

initiatives #3

special issue 2013 / responsible and caring commitments and initiatives of the Orange Group



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Inspired by ethical
and social values
the Group fosters
dialogue and
commitment
to secure its
responsibility

roadmap over the
long-term and to
address the current
and future challenges
facing society.



Mali, Senegal/healthcare

The fruit of a partnership with health authorities, private health insurance providers and NGOs, the Djobi mobile application improves communication between mothers from remote rural areas and medical centres, helping to prevent diseases such as malaria. The target is to reduce under-five child mortality by 30% in six pilot regions.

Orange Campus

Madrid



Spain/management

A veritable incubator for nurturing our new managerial culture, Orange Campus is a platform for sharing experience and best practices. More than 220,000 hours of training were provided to staff in 2012. Some 73% of the Group's managers have attended Orange Campus events since it was created in 2011.



Slovakia/protecting children

25,000 Slovakian children have been educated in risks of unsafe Internet use since the introduction in 2008 of a special Orange programme for schools in the country. The Group organises numerous information and awareness campaigns in most of its host countries.



Moldova/eco-citizenship
In May 2012, the “Hai, Moldova” initiative brought more than 100,000 people together for local clean-up and recycling operations. Orange partnered the event, giving gifts to customers who brought in used mobile phones to stores or dropped them off at special collection points. A thousand handsets were collected in six days!

International Ideas Festival

10th of October 2012, Bucharest



Romania/innovation

Bucharest hosted the 3rd International Ideas Festival, an internal Orange event held annually which pays tribute to our employees' ground-breaking ideas across all fields and functions. In 2012, 43 projects were selected and submitted to a panel of experts, which awarded prizes to the winning ideas in four categories. A special prize was also awarded to the employees' favorite idea.



Côte d'Ivoire/community

In Côte d'Ivoire, the Orange Foundation has launched its Village project, which equips villages with a water supply point, a school and a medical centre.



France/digital inclusion

The Orange Foundation supports 120 digital solidarity projects that promote social and professional inclusion and strengthen ties between generations.

four fundamental commitments

Orange deploys its corporate social responsibility (CSR) policy as a cornerstone of our development, a source of innovation and a powerful differentiator with our competitors. We aim to be the benchmark operator in CSR. We are constantly seeking to create value for all our stakeholders, working with them to build a more people-focused digital world that is increasingly trustworthy, eco-friendly and accessible to everyone.

people

recognise and support our employees

Our commitment to employees is the first pillar in our CSR policy. Our objective is to be recognised as a preferred employer in all the main countries where we operate by 2015. We have deployed the Orange people charter to promote our ongoing focus on quality of life at work and nourish renewed dialogue with our employees to strike a balance between economic performance and social performance. In a sector where technology and usage evolve at a fast pace, we strive to develop and recognise the skills of our people with the support of our managers, unified by the corporate culture promoted through Orange Campus training. Because the diversity of our teams is key to our growth, we have introduced numerous initiatives to promote gender equality and access to employment for

young people and people experiencing hardship, as well as special employment programmes for seniors and people with disabilities.

confidence

ensure transparency, quality and security for our customers

Our goal is to bring our customers the best possible telecommunications experience in all our markets by 2015, underpinned by unmatched service quality and support that make their digital lives easier. We also provide clear and relevant answers in response to customers' concerns regarding privacy, child protection and radio waves in order to build their confidence in the digital world. This commitment led to the launch of our "Customer Experience 2015" programme, in addition to our many initiatives to promote safe and responsible use of digital services.

access for everyone

share the benefits of the digital world with the greatest number for people

We are committed to reducing the digital divide on every front. Our technologies contribute directly to economic and social development, especially in emerging countries where telecommunications help

to create jobs and improve healthcare, education and access to banking services. Our priorities include developing networks, particularly in isolated areas, and supporting innovation through the development of "m-agriculture" and "m-health" services, among others. We also aim to foster social entrepreneurship in emerging economies and improve access to our services by elderly and disabled people.

environment

find innovative solutions for a greener world

In a world with limited natural resources, we believe that reducing our environmental impact is a prerequisite for sustainable

growth and competitiveness. We have made ambitious commitments to curb the environmental impact of our operations, improve the eco-performance of our products and offer our customers innovative solutions that allow them to reduce their own carbon footprint. We are focusing on all three areas to make a relevant contribution to the fight against climate change and the recycling of end-of-life electronic equipment. Orange has defined an ambitious road map to meet these major challenges. Our goal is to reduce our greenhouse gas emissions by 20% and our energy consumption by 15% by 2020 compared with 2006. These targets have been set out in our conquests 2015 plan and are tracked quarterly by the Group Executive Committee using a specific dashboard.

1,200 people surveyed by Orange France about their expectations for a better society as part of our half-yearly CSR barometer

24 countries engaged in our programme to simplify the customer experience

15,500 technical facilities in 15 countries now benefit from an innovative air-conditioning system that cuts energy consumption by up to 80% compared with conventional air-conditioning

10,000 adults and children took Orange classes on safe and secure Internet use in 2012

2012 highlights

support for freedom of expression

A founding member of the telecoms sector initiative “Industry Dialogue” in 2011, Orange and seven other member companies drafted a set of guiding principles governing freedom of expression and privacy rights in the information and communications technologies sector. Signed on 12 March 2013, these principles provide a common platform to define policies and processes concerning this major issue.

supplier engagement

The Group carried out a total of 160 CSR audits in 2012, increasing the percentage of strategic or at-risk suppliers evaluated to 46%. In addition, the Joint Audit Cooperation (JAC) programme, launched by Orange in 2010 with two major European operators, has been joined by six other operators. JAC now monitors 83 production centres owned by the main suppliers to the telecommunications sector, compared with 39 in 2011. A total of 59 audits were conducted in 2012, including 35 on-site audits, in China, Brazil, India, Mexico, Slovakia, Poland and Turkey.

linking Europe and Africa

The African Coast to Europe (ACE) submarine cable was inaugurated on 19 December 2012. The initial stage of the cable links France to São Tomé et Príncipe. Currently 12,000 kilometres long, it improves international connectivity and boosts bandwidth for the first 13 countries connected, while enhancing traffic security between Europe and West Africa. The new cable will accelerate economic and social development in these countries.

improved ratings for working environment

The Group Employee Satisfaction Survey is conducted twice a year among a representative sample of 4,400 employees. The results of the sixth survey, carried out in the second half of 2012, confirmed the improvement noted since the end of 2010, especially in terms of recognition, clarity of our strategy and our employees’ perception of quality of life at work. 54% of employees surveyed felt that workplace quality was better than in other companies, compared with 49% in June 2012 and 28% in October 2010.

Orange Campus spreads its reach

Active in France, Poland and Spain, Orange Campus opened a new centre in Senegal in early 2013. This international management development platform for the Group’s 20,000 managers also opened a centre in India last December. In addition to virtual platforms, Orange Campus also organized “off Campus” training in over 27 countries around the world, including the Democratic Republic of the Congo in April 2012.

connected communities

People can connect entire villages to the telecoms network using an antenna, a mobile handset and a solar charger. These micro-businesses, dubbed Orange Community Phones, are now deployed in Madagascar and Cameroon, joining Mali, Niger, Côte d’Ivoire and the Central African Republic. Over 2,500 previously isolated villages had been connected by end-2012.

services trialled with customers

The Group now boasts 25 customer test centres after new centres were opened in 2012. These centres are designed to optimise and improve the reliability of products and services prior to their launch by testing them with customers. Some 600 offers were tested in 2012.

best mobile network

For the third year in a row, French telecom regulator ARCEP ranked the Orange network as the leader for the quality of mobile voice and data services.

pioneering data centre

The Group’s new data centre in Normandy, in France, employs a technique known as “free cooling” that uses outside air to cool its servers. Each year, the facility will save the equivalent of the annual consumption of a town with a population of 15,000.

Orange entered Carbon Performance Leadership Index

Orange’s proactive approach to reducing its carbon emissions has led to its inclusion in the list of 33 companies that have demonstrated a strong approach to climate strategy within the FTSE Global 500. Orange is one of only two operators worldwide to earn this distinction.

award-winning offer in Uganda

With “Internet for all”, Orange Uganda has extended its 3G coverage to rural areas using satellite dishes. This innovative service picked up an award in the “Best Network Improvement” category at the AfricaCom Awards 2012.

committed to child protection

Orange is a founding member of the CEO Coalition to Make the Internet a Better Place for Kids, an initiative launched in late 2011 by Neelie Kroes, Vice-President of the European Commission. We are also actively involved in a number of other similar initiatives. We announced a list of commitments that will underpin our online child protection policy from 2013.

millions using Orange Money

Rolled out in 2012 in Uganda, Jordan, Guinea and Mauritius, the Orange Money mobile payment service has signed up more than 5.6 million customers in 13 countries.

a second life for mobile handsets

The number of mobile phones collected rose by 50% in the space of a year to 1.4 million handsets in 2012, equivalent to 10% of all new mobiles sold. This performance reflects the Group’s increasingly proactive old phone collection policy, boosted by customer-awareness and by-back campaigns in ten countries in Europe and Africa.

customers

Following France, Romania and Spain, Armenia now offers environmental labelling of the phones sold in its stores, providing customers with simple and transparent buying criteria.



a multi faceted commitment to people with disabilities

By hiring and retaining people with disabilities, purchasing goods and services from the sheltered sector, adapting its solutions to different types of disabilities and promoting access to culture for everyone, Orange is actively combating the exclusion of people with disabilities in every domain.

Through its “Mission Insertion Handicap”, Orange pursues a proactive disability policy which extends beyond the employment of 4,000 disabled people in its entities in France. In 2011, the Group signed a three-year agreement with three unions which included an ambitious programme to hire and integrate people with disabilities. Orange undertakes to fill a minimum of 325 permanent positions and 150 internships with people with

disabilities, and to promote part-time working arrangements for disabled employees nearing the end of their careers. A total of 500 employees benefited from these special provisions in 2012. Our goal is to attain a rate of 5% disabled employees by the end of 2013, including greater use of the sheltered employment sector. Since 2011, our purchasing departments have had a target of at least 15 million euros in business with the sheltered sector annually – a target that has since been exceeded. Over the years, Orange has entrusted a diverse range of activities to the sector, starting with cleaning and garden maintenance services before adding back-office, printing and network services. Our long-standing engagement with the sector and our thorough understanding of how it works have enabled us to establish beneficial long-term relationships with sheltered workshops. For example, we helped one of our service providers, Altéréos, to acquire the skills required to develop its business. The Group’s Accessibility Department factors access issues into Orange products and services with the latest technology from the Technocentre and develops a special range dubbed “Autonomy offers”

for different types of impairments, available notably in France and Spain. Our new application development programme underscores our commitment to innovation. Colourcall, for instance, is a mobile app that uses colour, flashing lights or vibrations to alert deaf or hard-of-hearing users to a call. Likewise, the Group has launched a major programme to audit its main websites and make them accessible to people with disabilities, taking on the role of digital coach for all its customers. Our customer service is accessible to all customers through a network of 238 “Autonomy” stores in France and 20 in Spain. We also operate a website and a toll-free number available in real time via the Internet with the option of subtitles or sign language. What’s more, we train our employees in France and Spain in providing product information and welcoming people with disabilities. In Spain, we carried out an extensive training programme for 4,000 sales staff in 2012. Orange has developed an array of initiatives to make its stores accessible to people

with disabilities, including special signage and interactive terminals with voice output. In Spain and Poland, icons designate the best solutions adapted to different types of impairment. Orange maintains ongoing dialogue with all disability stakeholders in order to promote greater access, acceptance and autonomy.

The Orange Foundation forges cultural partnerships to make culture accessible to everyone. In France, the Quai Branly Museum and the Louvre’s Islamic Art wing in Paris have been adapted for people with sensory disabilities and now include touch tours and digital applications. In Romania, our support for the “Museum for All” project at the Grigore Antipa Museum of Natural History helped to adapt the museum for people with disabilities. Featuring signs in Braille, audio guides, adapted tours for the hearing impaired and special workshops, the different exhibition rooms in this magnificent museum can now be enjoyed by all visitors, without exception.



entrepreneurial spirit and innovation in Africa

Information and communications technologies (ICT) play a decisive role in the social and economic development of emerging countries. According to a 2009 study by the Boston Consulting Group, a 10% increase in the Internet penetration rate in their economies translates into progressive GDP growth of between 1% and 2%. Present in numerous countries across Africa and the Middle East, Orange has addressed this challenge by investing in networks, offering products and services tailored to local needs and supporting new businesses and innovation.

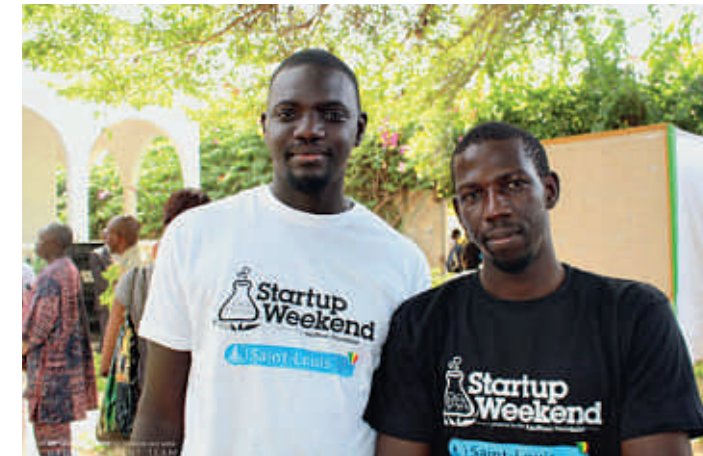
Dakar is home to a dedicated business incubator called CTIC. Its goal is to establish a business model and an ecosystem that foster the emergence and sustainable growth of companies operating in the ICT sector. Sonatel, the Group's subsidiary in Senegal, is a founding partner of the initiative, supporting startups by implementing and financing the connection solutions

they need for their business. CTIC's encouraging results in its first year of operation continued throughout 2012 and the companies it supports have recorded average growth rates of 75%, making the future look very bright indeed! Talks are currently under way with the ambitious objective of expanding the initiative across Senegal and in four other countries.

Alongside CTIC, Sonatel was also an active participant in the Startup Weekends held in Dakar and Saint-Louis, engaging with students and young entrepreneurs and encouraging them to develop their entrepreneurial spirit. Presented during the AfricaCom Awards, the Orange Social Venture Prize has a similar goal. The three prize-winners in 2012 – the second year the prize was offered – receive both financial assistance and specialist support from Group employees. Attracting 450 submissions in 2012, the prize aims to support the development of entrepreneurship and startups offering solutions that use ICT to meet the needs of local populations. The first prize was awarded to Vivus Limited for its mobile technology that allows agricultural or farm produce vendors to better adjust supply to demand. Information and communications technologies are innovation drivers, spawning applications that foster the social

and economic development of a country, including healthcare, education, energy and trade. In Tunisia, Orange has launched a programme to support young developers of mobile apps that are mostly free and community-oriented. Orange's support allows them to create high value-added content locally for smartphones and digital

tablets. In Uganda, a mobile app competition is held for applications that help improve people's lives in local communities. Building on the resounding success of the first two editions, a third competition will take place in 2013. These are just some of the many possible outlets for growth unleashed by ICT.



child protection: Orange supports parents

The digital world is not without risk for children and teenagers. Cyberbullying, shocking images, excessive use and overexposure of private life are just some of the risks children face in today's digital society. Our challenge is to help protect children from these risks, without limiting their access to all the opportunities the digital world has to offer in terms of learning, playing and exploring. Our main focus has been on actively helping parents to promote judiciously controlled use of the Internet.

And because many Group employees are also parents, we believe they are the best ambassadors for our initiatives to encourage child protection and raise awareness of correct Internet use.

In Spain and Poland, many of our employees have taken on the role of teachers. In partnership with Protégés, a child protection organisation, 258 Orange Spain employees have gone into schools to educate 2,200 pupils about the risks of uncontrolled Internet use and to teach them to take precautions online. In Poland, 76 volunteers have spoken to 1,900 school children. In Romania, Internet safety workshops have been held for staff members' children. Orange Slovakia was a pioneer in the field, devising a programme for schools in conjunction with psychologists in 2008.



France is equally active. In 2012, Orange launched a unique training initiative for customers in Orange stores. Some 1,500 parents registered a total of 134 parent training sessions in 19 cities, with a satisfaction rate of 98%. Orange ran three campaigns – in March, June and October – for two training programmes. These covered parental controls for the Internet, TV and mobile phones and responsible use of social networks, including advice on protecting personal data and adjusting privacy settings. The initiative will be repeated in 2013 to the great satisfaction of Orange customers.

Child protection also features strongly in the information we send out to our customers, keeping parents up to date through the Group's catalogues, websites and newsletters. In Spain, the Navega

Seguro website launched in late 2012 offers targeted information and tips for parents and educators. The site presents the latest advances in child protection and promotes initiatives. Special material has also been produced in other countries, including the "Agir au quotidien" CSR mini-site in France, the Safe Media handbook and educational material (video and tutorials) designed in Poland alongside the Nobody's Children Foundation and a selection of Internet safety tips produced in Romania with Save the Children Romania (Salvati Copii).

Orange engineers and technicians constantly strive to improve our parental control systems in each of our media. With convergence across different terminals, the risks extend concurrently to PCs, mobile phones and TVs and require a holistic approach to effectively address this issue.



stakeholder dialogue drives effective innovation

Corporate social responsibility is about engaging with all the people that make up a company's ecosystem and addressing their needs and expectations. It requires nurturing constant and open dialogue with identified stakeholders and creating a trust-based relationship between organisations and people.

In each country, from Côte d'Ivoire to Poland, Orange maps out its stakeholders and then finds the most relevant partners for dialogue. Through this series of productive exchanges, we are able to identify the risks and opportunities surrounding the issues that are important to stakeholders in the country. Carefully listening to members of civil society helps to detect the "weak signals" in society and act accordingly. For example, Orange was able to detect growing concerns over child protection on the Internet well upstream and swiftly take appropriate actions. Local entities in all the Group's host countries in Europe were asked to step up their communications and support for parents and educators in the correct use of these technologies. In many countries, such as the Dominican Republic and Belgium in 2012, members of our subsidiaries' executive committees have taken part in Orange-facilitated stakeholder dialogue sessions.

These aim to build CSR action plans based on feedback from stakeholders both inside the company (employees) and outside (customers, suppliers, local communities, public authorities, etc.). This approach to fruitful dialogue is replicated in the majority of Orange countries. In Poland, for example, we have added a component,

providing feedback to our stakeholders. Three public meetings were held in 2012 with 80 members of the local ecosystem and we came back to them with concrete action plans in response to the expectations expressed during our first meeting in 2011.

In France, we built on our comprehensive nationwide stakeholder engagement policy in 2012 with a regional focus. Some 30 stakeholders, including politicians, the company's business partners and members of civil society from the media were consulted in each of the regional departments in mainland France and overseas. Constantly engaging with our stakeholders means that we can align our own CSR objectives and projects with the expectations of our stakeholders each year and in each country. This listening and dialogue also help identify innovation opportunities that meet the specific needs of populations and countries. One concrete example is the development of e-agriculture, with pilot schemes in Côte d'Ivoire and Mali in 2012, following a successful debut in Niger in 2011. Orange, scientific communities, farmers and the public authorities in these countries work together to optimise the agricultural sector thanks to information and communications technologies.



enhancing environmental management and measuring progress for better outcomes

In the space of just two years, Orange has doubled the scope of its activities with ISO 14001 certification, the international standard for environmental management. During this same period, our global certification rate doubled from 17% to 34%, underscoring our proactive environmental risk management policy. We aim to obtain certification for 60% of the Group’s activities by 2015.

In France, six new sites and two processes were added to the scope of our Environmental Management System (EMS) certification – bringing us one step closer to full certification, which we hope to

achieve by 2015. Deployment has been stepped up in all countries where the Group operates. ISO 14001 certification now covers all of Spain’s operations (except for a call centre acquired in July), Poland’s mobile business, Romania’s entire operations and 14 of Sonatel’s biggest sites in Senegal. France Telecom Marine, our subsidiary specialised in submarine cable laying and maintenance, has received certification for all its installations and ships. Orange Business Services has prioritised certification for its highest-impact sites. Following Cesson-Sévigné in 2011, the Major Service Centre (MSC) in Cairo, Egypt and the Saint-Denis headquarters building certified their Environmental Management Systems in 2012. In Egypt, waste collection solutions and temperature restrictions inside buildings encourage recycling and reduce the use of air-conditioning. In a country where this type of initiative is not as widespread as in Europe, our certification project is truly a pioneering programme. The environmental impact of our buildings is another focus of our commitment and drive for innovation. In France, the Group Real Estate Department installed smart

meters at more than 50 office sites in 2011 and 2012. These meters helped us to identify priorities, such as immediately fixing leaks responsible for excessive water consumption and monitoring our heating and air-conditioning usage outside of working hours. Our network infrastructure and technical facilities account for two-thirds of the Group’s energy consumption. Our new data centre in Normandy stands out in particular as a pioneer. Designed to support the development of Orange Business Services in cloud computing, the ultragreen, ultramodern facility boasts outstanding economic and environmental performance. Certified to the High Environmental Quality

our initiatives focus on solar energy (with more than 2,300 solar-powered base stations in 20 countries, including 15 in Africa and the Middle East) and on reducing the number of servers by boosting their performance. On a global scale, the Group fully assumes its responsibility in facing the challenges of climate change. While the digital revolution has made undeniable progress for society and the environment, rising data traffic volumes and usage have put greater pressure on networks and data centres, leading to more equipment and higher energy consumption. Keenly aware of the stakes, Orange has set very ambitious goals to meet these challenges.



(HQE) standard, this data centre features a “free cooling” system that uses outside air to cool equipment housed in the centre almost all year round. Compared with traditional air-conditioning systems, each year the facility will save the equivalent of the annual consumption of a town with a population of 15,000. This investment is part of our Energy action plans designed to optimise energy consumption in our facilities in 22 Group countries. In addition to air-conditioning,

We have committed to reducing our greenhouse gas emissions by 20% and our energy consumption by 15% by 2020 compared with 2006. In 2012, the Group consumed 5,935 GWh of electricity and emitted 1.47 million tonnes of CO₂.

the Orange Foundation has spearheaded the Group's philanthropy programme for more than 25 years

26

The Orange Foundation continued to pursue its philanthropic endeavours around the world in 2012.

Local actions are carried out in a long-term perspective in partnership with charities and NGOs in 30 countries. The Orange Foundation sets up local corporate foundations for more effective management, implementation and monitoring of local projects. Two new foundations were created in 2012, in Botswana and Romania, joining the 13 existing foundations. In global emergencies, the Orange Foundation acts swiftly to provide support to countries. In 2012, 180 tonnes of supplies were distributed in Mali and Niger.

The Orange Foundation provides funding for a vast range of projects to meet the local needs of populations

in the areas of education, health, culture and access to employment, harnessing digital technology whenever possible as a powerful facilitator. A total of 2,400 volunteer employees in France ran 1,000 introductory workshops to reduce the digital divide in 2012. 120 other digital solidarity projects were organised throughout the Group to promote social and professional inclusion.

In Africa, the Orange Foundation focuses its initiatives on women and the health and education sectors.

In Côte d'Ivoire, the Foundation has launched its Village project in September 2012. Five villages now have a water supply point, a school and a medical centre. In Madagascar, the Akbaraly Foundation, which raises funds to develop the early detection of gynaecological cancer, received the Foundation's support in the form of equipment and technology. In Fianarantsoa, diagnoses are now performed using a high-speed telemedicine system. Also in Madagascar, the Foundation supports the EAST Association, which won the Women for Education Prize from the Women's Forum for its initiatives targeting women, education and improved access to healthcare. The Foundation also works in partnership with AMREF on the first pilot telemedicine programme in West Africa. Four hospitals in isolated rural communities now enjoy remote medical assistance.

In Europe, the Foundation's commitment to health has been focused on autism for more than 20 years. In 2012, the Foundation organised a scientific congress devoted to the latest research in autism, welcoming parents,

carers and researchers. The Orange Spain Foundation organised the first international congress on new technologies for people with autism. In 2012 the Orange Foundation supported 94 projects to improve the lives of people with autism. Loyal to its longstanding commitment to vocal music, the Orange Foundation nurtures discovery of new talents and repertoires, providing funding for 50 music projects and 20 festivals, ranging from classical to world music to jazz. More than 1,300 Group employees are very actively engaged in this area as members of 33 choirs under the "Orange Sings" programme, including five new choirs in African countries formed last year. Employee volunteer involvement is a pillar of our efforts in France and other countries. Over 6,000 Orange staff provide support for charitable initiatives across 17 countries; their action was recognised during Orange Volunteering Week. In 2012, 239 projects initiated by employees in France were supported by the Foundation, which encourages staff participation and promotes skills sharing in the area of digital technology and to aid young people.

commitment

27

1,000

participants in Orange Digital Solidarity Workshops

6,000

employees involved in the Group's solidarity initiatives

239

projects initiated by employees and supported by the Foundation in France



is social networking a waste of time?

How can we help our children find their way in a connected world?

Is our virtual identity different from our real self?

Do social networks enable us to have more or less friends?

Why trust people over the Internet?

How does the digital world affect the way we learn?

Digital Society Forum

how does the digital world fit in our lives?

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