transport users (navigation aids, electronic surveillance, emergency services...) and in more general terms, the dematerialization of exchanges are all helping to make life easier for people living in urban, suburban and rural areas.
- Early warning systems anticipate the management of environmental or health crises, and guarantee to provide better safety and comfort.
- Business transfer plans deal with the question of travel at an economic, social and environmental level, and boost the convergence of different interest groups.
- Blending infrastructure (networks, antennas, etc.) into the landscape can limit the visual impact of communication facilities.



at the heart  
of society

Within partnership frameworks, the innovation and exchanges made possible by infrastructures and networks are helping to revitalize particular areas and exploit their potential

- ▲ **facilitating access** for the greatest number to high-speed links and communication solutions, via an extensive network and high-performance technology
- ▲ **promoting community life** via optimized internal management of communities, simplified administrative procedures and information available by remote access
- ▲ **offering answers** to the expectations of the medical world, patients and the disabled, and of the education world
- ▲ **boosting the appeal of outlying areas and opening them up** by integrating people living in deprived or isolated areas, supporting the local economy, and helping to maintain and develop employment prospects...

## ■ access to public services

Since electronic administration offers flexibility for users, simplified procedures and instant dissemination of information, it provides numerous benefits in terms of use, efficiency and comfort, both for citizens and the business community.

- e-administration services are relayed everywhere for all to use, especially those who have no direct access to the Internet via the Point Visio Public.
- Local communication, with TéléNetCité, promotes dialogue between the different communities in a particular area, and interactive consultation on subjects of general interest or local matters.

## ■ healthcare support

M2M (machine-to-machine) processes and imaging systems boost the independence of elderly or dependent people and make them feel more secure. Staying at home as an alternative to traveling to receive care or spending periods in hospital, remote diagnostics or operations, and monitoring patients suffering from chronic pathologies (telephone-bracelet) are also helping to develop local services (personal care services).

- Children spending time in hospital can stay in touch with their family and school environment.
- People who are deaf and hard-of-hearing have the option of communicating in sign language.
- The visually impaired can receive bills in Braille or use specially adapted terminals.

## ■ dissemination of targeted information

France Télécom applies its expertise to fast-track dissemination of information of all kinds to selected populations, in various forms (voice messages via landlines and mobile phones, and text messages via SMS, fax or email).

- The Pangoo solution, which is used for example to monitor natural environments, can provide warnings to people facing flood or fire risks, etc.
- Contact Diffusion Multimédia enables local authorities to transmit everyday information or warning messages to identified publics.
- Edudom facilitates intermediation between schools, their staff and pupils' parents.
- Internet access in schools is being promoted in Poland, Senegal, Jordan, etc.
- The multilingual condenser (automatic multilingual summarising software), a translation tool that automatically summarizes documents and extracts their key words, is improving access to the information society.

## ■ corporate sponsorship

By becoming involved in corporate sponsorship initiatives, France Télécom is contributing to a process of moving closer to society, listening to what it has to say and establishing a dialogue with it.

Each year, the France Telecom Group Foundation encourages and supports around 300 projects in the fields of healthcare (autism, visual and hearing impairment), education (combating illiteracy, education for girls in developing countries) and culture (vocal music). It is also active at international level, where it works closely with the Group's subsidiaries. Employees are involved in sponsorship projects and are mobilized via national and international charities, and project sponsorship.

# the environment: an everyday commitment



France Télécom is committed to gaining a better insight into the environmental impacts of all its activities, so that it can control them more effectively.

- ▲ **reducing impacts** and committing itself to preserving natural environments and resources, via national and local-level partnerships
- ▲ **limiting greenhouse gas discharges** by controlling its energy consumption
- ▲ **preserving natural resources** by managing products and equipment that have reached the end of their working life
- ▲ **developing environmental management** via specific processes linked to our activities and by raising awareness of issues affecting the entire workforce on a daily basis

## energy consumption

Green energy sources, low-energy ventilation systems inside technical buildings, optimization and renewal of the vehicle fleet and remote meetings are all energy-saving solutions. Using communication services as a substitute for travel is encouraged as a means of helping to reduce CO<sub>2</sub> emissions.

- In the United Kingdom, over 80% of the energy consumed by mobile activity is green.
- In Senegal, 300 Group sites will be operating on solar energy in 2006.
- In France, 750,000 journeys have been avoided by holding remote meetings and 5,000 vehicles out of a fleet of 25,000 have been replaced by low CO<sub>2</sub> emission models, leading to a 4% reduction in fuel consumption.

## raw material consumption

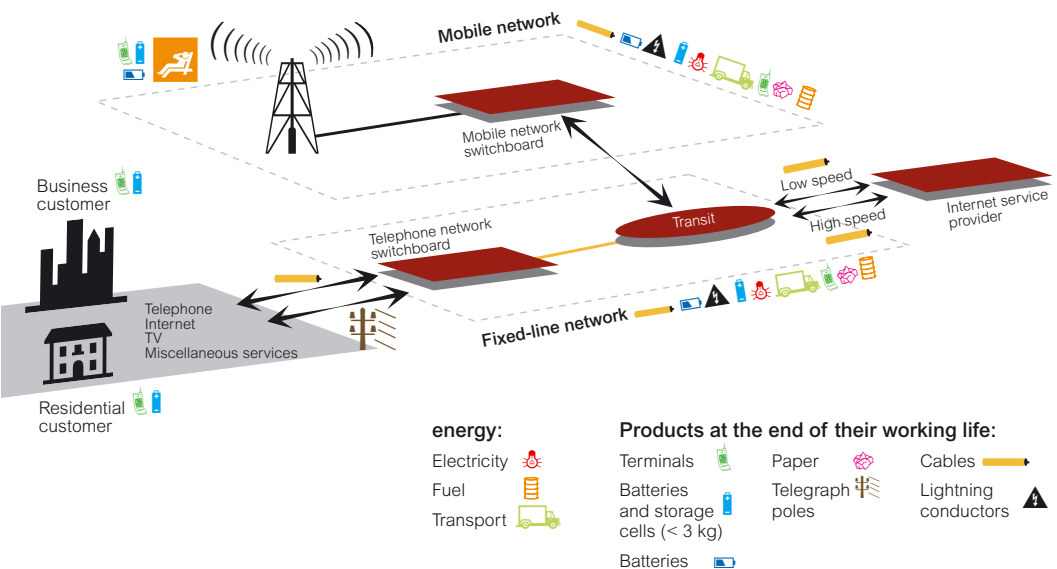
Selective collection of used items, special contracts with suppliers and anticipating the end of products' working lives are all ways to facilitate recycling. Used products are either reused or dismantled with a view to recycling or disposing of their components. Thus in France:

- Already, more than one in three items of consumer equipment is collected.
- A partnership with WWF encourages people to receive electronic bills, and thus help to protect forests like that of the Massif des Maures on France's Côte d'Azur.

## environmental management

Controlling risks and managing regulatory compliance, guides on how to reduce the impact of activities and coordinating the management of procedures, initiatives to raise staff awareness and staff training in environmental protection are all aspects of the global environmental management policy implemented within the Group.

## main impacts of the Group's activities



# an integrated program of initiatives



## 1996

signature of the ETNO\*  
environmental charter

## 2003

corporate social responsibility  
initiative launched

governance rules tightened

charter of ethics published

## 2000

adoption of the  
Global Compact\*\*

\* European Telecommunication Network Operators

\*\* United Nations initiative to encourage development of the "new global economy" based on everyone following 10 universal principles.



## 2004

- priority issues identified for making a greater contribution to sustainable development
- definition of corporate social responsibility and sustainable development policy
- preparation of a coherent framework for measuring global performance
- signature of the ETNO\* sustainable development charter

## Since 2005...

- global initiative deployed Group-wide
- validation of individual units' action plans



**To download**

la copy of the corporate social responsibility and sustainable development report  
[www.francetelecom.com](http://www.francetelecom.com)

**To contact us:**

Secrétariat général

Délégation à la responsabilité d'entreprise et au développement durable

6, place d'Alleray - 75505 Paris Cedex 15

[developpement.durable@francetelecom.com](mailto:developpement.durable@francetelecom.com)