

Principles of action

Ethics / Human Rights / Governance / **Stakeholders** / Digital Society Forum

Adjusting our CSR policies in line with stakeholder expectations

Challenges / vision / beliefs

Guided by the pursuit of shared value between Orange and society, the Group bases its CSR approach on a repeated and structured dialogue with all of its stakeholders. Based on the principles of the AA1000 standard (inclusion - materiality - reactivity), this active listening approach:

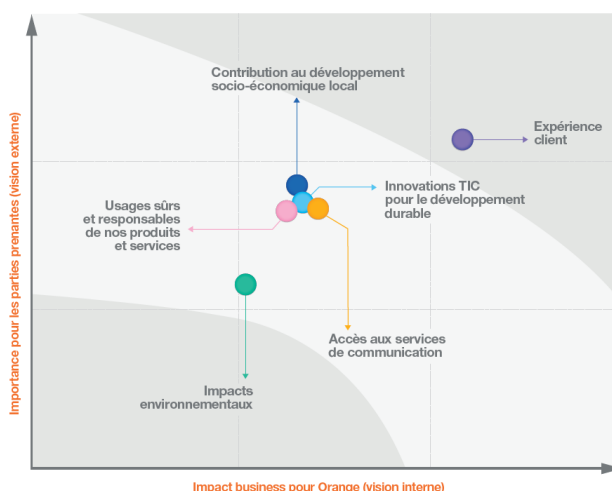
- ensures that the Group's CSR projects are consistent with the priorities of the stakeholders;
- helps identify and prioritise the risks related to the social and environmental issues of the countries within Orange's footprint, with particular emphasis on detecting "weak signals";
- identifying opportunities for innovation, opening up new prospects of growth for Orange whilst supporting the social and economic development of the countries concerned.

Roadmap

The success of this initiative, which is already fairly mature, also resides in its ability to reinvent itself:

- **by country:** while almost all countries have already completed dialogues, some countries, especially those in which Orange invested recently, still need to organise their first sessions. Holding sessions at regular intervals helps adjust the policies to newly identified risks or opportunities;
- by theme: thematic dialogues have been held (women and ICTs, children and technology). Some need to be discussed in further detail. Other major challenges for Orange are regularly identified and dealt with in the same way;
- **at Group level:** certain cross-cutting challenges in which the Group is particularly interested are dealt with in a global and multi-local approach. The theme of workplace diversity and equality is a prime example.

The stakeholders dialogue sets out a consolidated matrix of materiality for the relevant Group Administrator.



The most important theme is customer experience. Followed by 4 other major themes:

- contributing to local social and economic development;
- sustainable innovations;



Thematic data sheets

Corporate Social Responsibility

- safe usages of our products and services;
- accessibility of our services.

The environment is a significant issues but lies further ahead (and more in Europe than Africa and the Middle East).

Good to know

Orange takes part in sectoral and specialised dialogue platforms, on:

- human rights at the Telecom Industry Dialogue (TID);
- purchasing via the Joint Audit Cooperation (JAC).

News / achievements

- In 2016, 46 dialogues took place in 20 countries, in some cases for the second time (France, Romania, Niger, Jordan, Senegal).
 - Only Egypt, Morocco, Mauritius, Slovakia and the newly acquired subsidiaries have not yet carried out these dialogues; they will do so by 2018
- Dialogues by theme:
 - Women and ICT: after the first two dialogues in Niger and Senegal, a 3rd m-women dialogue is planned in Guinea Conakry.
 - Health: the dialogue carried out in Senegal, with health professionals from the public and private sectors, authorities and patients, revealed strong expectations in terms of diagnostic services, remote medical follow-up, and training for medical staff.
- Group Dialogue:
 - Diversity and workplace equality: carried out in 6 countries (France, Senegal, Jordan, Romania, OBS Russia, OBS India), connecting internal stakeholders (over 700 employees) and external stakeholders (over 120). On 6 December 2016, Orange was awarded the 2016 Grand Prize for Diversity by Diversity Conseil, for its Global Diversity Policy and in particular for the Stakeholders Dialogue on the topics of diversity and professional equality.
 - Circular economy: launched at COP22 in the form of an interactive video chat with a representative of the Executive committee and the Ellen McArthur Foundation. Reporting will take place in the 1st half of 2017.

Going further

- [Stakeholder map](#) (pdf)
- [Overview of dialogues carried out in Europe and OMEA](#)
- [Identifying and prioritising our challenges: materiality](#)
- [A stakeholder dialogue to structure a mobile offer for children in Senegal](#)