

# Orange

## for Development



orange™

# Orange is a major ICT\* player in Africa & Middle East

## Worldwide

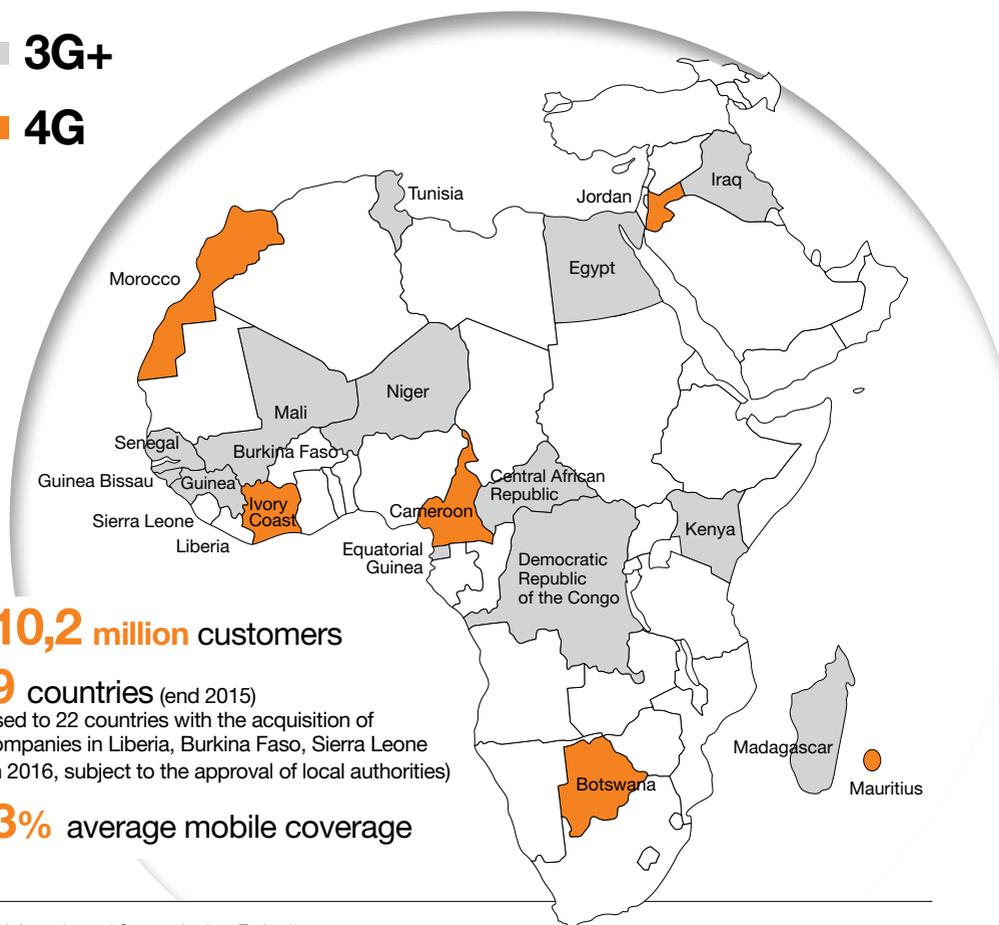
**263 million** customers

**156,000** employees,  
5,000 of whom work on innovation

## Africa, Middle East

3G+

4G



**110,2 million** customers

**19 countries** (end 2015)

Raised to 22 countries with the acquisition of 3 companies in Liberia, Burkina Faso, Sierra Leone (Jan 2016, subject to the approval of local authorities)

**83%** average mobile coverage

\* ICT: Information and Communications Technology

# Orange for Development: a strong commitment



Stéphane Richard,  
CEO of Orange

“The digital revolution is a formidable economic and social development opportunity, especially for emerging countries and the most isolated regions... We have placed this challenge firmly at the heart of the Orange’s stakeholders commitment.”

ICT can contribute efficiently to most of the sustainable development goals adopted in September 2015 by the United Nations.

## ICT fosters inclusive, sustainable economic development



### Inclusive

m-Education could provide **180 million** children with the opportunity to stay in school over the next five years.<sup>(1)</sup>



### Development

Between 2005 and 2013 mobile telephony accounted for **23%** of the economic growth in Senegal.<sup>(3)</sup>



### Sustainable

ICT can enable a **20%** reduction in global CO<sub>2</sub> emissions by 2030.<sup>(2)</sup>

(1) PwC, Connected Life, 2013 - (2) SMARTer2030, Accenture/GeSI (2015)

(3) Katz and Koutroumpis, Assessment of the Economic Impact of Telecommunications in Senegal, 2013

# Developing connectivity, services and ICT ecosystems

## 3 action drivers



### Enrich connectivity

Better infrastructure improves network coverage, which gives access to internet and telecommunication services, which in turn connects and empowers people. This is why Orange has committed to invest 1bn euros per year in Africa and the Middle East.

### Support ICT ecosystems

Orange strongly believes that supporting local talents through incubators and training programmes will contribute to the development of ICT markets and new sustainable technologies.



## 3 leading principles

### Listening

 Because Orange is strongly committed to designing effective solutions, dialogue with stakeholders leads to co-developed projects with local communities.

### Partnering

 Local collaboration is the key to success! For each project, Orange partners with governments, development agencies, NGOs, foundations and the private sector to co-build relevant projects with a strong local legitimacy.

### Experimenting

 Projects are validated within a local market to gather feedback and improve our solutions. Only then is the solution deployed and scaled up to achieve maximum impact and long-term sustainability.



### Design tailor-made services

Orange designs services suited to the needs of local populations.

*Special attention is given to agriculture, education, health, mobile banking, energy, entrepreneurship, women's digital empowerment.*

# 4 main focus areas...



## Agriculture

Example: Farmers can check commodity and cattle prices on their mobile phones to sell their output at the best price.

**Ivory Coast, Mali, Egypt, Niger, Madagascar, Senegal**  
In partnership with: Usaid - Rongead - IICD - Agrisud International.



## Health

Example: Community health workers can collect data via their mobile phones and provide advice, making healthcare more accessible, even in rural areas.

**Ivory Coast, Mali, Egypt, Niger, Madagascar**  
In partnership with: The Global Fund - European Commission - Fondation Mérieux - Organisation Internationale de la Francophonie.



## Education

Example: Remotely located teachers can be updated with information and quizzes, strengthening their skills.

**Madagascar, Democratic Republic of the Congo**  
In partnership with: AFD - Usaid - Agence Universitaire de la Francophonie - the World Bank.



## Utilities

Orange is applying its expertise as an operator to the energy sector: in addition to an existing scheme that allows people to pay bills via Orange Money, Orange is currently discussing the development of pilot programs to optimize network management through smart metering and develop pay-as-you-go solutions. Other program concerns mini-grids using solar energy.

# ...for many enablers



## Incubators

Orange has launched 4 incubators in Africa in the fields of ICT, renewable energy, and greentech.

**Senegal, Niger, Guinea, Mali**

In partnership with: IFC - GIZ - Lundin - Bank of Africa - Total - Bolloré - Veolia.

## Orange Money

Services include: money transfer, bill and salary payment, medical and life insurance premiums, saving account (wallet) and loan repayments.

**Botswana, Cameroon, Central African Republic, Democratic Republic of the Congo, Egypt, Guinea, Ivory Coast, Madagascar, Mali, Mauritius, Niger, Senegal, Tunisia.**

In partnership with: Mobile Money for the Unbanked - CGAP - IFAD - Care.



Orange Money represents 16.4 million users in 14 countries

## m-Women

Orange promotes stakeholder dialogue on connected women in Sub-Saharan Africa. These flagged up a range of opportunities for women to use ICT to improve their daily lives especially in healthcare, education and finance.

## Data for Development

Orange has organised two academic challenges based on its anonymised data. Aggregated anonymised mobile operator data are a good indicator of people's movements, migrations, or the spread of diseases.

**Ivory Coast, Senegal**

In partnership with: World Economic Forum - Global Pulse - MIT - Flowminder.

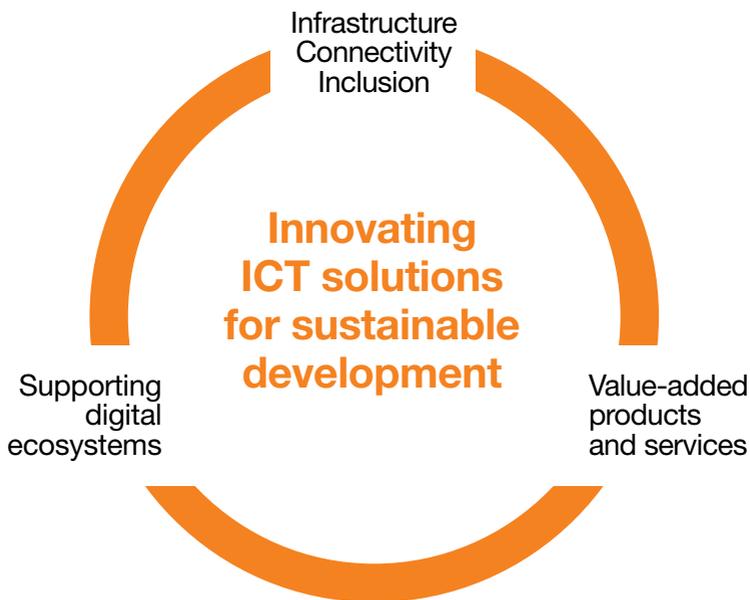


## Orange African Social Venture Prize

Since 2011, Orange organises each year the African Social Venture Prize. This prize aims to encourage entrepreneurs' initiatives using technology to meet the needs of people living in Africa.

## Start up financing

To foster and grow SMEs, Orange launched Orange Digital Venture, the strategic Corporate Venture Fund of the Orange Group and Teranga Capital, first venture capital funds in Senegal.



[www.orange.com/O4D](http://www.orange.com/O4D)

© Orange Group Strategy & Corporate Social Responsibility – March 2016

