

Development

Geographic divide / Digital divide / Essential services: financial and energy / Essential services: m-Women / **Essential services: agriculture and healthcare** / Entrepreneurship

Developing essential and innovative services: agriculture and healthcare

Challenges / vision / beliefs

ICTs can provide solutions in many areas, as long as users are provided with offers that fit their situation. As part of its global "Orange for Development" approach, the Group is working with partners to design products and services that represent the best enabler of progress, especially in Africa and the Middle-East. Several possible areas of transformation have been identified, including:

- financial services and access to energy, women's independence >> see related data sheets
- agriculture, in view of improving revenue for farmers, increasing farm yields and developing the global value chain;
- health, to offer simple, reliable and effective solutions for medical services, but also provide patients with the means to better manage their health and medical conditions;

Indicators / Key figures

Essentials2020: diversify into new services with a turnover of **over 1 billion euros** in 2018.

Agriculture! m-Agri

Roadmap

Defining a new strategy: Five years after the launch of the first Orange m-Agri service, an external consultant was appointed to conduct an appraisal of m-Agri in the 6 countries where the service has been launched (Niger, Mali, Côte d'Ivoire, Senegal, Madagascar, Egypt). The results of the appraisal have enabled m-Agri to be included as part of a global approach positioning Orange as the partner of digital transformation in Africa and the Middle East, with the service acting as a lever for growth.

The strategy breaks down into 3 phases: adjustments to the existing service, integration with the global offer, and extensions to the range, in the long term targeting positive ROI.

News / achievements

Since the 2011 launch in Niger of its mobile information service on market prices, Labaroun Kassoua, Orange has steadily expanded the functional and geographic scope of its "m-Agri" solutions. By the end of 2012 the Group had 12 m-Agri services in seven countries: Niger, Mali, Madagascar, Côte d'Ivoire, Senegal, Egypt and Botswana.

Continued expansion and increase in density of m-Agri services in 2016

- Launch of mAgri in Botswana

- Launch of Sandji in Mali: Sandji is a text-message-based aid to decision-making, developed to help small-holders plan farming activity, on the basis of 48 hour rain forecasts for the farmer's specific area, as well as seasonal forecasts.
- Launch of Bashaier in Egypt, the first online network for agricultural marketing, with subscribers receiving regular texts giving prices for fruit and vegetables and aromatic and medicinal herbs.

Healthcare: e-health

Roadmap

When it comes to healthcare, Orange has the technological and operational expertise to offer simple, reliable and effective solutions for medical services and personal care services. These solutions enable patients to better manage their health and medical conditions.

News / achievements

2016 Deployment of e-health services:

- Cameroon: Activa Makala: health insurance solutions via Orange Money, providing financial support to insured parties who are incapacitated for at least 5 days due to personal injury
- Egypt: "Be Healthy Be Mobile": in partnership with the WHO and IUT, the United Nations agency for ICT, to improve prevention of non-communicable diseases. Orange is involved in 3 ways: text message campaigns, public awareness campaigns by diabetes specialists, development of a mobile app for doctors to detect risks of diabetes and hypertension.
- Tunisia: launch of a project fighting tobacco use called "m-cessation": text messages sent to target populations with information published by the Ministry of Health to help them give up smoking (free service).
- Côte d'Ivoire: launch of the "HIV response" project with ONUSIDA: text messages, quizzes and surveys sent to raise awareness among patients on taking antiretroviral medication. A first pilot phase launched in the second quarter of 2016, for 1,000 patients managed by 3 NGOs and gave rise to very positive results.
- Mali and Senegal: launch of a vaccination reminder service. In Senegal, during the pilot phase, more than 14,000 users benefited from the service free of charge.

Going further

- [Orange's services for agriculture in Africa](#)
- [Orange Healthcare, the Group's health subsidiary](#)
- [Orange for Development](#)
- [The Orange Foundation and healthcare](#)