

Development

Geographical divide/Digital divides/Essential services: financial services/access to energy/m-Women/**agriculture and health**/Entrepreneurship

Developing innovative essential services: agriculture and health

Challenges/vision/convictions

As part of its global ‘Orange for development’ approach, the Group works with partners to design appropriate products and services that best drive growth, particularly in the Africa and Middle-East region. Several transformation focuses have been identified, including:

- financial services and access to energy, women’s empowerment >> see dedicated documents;
- agriculture, in order to improve farmers’ income, increase agricultural productivity, and strengthen the overall value chain;
- health, in order to offer simple, reliable and effective solutions in both medical services and personal services, as well as to enable patients to better manage their health and their illnesses.

Indicators/Key figures

Agriculture: between 40% and 65% of employment for Africa’s working population, and around 25% of the continent’s GDP¹

Orange’s range of m-Agri services: Orange has launched **12 services aimed at African farmers in 8 different countries**, which are **now used by 400,000 people** (as at the end of 2017).

Health: 71% of people infected by communicable diseases live in Africa... The average person lives 8 km from a medical centre...Less than 2% of people in sub-Saharan Africa have medical coverage... In Africa, there are just 2.3 doctors per 10,000 inhabitants...

Agriculture: m-Agri

Roadmap

Five years after the launch of Orange’s first m-Agri service, the Group has now positioned itself as a partner of the digital transformation in Africa and the Middle East, using this service as a growth driver. To achieve this, the m-Agri service has become part of Orange’s overall offering and is expanding its range with a financial target of a positive ROI.

Latest news/achievements

At the end of 2017, the Group had a total of 12 m-Agri services, with 400,000 users across eight countries: Niger, Mali, Madagascar, Côte d’Ivoire, Senegal, Egypt, Botswana, and Burkina Faso.

¹ AGRA. (2016). *Africa agriculture status report 2016*. p.19. Retrieved from <https://agra.org/aasr2016/public/assr.pdf>

- Virtual marketplace services and market price information services;
- Call centres offering agricultural advice;
- SMS services providing weather information;
- Data collection services;
- Subsidy tracking and payment services;
- Farmer payment service via Orange Money;
- Crop-growing technique information services.

For example, Sénèkela is a service that provides real-time information on the price of agricultural products, offers advice on crop-growing techniques, and collects and distributes weather data. It operates 7 days a week with specialist agronomists. Sandji is a decision-making tool that helps small farmers to schedule their farming activities. Every morning at 7am, farmers receive an SMS in French or Bambara giving them a 48-hour forecast of the rainfall expected in their area, how heavy it will be and the probability of rainfall hour-by-hour. They also receive seasonal and monthly forecasts.

Every week, 400,000 people use the Sénèkela and Sandji apps.

Health: e-health

Roadmap

In the field of health, Orange has all the technological and operational expertise needed to offer simple, reliable and effective solutions in both medical services and personal services. These solutions enable patients to better manage their health and their illnesses.

Latest news/achievements

- Orange is developing remote consultation services in rural areas for primary healthcare in partnership with hospitals;
- mobile information services or hotlines to answer health questions (sexuality/contraception, AIDS, STDs, malaria, etc.), immunisation schedule reminder services (service via USSD launched as part of the Expanded Programme on Immunization (EPI) on the recommendation of the WHO), and a family planning service via SMS and USSD in partnership with the start-up Cycle M; in the DRC, Cycle-M has 170,000 active users as of May 2017;
- Orange has also developed an authentication service to combat counterfeit medicines: customers note the bar code and send it to a short code number. They receive an automatic response informing them whether the medicine is genuine;
- Orange is involved in collecting health, epidemiological and patient follow-up data.

To learn more...

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