

Trust

Leading employer/Customer experience/Personal data/**Supporting families**/Radio waves/Responsible purchasing

Supporting families towards safe, creative and responsible behaviour

Challenges/vision/convictions

Orange is a founder member of the ICT coalition (<http://www.ictcoalition.eu/>), and as such has made six commitments: content that is appropriate for children (certification, acceptable use, labelling, etc.), parental controls, combating inappropriate behaviour and content, combating illegal content, protecting privacy, and raising awareness of good digital practices.

Orange is also a member of the Alliance to Better Protect Minors Online, a European initiative launched by the European Commission in February 2017, following on from the Better Internet for Kids programme, which is designed to foster safe, responsible and creative digital habits.

Our responsibility to children has three focuses:

1. **Accessibility**, by giving internet access to as many children as possible and offering solutions that meet parents' needs;
2. **Protection**, by helping parents and children to adopt safe digital behaviour as part of a charter of 'responsible marketing' to children;
3. **Involvement**, by encouraging the development of behaviours that foster creativity, entrepreneurial spirit, education and citizenship in children in the digital sphere.

Roadmap

- Give parents the resources to support their children's digital lives:
 - information and awareness-raising initiatives to help their children make the most of digital technology without excess or danger.
 - parental control software, filters and PIN codes to restrict access to inappropriate content, etc.
- Share recommendations made by institutions, charities and experts that are renowned in the field of safe and responsible digital behaviour, supporting the implementation of appropriate protective tools, and strengthening measures to remove child sexual abuse content.
- Define and implement a marketing framework for products and services that may be used by children. Follow the precautionary recommendations made by the educational community in each country regarding age-appropriate use of technology and exposure to electromagnetic waves.
- Roll out and expand the #SuperCoders programme in Orange countries. Expand the programme with 'Code for the Planet' challenges.

About #SuperCoders

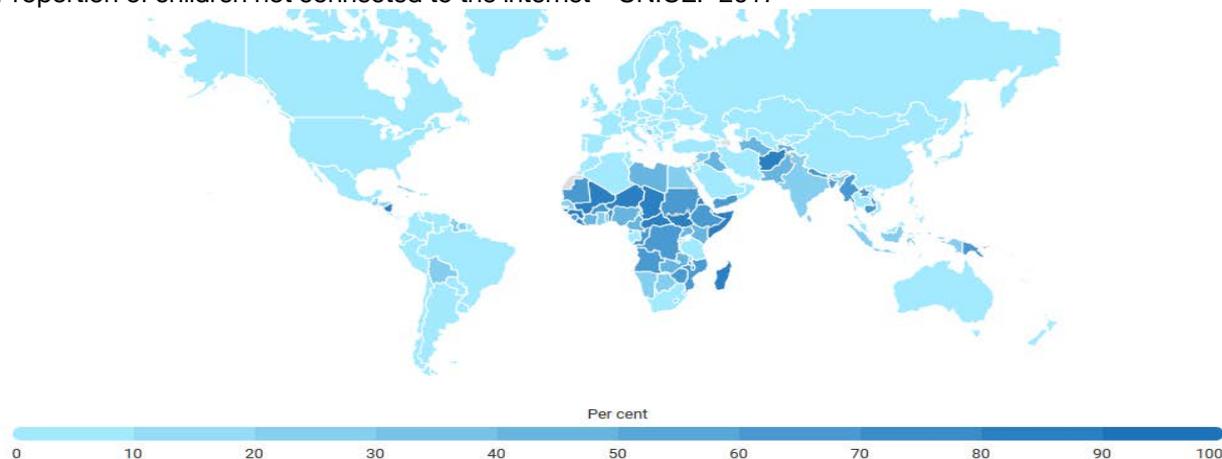
Every year since 2014, Orange has repeated and expanded its #SuperCoders(3) programme aimed at

young people aged 9-13, which is designed to raise their awareness of digital culture and develop their creativity and entrepreneurial spirit through a simple and fun introduction to computer coding. In 2017, 17 countries took part in the #SuperCoders programme. Since it was founded in 2014, over 20,000 children (9,000 in 2017) have attended #SuperCoders workshops held via the Scratch platform thanks to the support of 1,500 Orange volunteers trained in programming.

In December 2016, #SuperCoders won 1st prize in the Digital Skills for All Citizens category of the European Commission's European Digital Skills Awards, a prize that recognises the Group's work on digital education via an international project carried out by volunteer Orange employees.

Indicators/Key figures

Proportion of children not connected to the internet – UNICEF 2017



Latest news/achievements

Digital inclusion

Measures put in place in terms of digital inclusion comprise physical access to the internet, access to digital content, and access to services along with appropriate marketing.

For example, in March 2017, Orange Poland signed a voluntary agreement with the government to fund and connect 4,500 schools; in Spain, in 2017, Orange launched Gigas Solidarios (<http://gigassolidarios.orange.es/>), an initiative designed to offer socio-economically vulnerable families a year's free internet connection. In around a dozen African countries, 500 schools now benefit from the digital schools programme, which provides access to a library of digital content.

Protection

Orange continues to implement initiatives to help parents and children to adopt safe digital behaviour, including parental control tools, practical guides, discussion forums, and more.

In France, the site espacedesparents.fr is a forum that gives parents a space to talk about educational issues in the digital world. A similar approach is in place in Spain, where a dedicated site is targeted at the whole family and includes content designed to raise awareness of issues linked to digital behaviour:

<https://usolovedelatecnologia.com>.

New parental control tools are now available in France following the launch of the 'Xooloo Digital Coach' option, which allows users to monitor and manage all screens in the home (computers and tablets) as well as mobiles. In Slovakia, Orange offers the 'Family Security Pack' solution, while Poland offers a 'Chroń Dzieci w Sieci' solution.



Themed documents

Corporate Social Responsibility

In 2016, Orange published a framework aimed at its marketers, which is designed to take children's safe and responsible use of its products and services into account from the very beginning of the design process. This framework was supplemented in 2017 to incorporate changes to these products and services, particularly those that include virtual reality features (not to be used by under-15s), and a series of 40 webinars was also held.

Involvement

Orange is developing coding workshops, challenges and projects focused on social issues, allowing children to use digital technology as a source of personal enrichment.

#SuperCoders, a programme designed to introduce children to coding, has now spread to around 20 countries in Africa and Europe, particularly in France, where Orange has rolled out job shadowing placements and coding workshops for 14-15-year-olds from high-priority educational networks. During the October 2017 Codeweek, 53 #SuperCoders workshops were delivered to 5,000 9-13-year-olds with the support of 1,200 volunteer employee coaches. In Poland, 270 teachers and 3,000 students from 135 schools across the country took part in the #SuperCoders programme. In Moldova, Orange organised #SuperCoders workshops in all of the country's 11 regions. In Romania, #SuperCoders workshops took place in a dozen cities, and over a thousand students took part in a challenge focused on environmental issues. The 50 winners of the challenge joined the #SuperCoders academy, an online platform where users learn to code.

Orange showed its support for the 12 million-strong community of users of Scratch, the open-source coding platform used for the #SuperCoders workshops, by sponsoring and co-organising the 2017 International Scratch Conference in Bordeaux.

Orange wants to ensure that digital tools allow children to take part in meaningful projects. With this in mind, Orange has developed 'Code for the Planet', a challenge that invites children to put forward their solutions to support the United Nations' Sustainable Development Goals (SDGs). In 2017, several challenges were held in countries including Morocco, France, Tunisia and Moldova.

In 2017, Orange also launched the WikiChallenge, a project aimed at African schools that allows children to contribute to Wikipedia in a fun and engaging way by publishing articles about their culture.

To learn more...

- [#SuperCoders](#)
- ['Better Protect Minors Online'](#) programme
- [Thanks coach no. 17: Charlie teaches you and your family how to surf safely](#) (in French)
- [UNICEF: Growing up in a digital world](#) (in French)
- [Standing by parents and kids in the digital world](#) (topic document)
- [Orange France's 'Bien vivre le digital' website](#)