

Assessing our social and economic impact

In 2020, Orange continued to analyze and measure its social and economic impact. This led us to take a closer look at the impact of our CSR actions, particularly regarding digital equality.

Digital Centers, Orange Foundation programs, Orange's inclusion programs and in-store workshops to offer a mediation service, provide digital skills training and support jobseekers to pursue digital careers. The Group's commitment and initiatives have a positive direct impact on people as individuals and create economic and social value for communities. We assess this value using the method and data described below.

The impact of Orange's efforts to reduce digital inequality

→ Even though the digital inequality gap is narrowing over time, considerable disparities still exist between some parts of the world. The GSMA, an organization that represents the interests of mobile network operators worldwide, estimates that almost a quarter of people in Europe and nearly half in Africa are digitally excluded despite increased network coverage, due to a variety of factors including purchasing power, technological skills and personal circumstances such as education and training. In Europe, digital tools and skills are so vital to daily life that people without access face an increased risk of social exclusion. In Africa and the Middle East, access to digital technology provides excellent opportunities for social and economic development. In a bid to address these multifaceted issues, Orange is doing much more than pursuing an ambitious network coverage policy. Not only does the Group adapt its products and services to cater for all budgets (providing offers for low-income households in Europe and a range of affordable smartphones in all operating countries), but it also develops solutions that specifically help people access essential services (including Orange Money, M-agri, education, health and culture). We also set up Orange

The method

→ We analyzed social and economic impact studies previously carried out by the Group to gain a clear understanding of the value created by our CSR actions.

Simple economic footprint

Orange assesses its economic footprint by analyzing the direct economic impact of monetary flows generated by its operations, the indirect economic impact generated by injecting this capital into the economy (purchasing expenses incurred resulting from intermediary consumption as well as employee wages and tax) and the induced economic impact generated by the use of this capital in the economy. The reference tool is based on the work of Wassily Leontief for which he won the Nobel Prize in Economics and uses national input-output tables presenting inter-industrial flows. The economic footprint reflects the value of this entire impact and does not reflect the negative externalities the company may generate.

Extended economic footprint

Orange carried out additional analyses to measure its social footprint, i.e. the impact of its CSR actions—the value created by its CSR programs (mobile money services, electronic waste collection, Orange Foundation initiatives such as setting

	Simple footprint		Extended footprint			Contribution of Orange's inclusion programs
	Value creation (millions of €)	Jobs	Value creation (millions of €)	Jobs	% of GDP	
Senegal	951	71,754	1,990	173,038	10%	26%
Côte d'Ivoire	1,105	90,970	3,850	387,180	11%	31%
Cameroon	320	47,754	2,171	228,853	7.8%	43%
Guinea	200	63,301	623	299,884	8.2%	32%
DRC	174	87,792	483	212,738	1.5%	27%
Romania	1,232	46,297	2,588	87,906	1.2%	16%
Moldova	144	68,646	194	96,931	2%	4%

Source: Goodwill-management studies and Orange analysis.

up Orange Villages, etc.) and the increased purchasing power or productivity individuals and businesses enjoy by using its products and services. We combine our economic and social footprint to quantify our extended economic footprint.

Inclusion initiatives

Orange separated out the contribution of its inclusion programs when calculating its extended economic footprint to reflect the impact directly on inclusion, using the same method as above—by examining the direct, indirect and induced footprint of monetary flows resulting from Orange's inclusion services.

The results

→ Orange makes a considerable contribution to national wealth that varies according to the scope of CSR programs, the size of the informal sector and the difference between local wages and those paid to Orange employees; for example, it represented 2% of GDP in Moldova and 11% in Côte d'Ivoire. Additionally, the above table presents the value created by the Group's inclusion programs as a percentage of the extended economic footprint, which in Africa in particular, accounts for almost one third of the value created.

The majority of the Group's impact comes from the social and economic value created by Orange Money—which underpins many essential services—, followed by digital education, Orange villages and digital isolation projects.

HR diversity policies

→ Orange's human resource policies greatly contribute to inclusion. We therefore assessed the value created by our diversity policy by modeling the value of human capital within the company as well as the impact of organizational constraints, which showed that the changes made to Orange's diversity policy between 2013 and 2017 have created an extra €34 million in value each year since 2017.

Orange Digital Centers

→ The value created by the Orange Digital Center (ODC) in Senegal is described in detail in the 2019 Integrated Annual Report. In 2020, we looked at the ODC in Tunisia, which is estimated to create €11.5 million in value and 1,900 induced jobs per year. Deploying ODCs in all of the Group's operating countries is expected to create further value.