

Corporate Social Responsibility

to be the CSR leader amongst telcos by 2012



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March 4th, 2009






our vision: CSR as an integrated part of core business

a global approach over the last three years

identifying the main challenges	deploying specific policies	creating value for our shareholders
<ul style="list-style-type: none">Orange labs focuses on solutions for CO₂ reductionbenchmark on best practicesstakeholders analysis at Group and country levelreview of risks and opportunities	<ul style="list-style-type: none">CSR extended to the various Group policies:<ul style="list-style-type: none">Values & ethiccustomer relationshiphuman resourceschild protectionhealth and safetyenvironment...embedded in key management processes	<ul style="list-style-type: none">e-business as an answer to reduce CO₂ emissioneco design of products and services to reach customer expectationinnovative marketing schemes (e.g. SIM only offers, "BOP" offers...)






the Group is ready for the next step: deliver commitments based on tangible targets

our ambition: to be recognized as the CSR leader amongst telcos by 2012

include ↓ fight for digital inclusion	<ul style="list-style-type: none"> geographical inclusion: give access to communication in remote areas economic inclusion: enlarge new business through innovative solutions physical inclusion: become a leader in offers for disabled and senior customers 	
preserve ↓ environment	<ul style="list-style-type: none"> decrease energy consumption by 20% in 2020 focus innovation and marketing on "environmental friendly" business solutions help customers meet the challenge of sustainable development 	
care ↓ turn risks into opportunities	<ul style="list-style-type: none"> anticipate sociological changes and regulations to create a differentiating competitive advantage be proactively protective on third party rights e.g. content, privacy, child protection EMF fears: transparency on information, best quality equipments, controls, financing independent research 	

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Group efforts recognized

				
customer care	environment	social impacts	employees	
<ul style="list-style-type: none"> "year best client service" among mobile operators by IFOP (2008) best Global Operator and best Mobile Operator at World Communication Awards – London 2008 "2007 Best Innovator" (AT Kearney – Les Echos) for its organisation of innovation 	<ul style="list-style-type: none"> solar project (Oryx) shortlisted for the African Infrastructure Investment Awards (Johannesburg - 2008) winner of the Clean and Economic Technologies Trophies 2007 of Ademe; "optimised ventilation" system 	<ul style="list-style-type: none"> socially Responsible Company award from France's Association for Adult and Young Disabled Persons (APAJH) – 2008 TP program "The republic of Internet" was awarded as "The best broadband undertaking" in the "Broad Band 2007" competition 	<ul style="list-style-type: none"> award for Employee Share Ownership Schemes from FAS – the French Federation of Employees Shareholders' Association (2008) for the 2nd year, OBS rewarded for telecommuting programs in the USA (2008) 	

rating agencies acknowledge our improvements

- AccountAbility Rating: 4th most accountable company among Fortune Global 500 – 46th in 07
- SAM's rating = 80 v/ 75 in 07
 - inclusion in the SAM 2008 & 2009 Sustainability Yearbook - Silver Class
- Vigeo ranks us an active performer in the sector



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Group is committed to CSR excellence

specific objectives allocated to businesses with a regular reporting

main KPIs followed:

- energy consumption
- treated internal waste
- recycling processes
- products environmental performance
- "BOP" offer sales
- staff diversity KPI's
- ...

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Energy consumption	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Treated internal waste	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Recycling processes	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Products environmental performance	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
"BOP" offer sales	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Staff diversity KPI's	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
...	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green

we are ready to continue & go further...



...by embedding CSR approach in our products & services factories

...by addressing everybody's needs, including bottom of the pyramid



...by improving customers information e.g eco-rating system for fixed and mobile phones introduced in France with WWF



...by mobilizing our staffs around CSR objectives

Fondation Orange

... by being part of the societies where we operate

...by applying high standards corporate governances rules in force in Europe & the US



...by developing business addressing CO2 reduction

...with international organization towards which the Group is committed

