Principles of action

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

Adjusting our CSR policies to meet stakeholder expectations

Challenges / vision / beliefs

Guided by the pursuit of shared value between Orange and society, the Group builds 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";**
- **identifies opportunities for innovation, opening up new prospects of growth for Orange while supporting the social and economic development of the countries concerned.**

Roadmap

During the CSR Awards competition in December 2017, Orange won a prize for the quality of its social dialogue.

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, e-health, children and technology, m-agri). 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 addressed with a global and multi-local approach. The dialogue on the circular economy identified expectations for ecodesign and extended product lifecycles.
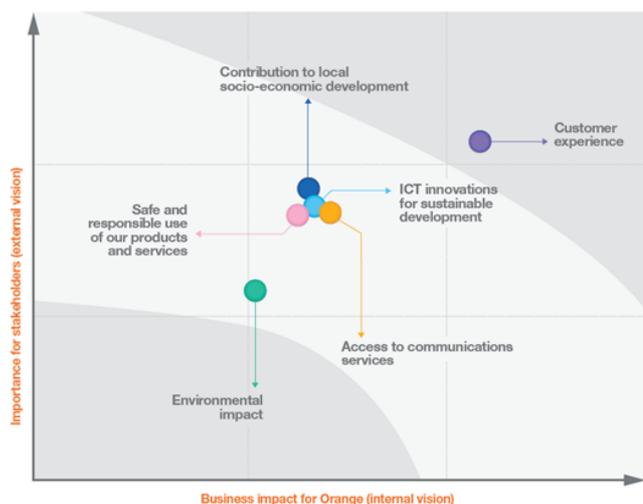
The stakeholder dialogue sets out a consolidated matrix of materiality for the Group.

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

- contributing to local social and economic development;
- sustainable innovations;
- safe use of our products and services;
- accessibility of our services.

The environment is seen as a significant but less immediate issue (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 within the GNI;
- purchasing via the Joint Audit Cooperation (JAC).

News / achievements

- Dialogues by theme:

  - Women and ICT: after the first two dialogues in Niger and Senegal, preparations for a 3rd m-women dialogue are under way in Guinea.

  - 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. Preparations are under way for an e-health dialogue in Mali.

  - Education: a dialogue is being prepared in Senegal.

- Group Dialogue:

  - The dialogue on the circular economy was launched in 2016 and ended in 2017, with a focus on four countries: France, Poland, Egypt and Spain. It took the form of a "Digital café" during the COP22, in the form of an interactive video chat with a representative of the Executive Committee and the Ellen MacArthur Foundation (over 600 participants logged in from 26 countries). The parties' expectations were categorised based on 3 issues: transforming the products and services provided to our customers, adapting our internal processes and networks, and developing ICT innovations to promote the circular economy within society. The dialogue showed that the strongest expectations were for ecodesign of products specified by Orange and extended product lifecycles. The report on the work done by members of civil society, in-person interviews with strategic internal and external players, and workshops involving experts and employees was published in May 2017.

  - A new dialogue on "precarity and digital technology" was started in October 2017, with initiatives including in-person interviews, beneficiary focus groups and creative workshops. Over 150 stakeholders are involved (charities, Orange employees, beneficiaries, etc.), with the support of a group of experts made up of Emmaüs Connect (Wetechcare), ANSA, and Orange and Renault CSR officers. The results and analysis of the dialogue have enabled Orange to develop ideas for potential solutions to meet the needs identified. The report on the "precarity and digital technology" dialogue has been published in June 2018.

▪ Digital Society Forum

Orange also uses active monitoring to better understand the expectations related to the changes generated by digital technology, via think tanks, collaborative workshops, and co-facilitation of the Digital Society Forum (DSF), an open collaborative platform, with other stakeholders (think tanks, humanities research groups, stakeholders in society, etc.).

(See the dedicated data sheet "The DSF: a collaborative platform for dialogue about digital")

Going further
- Stakeholder map (pdf)
- Overview of dialogues carried out in Europe and OMEA
- Identifying and prioritising our challenges: materiality
- The DSF: a collaborative platform for dialogue about digital