

Orange Podcast – On the Line – Rocio Miranda de Larra

Orange presents On the Line

Journalist: Today we're on the line with Rocio Miranda de Larra, I'm trying to pronounce it well. Hello!

Rocio Miranda de Larra: Hello!

Journalist: So Rocio, why don't you introduce yourself. You come from Spain where you worked for Orange before moving here to work for Orange France. What did you do in Spain and what do you do now?

Rocio Miranda de Larra: My name is Rocio, which in Spanish means morning dew, a little anecdote. I come from Madrid where I was in charge of all CSR, Foundation and diversity activities. I came to France a month and a half ago to look after cultural transformation and help build a more agile company. That means identifying what makes a common culture that can be shared by everyone, and also becoming a more agile business. It is a big role, but I'm happy to be here.

Journalist: In just a month and a half, your French is perfect. You mentioned CSR. Everyone is talking about it, but can you define what CSR means?

Rocio Miranda de Larra: OK. Corporate Social Responsibility (CSR) is a way to manage a company by taking into consideration the impacts that its activities may have on the environment and its ecosystem, which means customers, employees, local communities... all stakeholders. It is always voluntary, so going above and beyond regulation to minimise negative impacts and accelerate the positive by taking into account these stakeholders' expectations.

Journalist: So both an internal and externally-facing consideration?

Rocio Miranda de Larra: Absolutely, that's the way to becoming a much more sustainable company.

Journalist: So what are the concrete actions at Orange?

Rocio Miranda de Larra: The Orange Group's CSR approach revolves around three major axes: the first is to be a trusted operator and guide people in the digital world, the second is to promote economic and social progress, especially by fighting against digital divides (geographical, economic or physical) and finally to be a "green" operator and minimise our impact on the environment.

Journalist: Why has Orange positioned itself around helping customers use technology? How does this work and why do it?

Rocio Miranda de Larra: It's true, technology is advancing at a crazy speed, so we have to help customers and society make the most of it. I'll cite a Spanish example: we had a discussion with our stakeholders about their expectations of an operator such as Orange, and they told us that because Orange has a huge network and connects so many people, why can't we help families who can't afford fibre? So we launched a project called Gigas Solidarios to help 1,000 families gain access to the internet.

Journalist: What does that mean in English?

Rocio Miranda de Larra: Solidarity Gigabytes.

Journalist: Solidarity Gigabytes. So it's like sharing data in a spirit of solidarity.

Rocio Miranda de Larra: Exactly. So what we did was encourage employees and also customers. Orange said: we'll give 500 families free internet access and a laptop if you can donate any data you don't use at the end of the month, and we'll also match it so the number of families that benefit from it reaches 1,000. And then employees can help train these families on how to go online and make the most of the internet. So we encouraged everyone to take part and ran a project that met social expectations, as in, offering fibre but in a more responsible way. Of course on top of that we run further projects through the Foundation and more specific CSR projects, but this one came from marketing and enabled us to create more business by helping other families.

Journalist: So giving them fibre is great, but in terms of helping them use it, how do you do that?

Rocio Miranda de Larra: Through our employees! Our employees volunteer to do the training and go out to disadvantaged families. Of course we don't choose these families, we work with an NGO who identifies the people who need our help the most, and then our employees go out to train them, talking to children about online risks and helping the parents find a job or complete all of their household admin. We can give them internet access and a computer, but it's useless if you don't know how to use it. It was a three-way project, supporting training, and also engaging and empowering customers by multiplying the number of families we could help. This is just one example of an Orange CSR project.

Journalist: Do you feel that this positioning, this initiative for example, strengthens the trust that customers have in Orange?

Rocio Miranda de Larra: I'm sure of it because we measured it. We run a survey every three months at Orange called the Care Contract to see how Orange is perceived by customers and society. And we ask questions to both customers who know about our CSR activities and also those who don't. In all cases, customer perception improved from the moment they knew about our CSR activities, so there's a direct relationship between awareness and perception. Now consumers are willing to pay more for a service if they know that a company is responsible. And the opposite is also true that they're willing to punish companies that are irresponsible, so there's a directly relationship between social responsibility and perception.

Journalist: And this school of thought you talk about in Spain, it's also true for France?

Rocio Miranda de Larra: Absolutely. And not just here, but also in America there are plenty of example of customers who punished companies for child labour in Asia, really punished them, and also who rewarded companies for having responsible practices.

Journalist: Is your first goal to make customers more responsible so they put technology to better use?

Rocio Miranda de Larra: Exactly. It's about trusting a company like ours. For me, there's no use having a gap between the digital and physical world. We have to manage the two worlds in the same way. I always give the example of a swimming pool and children. Is the swimming pool a force for

bad or good? The pool, like technology, is neutral. However, it's how we use it well, not just putting a gate there so children can't get in but also educating them about it. Teaching children to swim. It's sort of the same thing with technology. It's important to teach kids, especially young children, how to use it well, as it's not negative, it's neutral. Technology is neutral and can benefit people. It's the means not just the end to a better life, to enjoying it. For me that's the key.

Journalist: And more precisely, can you give us one or two tips to help us make better use of technology?

Rocio Miranda de Larra: For me, it's mainly about common sense. It's about taking the same precautions or paying just as much attention as we do in the real world. You don't leave your personal data on the table so don't do it online. You don't talk to strangers on the street, especially if you're a child, so don't do it online either. It's about having the same criteria for making decisions in the physical world but in the digital world.

Journalist: Digital is real life.

Rocio Miranda de Larra: Yes, exactly.

Journalist: Thank you very much.

Rocio Miranda de Larra: Thank you.

Journalist: And if you want to find out more about CSR, visit orange.com.

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