

# Building a better, more sustainable future for all

## The meaning behind what we do

→ The enormity of the social and environmental challenges facing the world today make the need to act even more pressing, for governments, individuals, non-profit organizations and businesses. Defining our purpose led us to question our role and affirm our responsibility to help bring about a world that is more connected, more open and more sustainable. Through our operations and the investments we make, we believe we serve the common good. In 2020, we responded to the United Nations' universal call for action to end poverty and protect the planet by 2030 by identifying the Sustainable Development Goals (SDGs) where we feel we can have the greatest impact and which resonate deeply with our purpose and strategy.

## Our comprehensive approach

→ Through our purpose, we strive to develop digital services that are well thought-out, made available and used in a more caring, inclusive and sustainable way. Our purpose serves as a compass and reflects our aspiration to harmoniously combine economic performance with environmental and social responsibility. It is built around four commitments, two of which are principles that have guided our efforts for many years already, while the other two form the heart of our

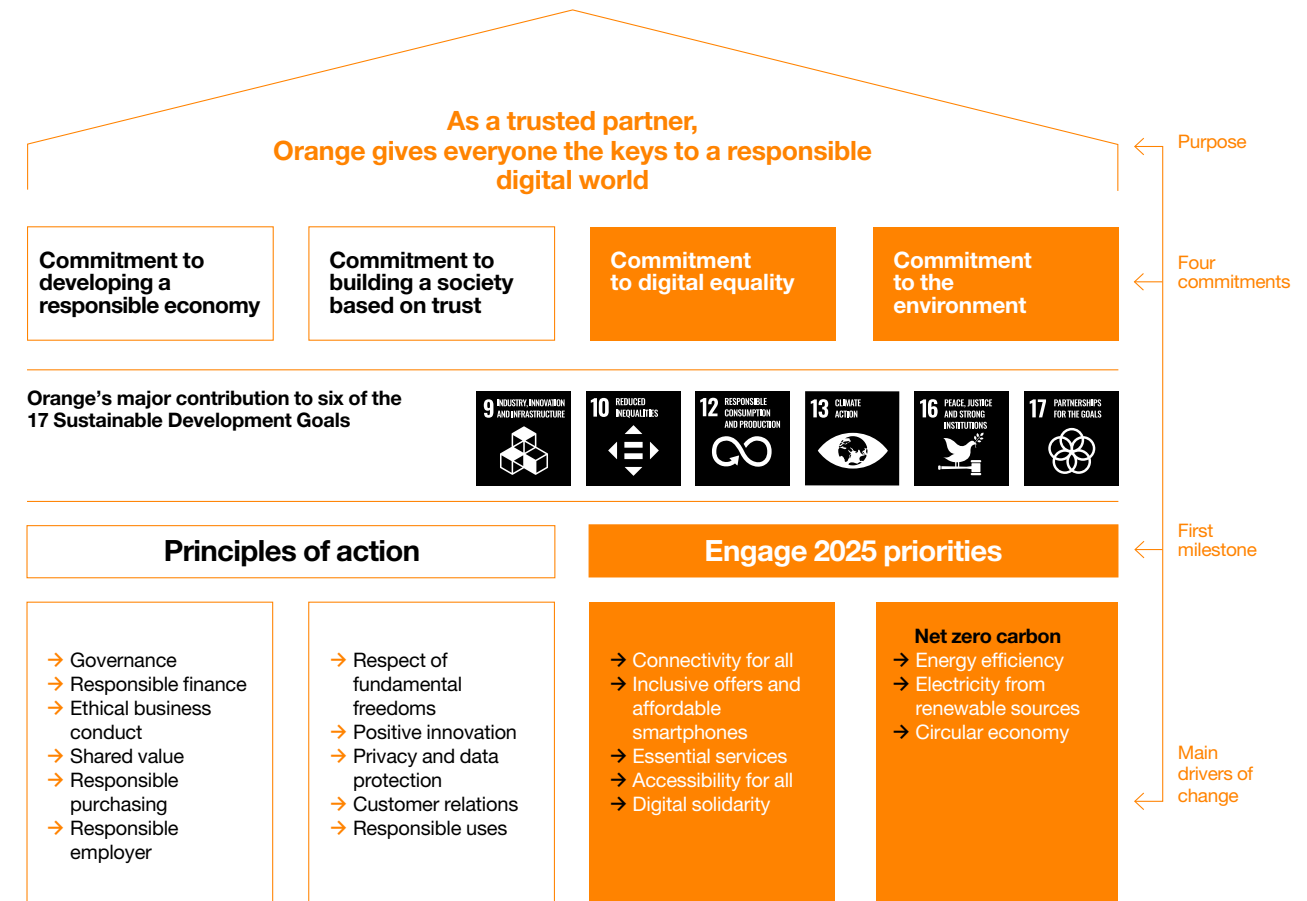
Engage 2025 strategic plan. We pledge to ensure our operations contribute to an inclusive, ethical and sustainable economy that creates value for all our stakeholders; bring about digital progress that benefits everybody, everywhere, in the fairest and safest manner; combat inequality with respect to access, equipment, uses and understanding of digital technology, which we believe to be essential to progress and equal opportunities; as well as reduce our environmental footprint in an ambitious bid to achieve net zero carbon emissions by 2040. Furthermore, we strongly believe that digital technology can offer solutions to combat the climate breakdown. These commitments guide us in what we do and feed into the way in which we contribute to our six priority SDGs. For each SDG, we have also defined a number of ways in which we are able to drive change, reflecting the variety of the Group's projects.

## A collaborative approach to identifying the SDGs

→ To identify the SDGs where we can make the most positive contribution (see pages 134-135), we combined the input from people on the ground and in office-based central support roles. Overall, 11 entities assessed their projects in light of the 169 SDG targets to achieve by 2030. In order to factor in our current and future contribution, the impact of our Engage 2025 strategy was also taken into account. Report data was analyzed using the SDG Action Manager tool developed as part of the UN Global Compact. Six major SDGs and five complementary SDGs were identified as key areas where we can make the most positive contribution.

## Stakeholder dialogue

→ The Group's approach to CSR centers around structured stakeholder dialogue to identify the risks related to society and the environment in our operating regions and pick up on any early warning signs. This also enables us to identify opportunities for innovation and understand how people in each country feel about our contribution to local economic and social development. Moreover, gauging the expectations of our stakeholders encourages us to constantly review our CSR projects to ensure they remain suitable and to meet local needs. In 2020, Orange launched a new national dialogue structure, entitled "Leaders united in



a post-Covid world". Already in place in Sierra Leone, Poland and Tunisia, the format will be extended to all Group operating countries by the end of 2022. It has been built around our social and environmental commitment and integrates ideas such as freedom of expression, data protection and working patterns. A Group-wide recruitment drive called "Young people and the world of work" was also rolled out in 2019-2020, in line with our HR target to make our employer brand even more appealing and attract young people to work for Orange. Deployed in France, Egypt and Senegal, it takes a wider look at the hopes, fears and preferences of this generation, while also focusing on the need to better explain what we do and help this target group better understand the opportunities we can offer.

## The "Purpose Activation" Committee

→ Following on from our collaborative efforts to define our purpose and with a view to monitoring its operational roll-out, Orange decided to set up the "Purpose Activation" Committee in 2020, which will be made up of around 10 members, most of whom are independent. The committee will meet two to three times a year to recommend how we should align projects and actions with our purpose, measure the extent to which the ambitions are met by tracking specific indicators and help Orange to fulfill its commitment to society. Their proposals are shared with the Executive Committee and the Governance and Corporate Social and Environmental Responsibility Committee.