



# Corporate Social Responsibility Report

**2015**  
summarised version

We appreciate  
you being with us

We are always  
at your disposal

We give you  
simple solutions

We offer  
the broadest  
scope of services

We listen  
to you and meet  
your expectations

We provide  
the latest  
technologies



# Connected by responsibility

Today, corporate social responsibility is not merely a suggestion, but an obvious fact. Each company stamps its own imprint on the social and economic environment and needs to be responsible for it.

Over the last decade, development of the Internet and new technologies has changed the way we seek information, manage and spend money or communicate with relatives and friends. Orange Polska has been considerably contributing to these changes. We face both opportunities and challenges brought by the digital revolution.

Last year we approved a new CSR strategy for 2016–2020, which is a major element of the company's operations. On one hand it is a continuation of our earlier priorities, on the other hand it is better integrated into our corporate management and business strategy, addressing our impact on the environment.

The strategy is based on four pillars: safe network, digital inclusion, clean environment and enquiring team. We teach young people how to use new technologies creatively and safely and we develop their digital competence, which they will need to do jobs we do not even dream of today. We want everyone to have access to new technologies, so we adapt our sales outlets and forms of customer service to the needs of elderly or disabled people. We save energy owing to new technologies and we promote recovery and refurbishment of mobile phones and other equipment. We respect and appreciate the diversity of our employees and support corporate volunteering.

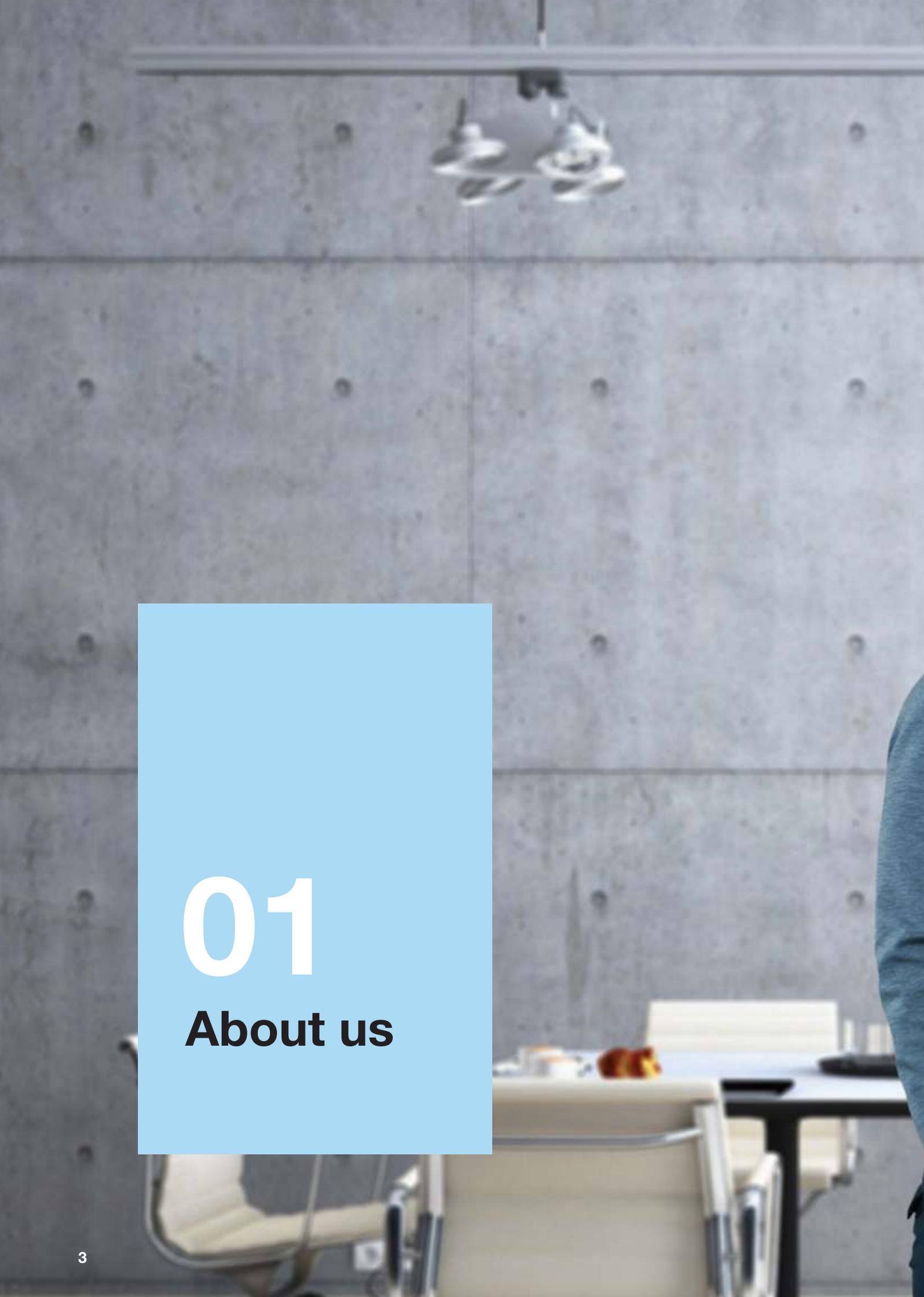
I invite you to read the on-line version of our CSR Report. In order to make it even more clear and useful, we have prepared dedicated paths for our customers, employees, business partners, non-governmental organisations and investors to help them find the most interesting information related to these groups of users.

I hope you enjoy reading,

**Jean-François Fallacher**  
President and CEO of Orange Polska



For a complete version of the report  
please visit [www.orange.pl](http://www.orange.pl)

A modern office interior featuring a grey concrete wall with circular indentations. Track lighting is mounted on the ceiling. In the foreground, a meeting table is set with several white chairs. A person's arm in a blue shirt is visible on the right side of the frame.

**01**

**About us**



# 1.1 Orange Polska



Orange Polska is Poland’s leading telecommunication provider. We operate in all segments of the telecommunications market and own the largest technical infrastructure in Poland, with operations in fixed voice, data and mobile networks.

Over several decades of our presence in the Polish market, we have transformed from a state-owned telephone enterprise into a modern telecommunication company of the 21st century. Orange Polska is now a member company of the Orange Group, one of the world’s largest telecom operators.

We are the main provider of leased lines in Poland, both analogue and digital options. Our key customers include other telecom operators, government administration, financial institutions and ISP providers.

We offer a broad service portfolio for small to medium companies as well as sophisticated solutions for large corporations.

In 2013, we successfully launched nju.mobile, a new brand aimed at cost-conscious customers. Nju.mobile offers both pre-paid and post-paid options with simple tariff structures and no handset subsidies.

## Over 23 million customers:

### Mobile



**15.9 million:**  
**8.3 million – post-paid**  
**7.5 million – pre-paid**

### Fixed voice (retail)



**4.2 million**

### Broadband (retail)



**2.1 million**

### TV



**787,000**

## We offer:

- **mobile voice services**

We provide mobile voice services to over 15.9 million customers, offering a wide portfolio of both post-paid and pre-paid solutions.

Our post-paid offering is focused around customer segmentation by type of usage (voice, text, web browsing). It allows us to make the best value proposal for customers, by adapting the offer content (handset, bundles of minutes, SMS, data package) to their needs. We also provide fast mobile broadband services.

- **fixed voice services**

Through our nationwide network we provide fixed voice services to over 4.2 million subscribers. Our fixed voice offer includes local, domestic-long-distance, fixed-to-mobile and international calls, available both in PAYG or minute-packages in the subscription.

- **broadband access**

We have over 2.1 million fixed broadband customers. Our main broadband service is offered under the Neostrada name, with various speed options. It is often bundled with a TV service provided through satellite (DTH) or the IP network (IPTV).

- **TV services**

Our TV services are used by over 787,000 customers. We offer TV services provided through satellite (DTH) or the IP network (IPTV). Our rich portfolio of over 150 channels for the whole family is available in a bundle with fast home Internet access, Neostrada. Moreover, customers can access hundreds of films and TV series through video-on-demand.

## Major Orange Group entities:



- Orange Polska S.A.
- Orange Customer Service
- Orange Real Estate Sp. z o.o.
- Integrated Solutions Sp. z o.o.
- Orange Retail S.A.
- Orange Szkolenia Sp. z o.o.
- TP Invest Sp. z o.o.
- TP TelTech Sp. z o.o.
- Telefony Podlaskie S.A.
- Orange Foundation
- Pracownicze Towarzystwo Emerytalne Orange Polska S.A.

# 1.2 Orange worldwide

Orange Polska is a member company of the global Orange Group, one of the world's largest telecom operators.



**156,000**  
employees



**€40 billion**  
of revenues



**263 million customers**

including **201 million** mobile customers  
and **18 million** fixed broadband customers

**28 countries**  
where Orange  
is present



# 1.3 Ethics and values

## Orange values



### friendly

We treat everyone as an individual and dedicate time for listening. We look forward to working together and sharing successes.



### honest

We talk about what we intend to do and we do what we have promised. We have nothing to hide, we are responsible for our actions. We are always transparent and honest.



### direct

We always try to speak in a manner understandable to everyone. We are clear in our statements.



### inspiring

Every time we try to view the world from a different perspective, to select the best manner of action. With us everything gains colour. We are ready to go beyond the boundaries and take risk.



### dynamic

We are passionate about what we do and what we believe. We want to actively change people's lives. Our optimism is contagious.

## Code of Ethics

Our values are enshrined in the Orange Polska Code of Ethics. We want the Code principles to be known to all employees, so a training course in business ethics is mandatory. The course concerns human rights and equal treatment, particularly the issues of discrimination, corruption and conflict of interest. The training is attended by both the company's regular employees and outsource personnel. We have also developed a course in CSR, which is mandatory for all new joiners. Adherence to ethical standards is scrutinised by the Ethics Committee. The Committee submits annual reports to the President of Orange Polska and the Audit Committee of the Supervisory Board, and presents annual reviews to all employees of the company.

## Compliance Management

Compliance with high standards with respect to the quality and innovation of our services as well as conduct of business activity and maintenance of business relations is a market requirement. Therefore, we have decided to develop a Compliance Management Programme.

The Programme actively supports our good business practices. Its main objectives are risk identification, incident monitoring as well as initiation and implementation of corrective actions aimed at preventing potential negative effects of non-compliance with legal regulations, good practices or market standards.

The implementation of the Compliance Management Programme and adherence to its underlying principles will ensure our and our partners' compliance with the highest standards, and is a major element in building the trust of our shareholders, business partners, customers, employees and other stakeholders.



## Code of Responsible Communication

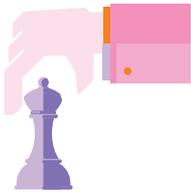
We want to communicate with our customers better, in a clear, friendly and responsible manner, therefore we have introduced a Code of Responsible Communication. The purpose of the document is to apply social and environmental commitments in all forms of marketing communication and create the best possible communication practice.

### Our principles:

- **showing respect by including customers in the communication process**
- **winning trust through honesty in communication**
- **responsible conduct during talks**
- **responsibility for the environment**
- **implementing similar communication principles among our partners**

Our Code has been consulted with both Polish and international experts, including representatives of the Polish regulator, consumer associations, the marketing sector and environment protection organisations. The Code has been made available to our employees and partners.

# 1.4 Corporate governance and risk management



Orange Polska S.A. as a company listed on the Warsaw Stock Exchange (WSE) complies with the corporate governance practices set out in the Code of Best Practice for WSE Listed Companies.



## Supervisory Board

The Supervisory Board performs its tasks collectively. It has also set up the Audit Committee, the Remuneration Committee and the Strategy Committee.

- Maciej Witucki
- Gervais Pellissier
- Marc Ricau
- dr Henryka Bochniarz
- Federico Colom Artola
- Jean-Marie Culpin
- Eric Debroeck
- Ramon Fernandez
- Russ Houlden
- Michał Kleiber
- Patrice Lambert - de Diesbach
- Marie-Christine Lambert
- Maria Paśło-Wiśniewska
- dr Wiesław Rozłucki
- Valérie Théron



## Executive Directors

- **Jarosław Starczewski**  
Executive Director in charge of Carriers Market
- **Magdalena Hauptman-Kokosza**  
Executive Director in charge of Effectiveness & Transformation
- **Witold Drożdż**  
Executive Director in charge of Corporate Affairs



## Management Board

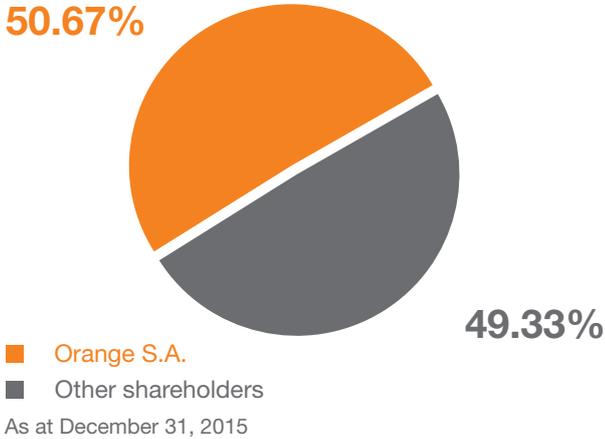
The Management Board consists of 7 members, including the President, who are appointed by the Supervisory Board by a simple majority of the votes cast. The term of office for a member of the Management Board is three years.

- **Jean-François Fallacher**  
President of the Board
- **Mariusz Gaca**  
Vice President in charge of Business Market
- **Piotr Muszyński**  
Vice President in charge of Operations
- **Jolanta Dudek**  
Board Member in charge of Customer Care and Customer Excellence
- **Jacek Kowalski**  
Board Member in charge of Human Resources
- **Bożena Leśniewska**  
Board Member in charge of Sales and Commercial Digitisation
- **Maciej Nowochoński**  
Board Member in charge of Finance

\*Composition as at September 30, 2016

## Shareholders

Orange Polska S.A. convenes **General Assemblies** in accordance with the Polish Commercial Companies Code and best practices in shareholder communications.



## RESPECT Index

Orange Polska is included in the RESPECT Index, the first CSR index in Central and Eastern Europe. It aims to identify companies managed in a responsible and sustainable manner.

To be included in the index composition, Orange Polska had to demonstrate that it operated in accordance with the best management standards in corporate governance, investor relations and reporting, as well as environmental matters, social responsibility and labour relations.

The RESPECT Index regularly raises entry requirements. Our company has been present in the RESPECT Index since its launch.

# 1.5 Our impact

**5.3%**

Poland's GDP growth in 2004–2015 owing to the Internet provided by Orange Polska

**PLN 28.5 billion**

Orange Polska's expenditure on fixed assets and intangible assets in 2005–2015

**PLN 98.4 billion**

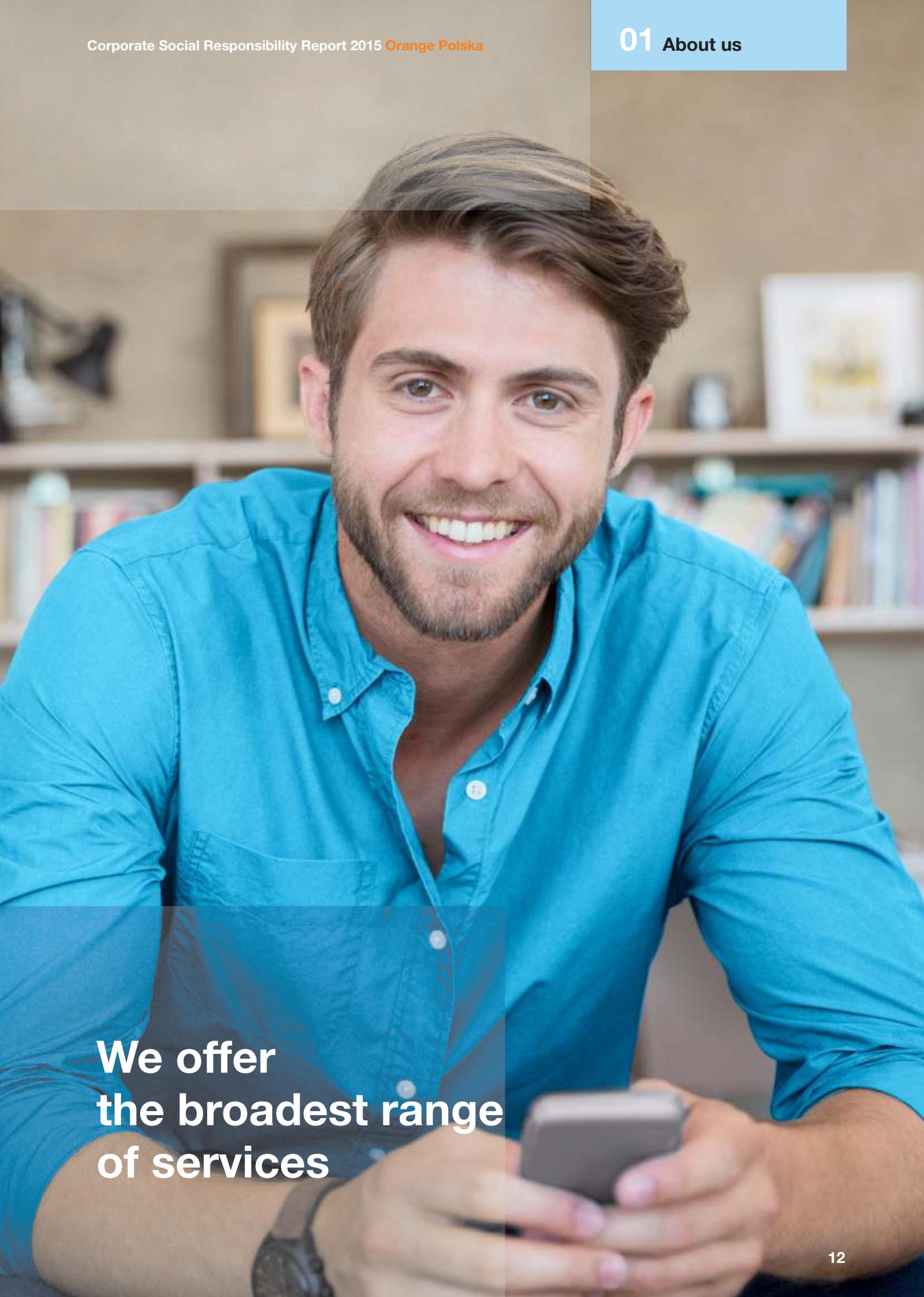
total growth in demand for Polish companies' goods and services throughout the company's value chain in the last decade

**PLN 3.2 billion**

income tax paid by Orange Polska in 2005–2015

Orange Polska exerts significant influence on the Polish economy owing to the scale of its operations and the volume of its turnover, as well as the nature of the company's operations as a telecom operator. The products and services provided by the company as well as its investments contribute to Poland's gross domestic product (GDP). Furthermore, taxes which we pay, employee remuneration expenses and purchase of products and services from our sub-suppliers are all indirect contributions to the GDP growth, as these funds continue to circulate in the economy and stimulate other entities to create goods and services.

Moreover, our company has a special role as an entity stimulating economic development. The telecommunication services and technologies we provide constitute the "blood circulation system" of a modern, effective, competitive and knowledge-based economy. The company's infrastructure is used not only by residential users but also by other companies for which mobile telephony or Internet access facilitate business operations. The role of Orange Polska as a provider of ICT infrastructure is particularly important outside big cities, that is in small towns and rural areas, where IT services are less available.

A young man with brown hair and a beard, wearing a bright blue button-down shirt, is smiling warmly at the camera. He is holding a smartphone in his hands. The background is a blurred indoor setting with bookshelves filled with books.

**We offer  
the broadest range  
of services**



02

**Our  
approach**



## 2.1 Orange Polska's CSR strategy



In Orange Polska, we have been successfully implementing a policy of corporate business responsibility in all areas of our business for several years now.



### CSR Mission

- We enable everyone, regardless of their skills, residence, age or ability, to make use of the opportunities offered by the digital world;
- We build clear and honest relations with our customers;
- We provide all our investors with the complete information on our activities;
- We pursue our business objectives with respect for ecological principles and in harmony with the environment;
- We create a culture of co-operation, in which all employees feel respected and can freely pursue their professional goals and life passions.

Our CSR strategy accounts for the company's business objectives and fits into their implementation. The conclusions from a dialogue with stakeholders as well as market trends and social challenges for our industry in Poland and abroad have been key elements in its development.

For us, social responsibility means organisational culture which accounts for the expectations of employees and other stakeholder groups – customers, investors, suppliers, business and social partners as well as the environment – in creating and implementing our business strategy.

We believe that such an approach generates benefits for the company and its environment, leads to long-term development and contributes to improvement of our lives.

Therefore, in Orange Polska we have created a social responsibility strategy which focuses on four areas which are of key importance from the point of view of our sector and our operations on the Polish market: digital inclusion, safe network, clear environment and enquiring team.

Social challenges at home and abroad as well as the needs and expectations voiced by our stakeholders have been an important road sign in the development of our CSR strategy.

## Major areas addressed by our strategy:



### Digital inclusion

because we want everyone, regardless of their skills, residence, age or ability, to be able to make use of the opportunities offered by the digital world



### Safe network

because we want the use of the latest technologies to be easy and risk-free



### Clean environment

because we want to pursue our business objectives with respect for ecological principles and in harmony with the environment



### Enquiring team

because we want to create a culture of co-operation, in which all employees feel respected and can freely pursue their professional goals and life passions



Responsibility for the implementation of Orange Polska's CSR strategy lies with the **CSR Steering Committee**, which is made up of managers from different areas within the organisation.

On a daily basis CSR activities are handled by the CSR and Sponsoring Team, which collaborates with the CSR Co-ordinators for particular areas as well as CSR specialists in the Orange Group from other countries. The CSR Team is part of the Corporate Communication and CSR function and reports to the Executive Director in charge of Corporate Affairs.

## 2.2 Dialogue and relations



A dialogue with stakeholders is a process which helps us to better respond to the expectations of our customers, business partners, suppliers, investors, employees and social environment.

### customers/market



- residential customers
- business customers
- key customers
- consumer organisations
- government agencies
- telecom operators
- rival companies
- business partners and distributors
- customers of complementary services

- customer satisfaction surveys
- dedicated surveys
- 'Listen & Change' process
- Spokesperson for Customers
- digital channels
- dialogue with consumer organisations
- co-operation with non-governmental organisations and institutions

### employees



- regular employees
- contract and outsource workers
- managers
- trainees and temporary workers
- partner companies
- prospective employees
- former employees
- trade unions
- employer organisations
- labour market institutions

- 'Me in My Company' survey
- internal service satisfaction surveys
- dialogue with trade unions
- Employee Council
- Social Agreement
- participatory budget

### suppliers



- global suppliers
- local suppliers
- one-off suppliers
- long-standing suppliers

- meetings
- opinion surveys
- QREDIC supplier evaluation programme
- global audits

## investors



- institutional investors
- individual investors
- rating agencies
- brokers
- The Warsaw Stock Exchange
- capital market supervision institutions

- reporting
- WSE Code of Good Practice
- meetings with investors
- teleconferences
- shareholder opinion surveys
- industry conferences
- website dedicated to investors
- General Assembly

## legal and regulatory environment



- regulatory agencies (e.g. Office of Electronic Communications, Office for Competition and Consumer Protection)
- regulation enforcement agencies (Inspector General for Personal Data Protection, Central Statistical Office, Financial Supervision Authority, National Bank of Poland, Tax Inspection Authority)

- controlling actions
- consultations
- reporting
- meetings
- industry conferences

## social environment



- local communities
- NGOs
- public institutions
- central and local government bodies
- government
- media
- opinion leaders and professional associations
- universities and scholars

- surveys
- meetings
- consultations
- programme partnership
- co-operation
- membership of organisations

## natural environment



- environmental organisations
- government agencies and regulators
- national forests
- recycling and waste disposal companies

- consultations
- co-operation
- reporting

## 2.3 Innovations



We are interested in the changing world. In order to monitor these changes and set trends in new technologies we have created Orange Labs.

We are interested in the changing world. In order to monitor these changes and set trends in new technologies we have created Orange Labs.

Orange Labs is a part of the international Orange Labs network, which includes over a dozen Orange R&D centres and laboratories in France, Spain, China, Japan, Egypt, Jordan, US, Poland and other countries.

A major element of Orange Labs operations is a process of development, selection and implementation of innovations, which involves co-operation with external partners and performance of R&D tasks for both Orange Polska and the Orange Group.

Our R&D Centre is primarily a place of promotion of new technologies and innovations. Since 2009, together with our

business partners we have regularly organised Innovation Days, when we present the current trends in telecommunications and new technologies, supporting experience sharing and co-operation.

Orange's latest solutions, including our current commercial portfolio, can be seen at the Innovation Gardens. In 2015, in co-operation with our partners, we presented several dozen prototype or commercial solutions and held almost 200 events attended by representatives of universities, suppliers, government administration and start-up companies. In total, our Innovation Gardens were visited by over 7,500 people.

In addition, we have been actively involved in the EU Horizon 2020 research and development framework. Currently, we carry out two projects as a partner in the area of Information and Communication Technologies. Financing of these projects totals €511,000.



### We support innovations

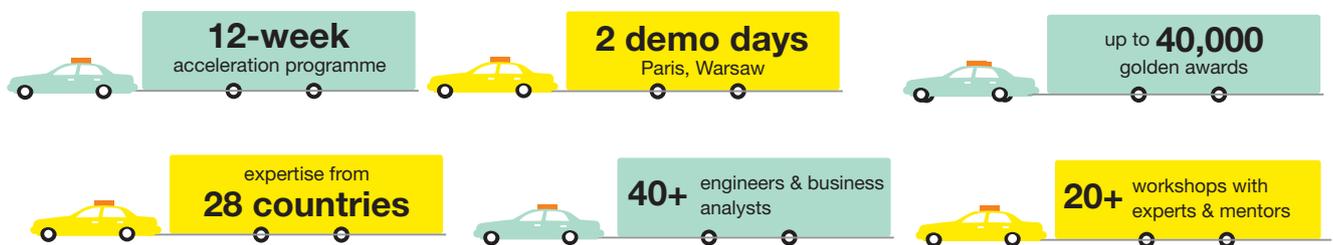
Innovations are crucial in the development of the telecom industry. Therefore, we spend PLN 50 million on research and development annually. We consider R&D and co-operation with start-ups to be a major element of our business.

We follow the Open Innovation model. As a result, our social impact is not limited to direct influence of innovations on the lives of people and communities, but is also reflected in the transfer of know-how to our partners. Owing to our support, they can introduce their own innovative projects and solutions into the market.

## Orange Fab

**Orange Fab** is an international acceleration programme. The programme involves support for small and medium-sized enterprises which have a ready technologically-advanced product or service with high market potential, which they would like to develop.

More information at [www.orangefab.pl](http://www.orangefab.pl)



## Telecreator

The contest promotes innovation among Orange employees and aims to increase the company's inventiveness, flexibility in the implementation of new products, services and organisational changes, effectiveness, competitiveness and social responsibility.

## Imagine with Orange

The **Imagine with Orange** programme aims to collect innovative ideas from a broad range of market participants: customers, students, innovators, etc. It is an open competition.

More information at [www.imagine.orange.com](http://www.imagine.orange.com)

## BIHAPI

BIHAPI, or Business Intelligence Hackathon API, is a contest for SMEs, students and other individuals, whose task is to design innovative applications and software, which expand the scope of communications using municipal data and Orange network interfaces.

More information at [www.bihapi.pl](http://www.bihapi.pl)

## 'Listen and Act' Clubs

The 'Listen and Act' Clubs are an initiative aimed to make use of the latent potential of each employee who wants to facilitate their work. The Clubs can be formed exclusively on the initiative of employees themselves, who team up, choose an issue in their direct environment within the company and work on it to come up with improvements or new solutions. This is a company-wide initiative in the form of a competition with monthly editions and numerous rewards. The best improvements are communicated to other employees as inspiration.

## 2.4 Social commitment



Orange Polska is one of the most socially committed companies in Poland.



### Orange Polska's social commitment in 2015

- **PLN 18.27 million** – financial assistance (grants)
- **PLN 0.5 million** – services provided
- **PLN 1 million** – corporate volunteering

## **Foundation**

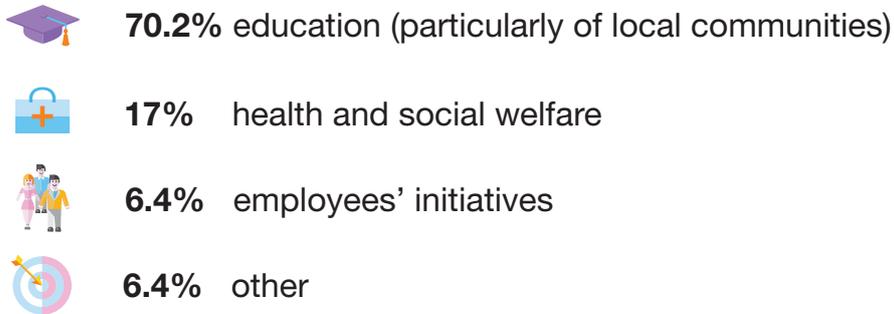
**The Orange Foundation releases energy and creativity of people to make a difference together with them. The Orange Foundation connects, teaches, inspires.**

New technologies and the Internet have become an indispensable part of the contemporary world and their development has a visible impact on the society. Access to them is the first important step in the process of digitisation, but what also matters is: education, participation in cultural life, local development, and strengthening of the competences necessary to build a modern society. The mission of the Orange Foundation is to popularise knowledge and run projects as a result of which new technologies become the ally of social growth.

The [Orange Foundation](#) in Poland has been carrying out its own nationwide educational and social programmes to support the comprehensive development of young people for ten years. All its programmes and projects are based on the results of research and consultation with experts in specific fields. The Orange Foundation works towards modern education of children and youth. Through creative initiatives, it encourages young people to acquire knowledge, participate in culture and build communities with the use of Internet and new technologies. In the process they gain various skills, such as digital competence, which are needed to function in the society of the 21st century. Orange Foundation's key educational initiatives include: [Safety Here and There](#), [MegaMission](#) and [Orange Studios](#).

The employees of Orange Polska get involved in the initiatives of the Foundation and its NGO partners as volunteers. They take part in a number of social campaigns and initiate efforts for local communities themselves.

## The areas of social engagement of the Orange Foundation:



The **Orange Foundation** is a member of the Polish Donors Forum, which groups organisations which carry out their mission using open and transparent aiding processes as well as reliable and efficient resource management.

The Foundation is also involved in a number of important social projects and initiatives carried out by other NGOs and public institutions in Poland, becoming their technical, organisational and financial partner. It also collaborates with small organisations and associations, which on the local level are often the only ones to inspire and animate the development of children and young people in a friendly way.

**More information at** [www.fundacja.orange.pl](http://www.fundacja.orange.pl)

**Stay informed at** [www.facebook.com/FundacjaOrange](https://www.facebook.com/FundacjaOrange)



## Co-operation with social organisations and institutions

Our social commitment involves also direct co-operation of our company with various organisations, provision of services for charity purposes, or, last but not least, responding to important social events and supporting the victims of natural disasters.

## Helping on the phone

We manifest our engagement in important social events also through offering our services free of charge in the form of charity phone lines and SMS numbers for fundraising. All the receipts from these services are transferred to social organisations.

In 2015, we launched charity SMS numbers for 24 social organisations. The income, which exceeded PLN 7.15 million, was transferred to social organisations.

## Social helplines:

- **116 000 Missing Child Hotline** run by the ITHACA Foundation – Centre for Missing People. Owing to Orange Polska's support, a toll-free hotline, **116 000**, has been available on a 24 hours/7 days basis to parents or caregivers of missing children since 2009. This number may be used also by runaway teenagers or any persons who have encountered the problem and can help to find a missing child or teenager.
- **Kids Helpline** – The Kids Helpline of the Children's Ombudsman has been operating since 2008. Young people can call **800 12 12 12** to get specialist help. Thanks to us, these calls are toll-free.
- **800 676 676 Citizen Hotline** – it can be used to have the existing regulations explained; to lodge a complaint about the functioning of public administration bodies or officers, courts, prosecutors, social insurance institutions or healthcare centres; or to learn everything about human rights and anti-discrimination law.



## 2.5 Our impact

**PLN 678 million**

allocated by Orange Polska to R&D  
in 2003–2015

**3,000**

students from 16 universities  
in 'The Sixth Sense'  
(formerly 'Your Perspective') programme

**PLN 50 million**

average annual investments  
in our Orange Labs R&D Centre

**280**

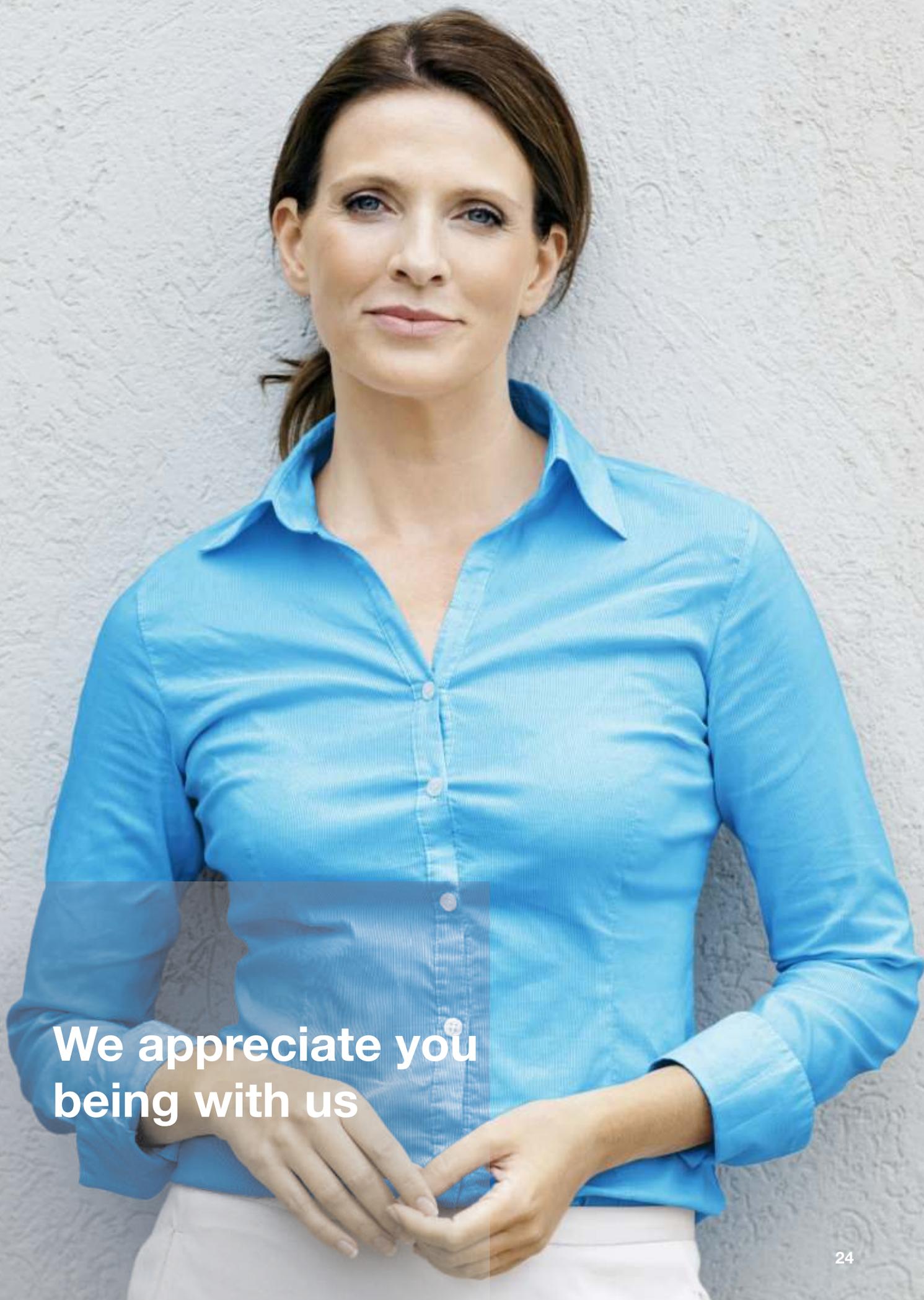
Innovative ideas submitted  
in the Orange Fab programme

We believe that good co-operation with others is the key to our company's development and to introducing positive social change in our environment. Therefore, broadly conceived dialogue with our stakeholders is the basis of our actions.

Exchange of experience between various entities and communities and open flow of information are the foundation for innovations, so we co-operate on a broad scale with other Polish and foreign research centres, higher schools and companies in order to create our own solutions and support innovative ideas of others.

Innovation is one of the most social aspects of our business. Every new telecommunication solution exerts a huge influence on the method of communication between individuals, since it is based on interaction and exchange of knowledge and experience between people.

We believe that thanks to sharing our knowledge and experience we can better respond to social needs, so materials created within our social programmes are available to other organisations and institutions.



**We appreciate you  
being with us**



# 03

## Digital inclusion



# 3.1 Available infrastructure



We want everyone, regardless of their skills, residence, age or ability, to be able to make use of the opportunities offered by the digital world.

Country's economic growth and success in reducing developmental differences between regions depend increasingly on the availability and quality of the ICT infrastructure.

## Coverage

In 2014, we completed a very important mobile network modernisation project. As a result, customers gained access to over 10,000 base stations, and 3G network coverage for Orange Polska customers increased to 99.6% of population (compared to 63% before the project started) and 95% of Poland's territory (up from a mere 12%). Over 98% of the length of motorways and expressways are within our range. We operate the largest fibre network in Poland, which totals over 95,000 kilometres.

This project has been followed by the roll-out of our 4G (LTE) network, which had covered 83.7% of Poland's population by the end of 2015. Its coverage will increase to 98% by the end of 2016. The LTE network has substantially improved customer experience and is the key growth lever for mobile data services.

## Broadband network

As the popularity of digital services continues to grow, we are generating increasing quantities of traffic and the demand for fast Internet access is higher and higher.

To meet these requirements we strengthened our backbone IP network and simplified its topology in 2014. We implemented new super-core backbone routers, which increased the network bandwidth.

Owing to co-operation with the T-Mobile network operator, we have co-used our radio access networks since 2012. We have established the NetWorkS! joint venture, which is Poland's first and biggest company responsible for planning, development and maintenance of joint radio networks.

For customers, such management and development of the network infrastructure of both operators means enhanced network coverage and quality as well as access to cutting-edge technologies.

For more information about Orange Polska's network modernisation please visit: [www.orange.pl/lepszy\\_zasieg](http://www.orange.pl/lepszy_zasieg)



We also increased the number of fibre optic lines for our mobile network and upgraded the packet data transmission standard for handling LTE traffic.

Orange Polska's investments in both mobile and fixed line networks are the biggest among all telecom operators in Poland. By 2018, we will invest PLN 3.5 billion in this area.

We are actively involved in expanding broadband networks using EU funds. We have already developed such networks in the following projects:



### ‘Broadband Lubuskie Region’

It is the first regional broadband network co-financed by EU. We have developed 1,418 km of fibre network and 398 access points, providing the residents of 326 towns within coverage gap areas with access to modern technologies.

### ‘Broadband Pomeranian Region’

A project of development of backbone and distribution network covered nearly the entire Pomeranian Region. As a result, a fibre network of the total length of 1,818 km was constructed. It provides broadband access to the residents of 253 towns and villages.

Both projects have been settled and the networks are available to any service providers. The total value of the projects is nearly PLN 280 million, out of which PLN 192 million was invested by Orange Polska and the remaining PLN 87 million was an EU grant.



### Access networks in Eastern Poland

These nine projects have enabled the provision of new generation broadband services in eight towns in Eastern Poland (i.e. Biała Podlaska, Biłgoraj, Działdowo, Hrubieszów, Lubartów, Łuków, Parczew and Ryki) and traditional broadband services in the Lutowska Commune villages (Chmiel, Dwernik, Nasiczne and Zatwarnica).

Owing to a total of 97 km of the new network, people can now access Internet at up to 80 Mbps. The total value of these projects is over PLN 21 million, out of which PLN 12 million was invested by Orange Polska and the remaining PLN 9 million was an EU grant.

Orange Polska is currently preparing for the construction of new generation broadband networks in the Operational Programme ‘Digital Poland’ under the EU financial framework for 2014-2020.

Our priority is to adapt the technical solutions offered by Orange Polska to the challenges of today and tomorrow. The fibre optic information highway which we have been developing will enable effective communication and full presence of local communities in the new digital world.

The purpose of the broadband projects implemented by Orange Polska is to expand the telecommunication infrastructure and radically increase the availability of modern services.

The network we have been developing is open, that is it can be used by both local operators providing retail services in the areas they have selected and Orange Polska salespeople, active all over Poland.

## 3.2 Services accessible to all



Combating digital exclusion means mainly eliminating social barriers that restrict access to telecommunication services and other modern forms of communications. Those at high risk of digital exclusion include the disabled, elderly, less educated or low-income people.

### Orange without barriers



Among our sales outlets we have selected over 150 (or 1/6), which we have additionally adapted to the needs of customers with disabilities. We have provided for at least one such a facility in each district town with **Orange Stores**.

#### These sales outlets offer:

- easy access without architectural barriers
- marked post with a low desk
- assistance in setting up devices or activating services
- sign language interpreter on-line

The store entrance is marked with appropriate symbols. Also, the post suited to serve customers with disabilities is clearly marked.

In addition, in all of our sales outlets we offer:

- printing documents in large print
- placing an order to receive invoices and documents in a text file and in Braille or in large print
- contact with specially trained consultants

In our portfolio we have identified telephones recommended for people with various disabilities. In addition, we have provided additional descriptions of their functionality with respect to different needs. In ten sales outlets we have installed induction loops, which allow clean and clear sound reception for a person with a hearing aid. In their implementation we have co-operated with the Polish Foundation for Hard of Hearing People.

For a description of all functions that may be useful for people with disabilities please visit [www.orange.pl](http://www.orange.pl), 'without barriers' tab. Our social partner and consultant in the implementation of these functions for customers with disabilities is the Integration Foundation. Furthermore, a number of improvements have been introduced on our

website. For over three years we have co-operated with our social partner, 'The Visible' Foundation, a renowned expert in accessibility. The Foundation specialists regularly audit our website, help us to develop its content and train our administrators. Accessibility standards have also been implemented in our other on-line sites, such as njumobile, corporate blog and Orange Recycling. Such a comprehensive approach is to ensure full accessibility of our on-line services.

Currently, we are preparing a completely new website and mobile application. From the start, these new solutions are being developed in compliance with the accessibility standards.

## Dedicated applications



### Our applications for people with disabilities

- **b-Link** – It makes it possible for the fully disabled to use computers. B-link enables navigation through websites and use of the mouse and keyboard by eye blink. A dozen or so thousand people have downloaded the application from the Orange website so far. The programme is available to download for free at [www.programosy.pl](http://www.programosy.pl)
- **Colourcall** – It enables users to identify the calling person or the SMS sender through colour coding on the phone. The application is dedicated to people with no or impaired hearing. The programme is available to download for free at <http://play.google.com>

\* WCAG (Web Content Accessibility Guidelines) is an international standard which demonstrates how to prepare Internet services to make them accessible to as many digitally excluded users as possible.



## Senior Customers

Approximately 15% of our customers are elderly people, who have greater difficulty in coping with new technologies. In order to take better care of this group, we have prepared special improvements for them.

Since 2014, retail customers aged 70 or more have been offered a faster and easier way to call a \*100 hotline (mobile services) consultant and receive effective assistance. In order to help senior citizens to reach a consultant, we have simplified a path of contact for them. When on hotline, customers hear a brief message concerning topics of conversation without having to navigate through complex self-service menus. Also people under 70 years of age who need special care for various reasons, e.g. people with disabilities or communication difficulties, are eligible for this special standard of customer service.

Senior citizens are served by a dedicated group of consultants who strive to not only handle the matter effectively, but also hold a conversation in a friendly way, so that an older person does not feel intimidated or embarrassed to hear incomprehensible technical terms.

In April 2015, a dedicated senior customer service was introduced also with respect to fixed-line services.

In 2016, we intend to implement senior customer service standards in our customer service points all over the country.



## Services for economically-challenged people

Since 2008 we have offered the lowest fixed voice subscription fee to low-income customers.

The 'Friendly' plan costs PLN 18.45 (incl. VAT).

Only persons receiving permanent cash benefits from Social Welfare Centres are eligible for this plan. In addition, the nju.mobile offer is addressed to price-sensitive customers.

## 3.3 Digital education



Universal Internet access contributes to equal opportunities and helps people from disadvantaged social groups to reach their full potential.

But first we need to eliminate the social barriers that restrict people's access to knowledge, culture and education through digital technology.

In order to combat digital exclusion effectively, we need not only access to new technologies, but also education, particularly of young web users as well as residents of small towns and rural areas. Therefore, the Orange Foundation, through its initiatives, has been encouraging people to gain knowledge, participate in culture and build communities with conscious use of the Internet and technologies. In this way they can improve their digital competence and enhance knowledge of educational resources on the net.



### Partnerships

- We understand that digital inclusion is a major social issue in Poland, so we are willing to co-operate with others. We are a member of the [Coalition for Digital Inclusion of the 50+ Generation, 'M@turity on the Net'](#).
- We are a signatory of the [Broad Alliance for Digital Skills in Poland](#), established on the initiative of the Ministry of Administration and Digitalisation in Poland.

## Orange Studios

There is latent potential for common initiatives in local communities. The Internet and new technologies can contribute to its release. When used creatively, they help people to change their environment for the better.

In order to facilitate access to information, knowledge and technology among local communities, we have developed multimedia Orange Studios. In the first edition of the programme, these were established in 50 small towns. In the second edition in 2015, further 27 locations were chosen by Internet users. In the programme, we helped to refurbish the space indicated by local people and equipped it with computer stations with free Internet connection, video game consoles, LCD TV sets, printers and furniture. The Studios are open to everybody, not only as a place for developing e-competence, but also as a meeting space for interesting socio-cultural projects that integrate local communities.

The Orange Foundation in co-operation with culture managers and volunteers has carried out educational projects in Orange Studios, inspiring people to develop their passions,

broaden their knowledge and undertake common initiatives with the creative use of modern technologies. It supports Studio leaders through free training in mastering leadership skills, developing Studio functioning strategies, using social animation techniques, working with volunteers, basic fundraising skills as well as promotion and social media communications. In addition, an on-line knowledge-sharing platform for Orange Studio users has been launched. It features a portfolio of ready-to-implement projects and a gamification module that uses game mechanisms for fostering social competence and motivating residents to work for the benefit of their neighbourhood.

Initiatives submitted by initiative groups are implemented in the Studios. These include programming lessons for children, intergenerational musical workshops, joint board games' development, language courses, photography workshops, classes related to regional traditions and a lot of others. The initiatives are aimed at different target groups: children and youth, people with disabilities, young mothers and senior citizens; everyone can find something suitable.



- **600,000 people** using Orange Studios per annum
- **1,850 Studio operating hours** per week
- **53 hours of training** for local leaders
- **100 children trained** in Scratch programming
- widely available manual of social gamification, **Gamification. DIY**

Orange Studios and the [www.pracownieorange.pl](http://www.pracownieorange.pl) platform are a unique project in Poland and a model example of the transfer of company's know-how into the CSR area. For local

communities, they are often the only public meeting place open to all residents and, in case of the smallest towns, the centre of all local activity.

### Social effects of the programme:

- Internet access in small towns
- technical and professional assistance to local leaders
- strengthened competence of residents and leaders
- spending time together
- raised awareness of new technologies and use of the Internet

## Orange for Libraries

We want to demonstrate the potential role of the Internet in local communities, particularly in building the sense of community and disseminating knowledge.

From 2009 to July 2015, under an agreement with the Ministry of Culture and National Heritage, the Ministry of Digitisation and the Information Society Development Foundation, we implemented a joint project aimed at getting Polish public libraries on-line. It has been one of the most important initiatives towards building the information society in Poland over the last few years, serving as a model for public-private partnership. In the last edition between January and July 2015, a total of 992 public libraries (with branches) from all over Poland benefited from the programme.

In the programme, we have provided public libraries with free Internet access as well as supported and promoted social

and educational initiatives related to the use of modern technologies and addressed mainly to groups at risk of digital exclusion.



- **3,500 libraries** (with branches) with Internet access
- **PLN 16.5 million** spent on getting libraries on-line

Today, it is with great satisfaction that we talk about the results that we have achieved together: libraries are now modern centres of information, culture and education. Each year of the programme, nearly 5 million users benefited from free Internet access in libraries. The programme could be

completed owing to huge involvement of librarians who had taken up the challenge and demonstrated courage and openness to new experiences. As a result they have become digital guides, helping local communities and raising their digital and social skills.

### Social effects of the programme:

- acquisition of communication skills, settling everyday chores through the Internet, owing to the education of library users
- increased knowledge on how to use the Internet and computers among more than 90% of seniors who attended the courses
- increased knowledge on the safe use of the Internet among children visiting libraries

## #SuperCoders

We want to show children that the digital world is an almost boundless source of creativity and they can play a role of active creators in it. Our #SuperCoders initiative does not only help youngsters to learn the basics of computer coding with us, but also offers them a fun way to discover the secrets of digital technology for themselves. #SuperCoders is an international event. Each year, Orange holds a series of free workshops for children, where they learn the basics of Scratch. In the last year's edition, children from nine countries, i.e. Egypt, France, Ivory Coast, Mali, Poland, Romania, Senegal, Spain and Tunisia, coded together and then shared their works via videoconferences. In the Code Week in Poland, we invited 50 kids from Orange Studios to an all-day workshop with coaches from the Young Hackers Academy. Next, the coaches visited young trainees in their home towns to further boost their coding skills.

Based on the Orange Foundation's experience, we have decided to go a step further. Together with our partners, the Young Hackers Academy Foundation and the THINK! Knowledge Society Foundation, we have developed a nationwide educational programme, the core of which is coding lessons. The #SuperCoders programme is addressed to primary school students aged 9 to 12. They learn the basics

of programming and robotics, and get to know the world of new technologies not only during computer coding lessons but also science, history, Polish and music classes.

#SuperCoders participant schools may choose from five different educational paths. Each of them comprises materials for twelve lessons designed in line with the core curriculum. During classes future #SuperCoders learn programming hands on, while broadening their knowledge of the particular subject. They also develop creative, logical and teamwork skills in the process.

Thirty primary schools from all over Poland have signed up for the pilot edition of #SuperCoders in the 2016–2017 school year. Each of them will receive a grant for computer equipment and teaching aids required to implement the educational path they have chosen. In addition, the Orange Foundation will provide for professional training of two teachers from each school in conducting the classes as well as assistance of veteran educators throughout the project. We will use the experience gathered in the pilot edition to develop the full-scale version of the #SuperCoders programme for the subsequent school year.



## MegaMission

MegaMission is our new nationwide educational programme for primary schools offering after-school care. It is addressed to teachers and kids aged 6 to 10, who spend time in after-school facilities. The programme aims to raise knowledge and e-competence among after-school teachers and their pupils. We want the youngest children to be safe and conscious users of multimedia and we want teachers to have access to quality materials enabling them to conduct modern classes after school.

Through this programme we expand educators' knowledge about the ten key areas of development of media, digital and IT competence; we also present a number of ideas for engaging activities for children.



- **436 applications** for the MegaMission programme
- **447 children from 50 after-school facilities** participating in the programme
- **126 digital education tasks** completed
- **300 after-school facilities** in the programme since September 2016

While analysing social needs, we were looking for space in schools that would enable digital education of children in an innovative form outside regular lessons to supplement the core curriculum recommended by the Ministry of National Education. We have identified such space in after-school clubs, where kids spend time before and after their lessons.

We know that kids love games, so the tasks are based on game mechanics, which is referred to as gamification. We positively motivate participants to gain knowledge, build digital competence and collect points which can be

exchanged for prizes in after-school clubs. Kids are absorbed not only by collecting points, but also by an intriguing story about Julie, Jimmy and Prankster (a naughty creature living in a digital lab). The tasks are designed to make children co-operate rather than compete with one another.

In 2015, the pilot edition of the programme involved 50 after-school clubs, of which a half carried out educational tasks. Another group joined in January and performed the programme tasks to June 2016. The full-scale version of the programme will be launched in the 2016–2017 school year.

### Social effects of the programme:

#### Children participating in the programme learn the following:

- rules for safe use of the Internet and on-line information
- basics of communications and netiquette
- law and privacy protection in the media
- creative ideas for using new technologies
- tips for creative teamwork

More information about the programme at [www.megamisja.pl](http://www.megamisja.pl)

## Phone to Mum

'Phone to Mum' was a programme enabling children in hospitals to make calls to relatives from colourful phones installed in almost every children's ward in Poland. The Orange Foundation regularly distributed phone cards which young patients could use for free calls.



### Over a span of 12 years:

- **1,000 children's wards** covered by the programme
- **100 million minutes** of calls made
- **2.2 million phone cards** for calls to relatives
- **80 Orange Educational Islands** for a total of 36,000 young patients
- **230 Fairy Tale Corners** created in hospitals by our volunteers

In the programme, we have created educational multimedia stations, 'Orange Educational Islands', in children's wards nationwide. Currently, there are 'Orange Educational Islands' in 80 hospital playrooms. They are equipped with carefully selected learning programmes, educational games, audio fairy tales and other multimedia materials which stimulate comprehensive development of a child. In hospitals, which are connected to the network, the Islands provide an opportunity to use the Internet safely, thanks to our Best browser.

Orange volunteers eagerly join our initiatives for children in hospitals. They visit young patients, conduct classes and refurbish hospital playrooms, transforming them into colourful 'Fairy Tale Corners', where children can play and learn, having a great time. In 2015, thanks to the efforts of our volunteers, a further 25 'Fairy Tale Corners' were created, bringing the total to 230.

As a tradition, each December our volunteers dressed as Santa visit kids in hospitals, bringing them Christmas gifts and spending time with them in the 'Orange Santas' initiative. In 2015, 1,214 volunteers visited a total of over 6,000 kids as Santa on Christmas.

According to a study conducted by the Orange Foundation in children's wards in July 2015, at present 89% of hospitalised children are accompanied by a parent or guardian on a permanent basis. In addition to face-to-face contacts, young patients can also call their relatives from their own phones (95% of hospitalised children use mobile phones nowadays). Furthermore, 81% of children in hospitals use other electronic equipment of their own (tablet, laptop or smartphone) for entertainment and contact with other people. Thus, our 'Phones to Mum' are not needed anymore. The last batch of phone cards was distributed in hospitals in December 2015.

### Social effects of the programme:

- hospitalised children uplifted (100% opinions)
- hospital has become more child-friendly (86%)
- improved and more education-oriented organisation of children's free time in hospitals
- expanded portfolio of classes and change in leisure activity patterns of children

## Sounds of Dreams

We want to provide children with equal access to education, culture and science. That is why we support the development of deaf children, who are often at risk of having limited access not only to the digital world, but also to the hearing society around them.

Since 2006, we have provided free care to children with hearing loss as from the moment of the diagnosis. 'Sounds of Dreams' is a nationwide programme for the rehabilitation of young children with hearing impairments, which involves free rental of hearing aids and systematic rehabilitation of children, support for their guardians and therapists as well as

initiatives raising social awareness of the needs of children with impaired hearing. Early hearing and speech stimulation increases the chances of hearing-impaired children to develop linguistic communication, so that they can fully use their potential.

As part of the programme, 18 hearing aid banks have been established across Poland, which lend fitting hearing aids. In addition, those covered by the programme are offered home rehabilitation, twice a week, and summer rehabilitation camps, where they, together with their caretakers, take part in intensive individual and group therapy.



- **365 children** using hearing aids
- **648 hearing aids** available in hearing aid banks, lent **750 times**
- **281 children** in home rehabilitation
- **178 rehabilitation** therapists
- **60 children** on two rehabilitation courses with guardians
- **130 participants** of workshops for parents, including on-line workshops via the Internet
- **18 hearing aid banks** all over Poland

The programme is addressed to parents of children aged between 3 months and 4 years with bilateral hearing loss greater than 40 dB, whose socio-economic status and considerable distance from the nearest rehabilitation centre prevent child's specialist therapy. The Scientific Board consisting of otolaryngology, audiology and deaf education specialists oversees the medical aspects of the programme.

The therapists working with the programme are offered support in the form of training and educational publications.

Olga Bończyk, an actress and singer raised in a family of the deaf, is the programme ambassador.

### Social effects of the programme:

- 80% of children completing the programme use speech as their primary means of communication
- over 85% of children completing therapy continue their education in kindergartens
- development of listening, communication and linguistic skills at the level of ten new skills per annum
- 19.2% increase in parents' competence in children's therapy
- raised social awareness of the needs of children with impaired hearing and their families

## Orange Sports Clubs

Sports are one of major factors in development of children and young people. But is physical activity still attractive when confronted with the digital world? Orange Sports Clubs prove that it is, and that rather than being an untimely alternative, the Internet and other new media can contribute and motivate to development of sports skills.

Through creation of 100 multi-discipline clubs we have paved the way for pursuing sports passions by people from small to medium towns. Each team has been provided with necessary uniforms as well as sports and training equipment. In addition, to make them fully use the opportunities offered in the programme, the clubs have received tablets and free Internet access. As a result, they can access at any time a dedicated on-line platform with a gamification module, which enables competition between clubs despite hundreds of kilometres separating their teams.

In addition, the on-line platform features a profile of each club. For a number of them it is the main site on the Internet to share team experience and achievements as well as publish news and game reports. In order to enhance the sports and sports-related competence of the participants, the programme website regularly publishes text and video guides developed

in co-operation with sports experts and dieticians. Furthermore, dedicated training sessions are conducted in clubs by a special coach group; reports on such events are subsequently accessible on the platform.

In their on-line competition, club members can take up different challenges, which have been designed to best combine off-line sports, family and community-building activities with on-line reporting of the achievements of the club and its members. This is not only motivation for an active lifestyle, but also a perfect way to share knowledge and draw on the ideas implemented elsewhere in Poland.

Five iconic Polish athletes, Jerzy Dudek, Milena Radecka, Artur Siódmiak, Marcin Urbaś and Tomasz Jankowski, have been involved in the programme.

Orange Sports Clubs are an initiative aimed to highlight the necessity of investing in physical activity and promoting a variety of sports. Therefore, as the first project in Poland, it supports the development of five different disciplines. It also provides space where physical activity and the digital world are on the same team.



- **100 sports clubs** supporting development of sports skills among children and youth
- **5 sport disciplines** supported (football, volleyball, handball, basketball and track & field)
- **300 coaches** provided with professional support
- **7,000 students** of primary and junior secondary schools training in clubs
- **100 tablets** distributed, one for each club
- **1,600 GB** of data transferred via WiFi
- **6,000** tasks completed

### Social effects of the programme:

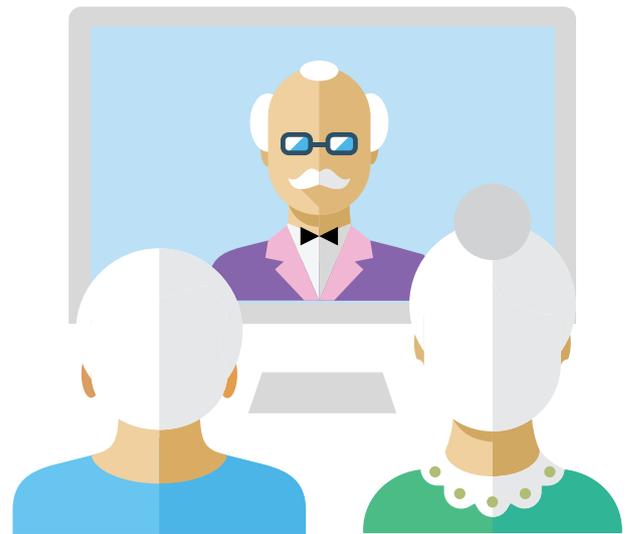
- establishment of and support & assistance for 100 sports clubs
- promoting active and healthy lifestyle
- technical support for local leaders
- development of coaching competence
- convincing young people that they can rise to any challenge
- fighting social exclusion (in this case, lack of support for sports clubs in small towns)
- activation of local communities and their involvement in sports club activity

## E-motivation

Senior citizens have been invited to the 'E-motivation' project, a series of on-line meetings (webinars) addressed to NGOs working with the elderly.

This is a follow-up to the 'Meetings with Passions' initiative. The main purpose of the project is to activate senior citizens socially and to encourage them to use new technologies. Through meetings in a friendly public space – a library, a community centre or an Orange Studio – we enable them to establish new contacts and stimulate them in sharing their knowledge and experience with others. Through on-line broadcasts we encourage them to meet interesting people who despite old age are professionally active or creatively use their free time to study, pursue their passions or help others. In the process, seniors get acquainted with the Internet and new technologies. During six on-line meetings we talked about local leadership, co-operation, success, daily joys and overcoming limitations. In addition, psychologist Tomasz Kozłowski supported us with his professional knowledge.

During each meeting, seniors could ask questions to the guests on a dedicated chat room and share their own ideas for staying active in old age.



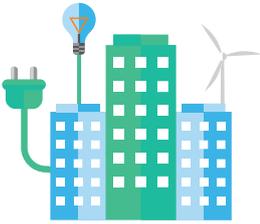
- **over 500 libraries** participating in the 'E-motivation' project
- **over 8,000 participants** in on-line meetings

## Promotion for schools

Since 2004, in the 'Education with the Internet' programme, we have been offering broadband Internet access to Polish schools on preferential terms. Over 8,000 schools, serving over 3 million students, have been registered in the programme. In our promotion, schools are offered Internet access on preferential terms: access activation fee of PLN 1.23 (incl. VAT) and monthly subscription fee of PLN 29.24 (incl. VAT).



## 3.4 Smart cities



At Orange we are looking for new and innovative technology solutions that help to change our cities into space more friendly to people and the environment.

“Smart city” is a concept of city management based on:

- the principles of competitiveness
- use of high technologies
- protection of natural resources
- wise use of social capital and social participation

An important feature of the idea of smart cities is to create high-tech industry consortia with local authorities and citizens for the management of public space.

This assumption also fits into the sustainable development policy of the European Union aimed at the reduction of carbon dioxide emissions and contained in the so-called climate-energy package of 2008. This concept is also important for the EU regional policy, promoting increased economic and social cohesion in the European Union.

Orange and Integrated Solutions have developed the 'Smart City Development' report. It is a compendium of information for mayors and other municipal officials on the use of new technologies in the sustainable development of cities.

For the report please visit [www.smartcity2020.pl](http://www.smartcity2020.pl).

With the idea of 'smart city', residents can enjoy life in a healthy, environmentally friendly urban environment, and through innovative technical solutions their lives become more comfortable, safer and more economical.



## Smart City means:

### Management

All over the world the Smart City idea is growing and is being implemented in many cities in the form of a package of technological solutions in the areas of public transport, traffic light system, road transport, energy or public space development. Owing to close co-operation of technology companies and local authorities, Smart Cities are becoming friendlier for the residents and the environment.

The implementation of the idea of a smart city contributes to increased efficiency of public space management and has a positive impact on the quality of life of residents.

### Savings

Smart city means changes in many areas of life. Smart energy means savings for the residents and the city. A good example of this type of solution is Łódź, which was the first city in Poland to launch a Smart Street Lighting System. This is an innovative solution in the Polish market.

60% of street lamps in Gdańsk are controlled by a smart system. The implementation of the remote light control system has generated savings of over PLN 200,000 annually.

### Ecology

Smart city can provide improvement in the lives of its residents, while taking care of the environment through smart power grids and optimisation of power consumption as well as efficient management of resources, such as water, heat and gas.

In order to improve a water supply system, Orange Polska in co-operation with Pronal has prepared a 'Smart Metering' system in Środa Wielkopolska. The system enables real time monitoring of water consumption and responding to any breakdowns or unusual changes in the consumption pattern. Środa Wielkopolska is the first municipality in Poland to have implemented such a system.

### Health

Quality of life means safety and health, as well as access to public services. In a smart city, the community uses modern solutions, such as e-health, which enables them to control the state of health and get quick assistance in life-threatening situations. Health and safety involve also a new dimension of health care, e.g. improvement in ambulance operation.

The Marshal's Office of the Cracow Region has connected 81 ambulance service branches and equipped all ambulances with GPS devices and modules for communication with the central system. This has enabled central ambulance management.

### Transport

Mobility in a smart city involves development of zero-emission transport (i.e. bicycles), integrated traffic management and ease of parking. All of which makes the residents move from one location to another as quickly as possible.

In collaboration with Orange, a pilot guidance system for free parking spaces was launched in the centre of Łódź, which is part of an overall city management system.

In the Poznań area, the City Transport Authority has implemented the Poznań Conurbation Electronic Card System (PEKA). The main purpose of the project has been to introduce new, more flexible public transport fees.



## 3.5 Our impact

**over 90%**

of Poles within the reach of Orange 4G LTE

**PLN 3.5 bn**

investments in the mobile network by 2018

**95,000 km**

the largest fibre network in Poland

**66%**

households using the Internet in rural areas

We live in the era of digital revolution. Just like any major change, it affects our way of living. Access to new technologies today determines whether we are willing and able to move elsewhere; whether our company will be able to compete with others, choose the best offers and find appropriate employees; how we can work together; and, consequently, our chances for a successful life. In this case, 'our' means not only 'my' or 'your', but also 'our common', that is chances of the community in which we live. Today, 'peripheral' does not only refer to physical distance, but also

distance in communications, while 'exclusion' is not only social, but also 'digital'. Orange Polska has significantly contributed to these changes.

As a supplier of the ICT infrastructure, we influence the investment attractiveness of particular regions and locations. By providing telecommunications services we make it easy for people to communicate with one another and ensure that everyone, regardless of their residence, wealth, age or ability, has access to the opportunities offered by new technologies.



# We provide the latest technologies





**04**

**Safe  
network**



# 4.1 Safe products and services



We want the use of the latest technologies to be easy and risk-free.

For a telecom company, issues related to proper protection of data of millions of customers, safety of services and reliable information about telecommunication equipment are of paramount importance for securing business growth and breaking barriers in access to the benefits of the digital world. Therefore, we understand corporate social responsibility very broadly, not only as strict compliance with safety standards, but also education of our customers on how to use modern technologies safely.

We ensure that all telephone sets are properly tested. Their safety of use is verified in tests of conformity with essential requirements.



## E-security packages

In order to provide better computer protection against Internet threats, we have added new e-security packages developed together with McAfee, a renowned IT security firm, to our portfolio.



## Safe Starter Kit

In 2014, with the safety of children in mind, we introduced a new product: **Safe Starter Kit**. Its key feature is blocking on-line access to content harmful to children (pornographic, violent or deplorable) or content that can lead to unintentional infection of a handset or tablet with malware. The Safe Starter Kit also blocks connections to special numbers (e.g. premium rate). More at [www.bezpiecznystarter.com](http://www.bezpiecznystarter.com).



## Protect Your Kids on the Web

Our parental control application, **Protect Your Kids on the Web**, provides comprehensive protection of children using smartphones or tablets, also when they access the web out of home via WiFi. It enables parents to monitor the time spent by their children on-line, verify the applications used and filter websites for inappropriate content.

The application **Protect Your Kids on the Web** is available to download at [play.google.com](http://play.google.com).



## Antivirus software

**Lookout Mobile Security** is an application that ensures smartphone and tablet security by protecting data with antivirus software. In addition to standard antivirus protection, the smartphone application offers safe website browsing, lost phone tracking and theft protection.



## Geopositioning

Our portfolio includes the **Where Is My Child** positioning service. This enables customers to locate their children or other persons under their care via mobile phones at any time.

More at [www.gdziejestdziecko.pl](http://www.gdziejestdziecko.pl).



## Safe Home

As part of the **Safe Home** offer we provide continuous home monitoring with remote management capabilities. Moreover, our customers can use the Smart Home service, offering advanced solutions that help monitor devices, such as smoke, flood, movement and door/window opening detectors.

Furthermore, in the **Eye on the House** service we provide a simple solution for 24/7 home monitoring with a webcam.

More at [www.bezpiecznydom.pl](http://www.bezpiecznydom.pl).



## First Aid

The **First Aid** application has been developed primarily to support witnesses of accidents or other emergency situations, where first aid is necessary. The user can immediately find out and see on illustrations how to safely lay an unconscious person, undertake and carry out CPR or stop bleeding. The user will receive practical advice on dealing with victims of all kinds of accidents, e.g. burns, frostbite, shock or poisoning. The application also provides current information on telephone numbers of emergency services and medical facilities of the LUX MED Group.

The application is available free of charge for Android, Windows Phone and iOS platforms.



## Health is a Simple Thing

The **Health is a Simple Thing** application has been developed by Orange in collaboration with LUX MED. Muscle and bone diseases are an increasingly common reason for the loss of joy of life among Poles. We can prevent them by controlling the way we perform daily activities at home, work or school. LUX MED experts have analysed a number of behaviours, which, executed incorrectly, increase the risk of overload of the muscle and bone system. The application includes a quiz and tips, so users can check whether they perform daily activities in a manner that ensures good health.

The application is available free of charge for Android, Windows Phone and iOS platforms.

## 4.2 Secure data



We are a controller of the personal data of our customers and employees. Their safety is very important to us.

Developing and ensuring the implementation of the personal data security policy and personal data protection standards in the company is a responsibility of the Information Security Administrator. He also collaborates with the General Inspector of Personal Data Protection (GIODO) in administrative proceedings and reports customer data security incidents to GIODO.

Personal data are one of the categories of confidential information and, together with the data constituting the

telecommunication secret and proprietary information, are covered by the Information Security Management System, which complies with the ISO 27001 international standard, to which we are certified.

At each stage of data collecting and processing, we ensure that customers are informed about the purpose and scope of data processing, as well as the right to access and rectify their personal data.



## 4.3 Safety Here and There



The safety of users of our services is supervised by a team of specialists who continuously respond to threats and support customers using the Internet.

The safety of users of our services is supervised by a team of specialists who continuously respond to threats and support customers using the Internet. This team holds the prestigious CERT (Computer Emergency Response Team) certificate, which confirms the highest quality of the organisation in the area of ITN security incident management, and is a member of FIRST (Forum of Incident Response and Security Teams), the leading association of such teams from all over the world. In addition it is also a member of the pan-European Terena organisation.

Orange Polska CERT works with other telecom operators in their constant struggle against cyber security hazards and in the development of standards for such collaboration and information sharing.

Orange Polska CERT website presents information and advice about safe computer set-up, rules of using the Internet as well as security tools and software descriptions and references. Customers can use these tools to check the safety status of their computers as well as select and install a number of useful applications (anti-virus, anti-spam or firewall) or learn how to recover the lost data or protect data against unauthorised access.

For more information about Orange Polska CERT please visit [www.cert.orange.pl](http://www.cert.orange.pl).



**Our customers deserve the latest technologies.  
We co-operate with leading suppliers of security solutions from around the world.**

## Protection against intrusions over the Internet

We use blackholing in our fixed-line network, which is blocking communication with the IP addresses of computers that control botnets (these are made up of devices taken over without their owners' knowledge and used for criminal purposes or so-called 'zombie computers'). This solution not only eliminates unnecessary network traffic, but also protects customers' computers against their use in cybercrime (e.g. sending out spam or viruses, or attacking other computers).

## CyberShield

CyberShield is a mechanism to detect threats on the Orange network, protect users against them and provide information to Neostrada subscribers at risk.

Orange Polska CERT team continuously analyses threats detected on the Orange network.

As a result:

- Each user can at any time check the security status of the devices currently connected to their home network at [www.cert.orange.pl/cybertarcza](http://www.cert.orange.pl/cybertarcza). The device from which the website is accessed must be connected to the home network.
- In case of exceptionally serious threats involving the risk of losing sensitive customer data (password, private data, etc.) and, consequently, identity theft, fraud or financial loss, the infected user:
  - will be temporarily disconnected from the Internet for safety reasons,
  - will receive detailed instructions on how to remove the risk,
  - will be reconnected to the Internet after acceptance of the information.



## Children on the net

One of the most important issues for us is the safety of children and young people on the Internet and the preparation of young people for the conscious use of new media. These activities are carried out under the **Safety Here and There** programme, which combines educational activities of the Orange Foundation with all our services related to customer safety.

For several years we have collaborated with the Empowering Children Foundation (ECF, formerly Nobody's Children Foundation). Owing to our support, the [www.sieciaki.pl](http://www.sieciaki.pl) ('Net Kids') portal has been developed, where children can find plenty of useful information about the safe and effective ways of using the Internet. Over 281,000 active users have registered on the website. In addition, lesson plans and a set of educational materials have been developed and distributed among teachers nationwide as part of our co-operation with ECF. Electronic versions of all materials are available on-line. Another outcome of our efforts is a free innovative e-learning platform, which contains interactive training courses on how to use the Internet safely. Courses can be used either by students themselves or teachers. The educational offer, which is developed in co-operation with ECF, is addressed to various age groups. We have also developed a portal dedicated to pre-school children. The portal had had a total of 395,000 unique users by the end of 2015.

For several years we have carried out the 'Net Kids on Holiday' summer project organised in co-operation with local governments and community centres. During picnics children learn how to use the Internet safely. A total of more than 110,000 children have been trained since the launch of the campaign.



- **18,227 children** registered on the [sieciami.pl](http://sieciami.pl) website in 2015
- **337,115 new users** registered to the e-learning platform
- free educational materials for children, parents and teachers
- **12,000 children** attended educational picnics (bringing the total to **36,100 children** since the launch of the campaign)

Another of our joint initiatives was the launch in 2007 of a special hotline 800 100 100 and a dedicated website [www.800100100.pl](http://www.800100100.pl) for parents and teachers to report Internet threats to children. At present, 800 100 100 is a hotline for parents and teachers for any concerns about safety of young people, including their on-line security. Since 2015, Orange Polska has been a technology partner of 116 111 helpline for children and youth. Thanks to Orange Polska, both lines are toll free for all callers.

According to various studies, parents do not know how to use new technologies, what the opportunities offered by the Internet are and, last but not least, how to teach their children about the safe and responsible usage of new media. Responding to this need, the Foundation has decided to provide an educational tool to raise the digital competence of adults and developed the 'Safety Here and There' on-line course, which is available at [fundacja.orange.pl/kurs](http://fundacja.orange.pl/kurs) free of charge. The course presents rules for safe Internet usage, teaching parents how to help their children to avoid dangers and respond to irregularities on the web. In particular, the course discusses social networking services, on-line image building, young people's abusive behaviour on the net, sexting as well as methods and tools to protect Internet-enabled devices. A total of over 8,000 users have completed the course since its launch on November 17, 2015.

Orange Polska employees have been also involved in the programme as volunteers. In co-operation with the Foundation, the company has prepared educational materials and lesson scenarios for them. Volunteers have trained more than 38,000 children in on-line safety. These materials have been also handed over to Orange Polska staff, who may use them in the education of their own children.

- **8794 children** attended lessons organised by our volunteers

Together with the Foundation we have developed the [Safe Media](#) and [Safety Here and There](#) guides for parents, which provide a comprehensive description of the dangers faced by kids in the digital world and discuss how to prevent them and where to seek help.

The Orange Foundation also supports social campaigns on on-line safety. In 2015, we were a partner to the 'Mum Dad Tablet' campaign, which aimed to increase parents' awareness and knowledge of how to make tablets and phones available to their kids in a responsible manner. In addition, the Orange Foundation attends conferences on the web security and carries out surveys on the use and knowledge of the Internet by children and the knowledge of their parents. Moreover, for ten years the Foundation has been a partner to the Safer Internet Day, when, in addition to conferences and expert debates on improving the safety of the youngest Internet users, schools all over Poland hold events and competitions dedicated to this issue.

The Orange Foundation is a partner of the **We Protect Children** programme carried out by the Empowering Children Foundation and aimed at child abuse prevention.

The programme is addressed to nurseries, kindergartens, elementary schools, middle schools, childcare centres, NGOs and other institutions working with children. It is the first programme in Poland to promote safe organisations and

respond to the needs of professionals and parents of children in the implementation of child-safe policies.

The idea behind the programme is to award **We Protect Children** certificates to entities that meet strict child protection standards and offer high quality programmes to protect children from abuse.



- **143,000 calls** of children and young people to the 116 111 helpline annually
- **7,300 reports** by adults to the 800 100 100 hotline
- **over 1,500 activities** on the Safer Internet Day
- **2,018 entities** signed up for the We Protect Children programme

Orange is also a member of the alliance of mobile operators against sexual exploitation of children. The alliance was formed in order to restrict the use of mobile telephony by individuals or organisations that wish to benefit or profit from materials containing illegal content involving children.

Since 2011, the France Telecom Orange Group has participated in the 'Better Internet for Children' project, which had been initiated by Neelie Kroes, Vice-President of the European Commission and the European Commissioner for Digital Agenda.

### Social effects of the programme:

- 450,000 children know how to use the Internet safely
- 156,000 teachers and parents are more aware of the dangers faced by children on the web and know how to prevent them
- 8,000 adults know how to protect children against dangers on the web

## 4.4 Safety on-line



Radio waves are an element of fundamental significance for the activity of Orange as a telecommunication network operator – without them neither our network nor phones we provide would work. So, this is an issue we cannot be indifferent to.

### Communication

In case of a telecommunications company, issues related to the safe use of services mean not only the utmost care for meeting security requirements, but also reliable information on the devices and technologies used. In response to questions regarding potential negative influence of radio waves emitted by telecommunication devices and other devices that use new technologies, we have prepared a global Orange portal on radio waves, which explains in simple terms how mobile telephony works. It includes a section presenting latest scientific reports.

The portal has been also translated to Polish and it is available at [www.orange.pl](http://www.orange.pl).

### Devices

All mobile phones in Orange Polska's portfolio meet the emission standards specified by the International Commission on Non-Ionizing Radiation Protection (ICNIRP). We ensure they are thoroughly tested and the safety of their use is verified in the process of examining their conformity with essential requirements.

All mobile devices in Orange Polska's portfolio are safe for users' health and are accompanied by information on the Specific Absorption Rate (SAR), which is always lower than the official limits (below 2 W/kg). SAR for mobile phones refers to the maximum level of radio waves that the user can be exposed to during a call.

SAR values can be found in the user manual (technical specifications), which is provided by the manufacturer, or the technical requirements for handsets offered by Orange, which are available at [www.orange.pl](http://www.orange.pl).

All mobile phones at Orange meet the emission standards specified by the International Commission on Non-Ionizing Radiation Protection (ICNIRP).

### Base stations

Orange Polska uses proven wireless communication technologies that are safe to all users. The company complies with all European and, much stricter, Polish standards regarding electromagnetic field (EMF) emissions. EMF exposure around all of our base transceiver stations (BTSs) and broadcasting stations does not exceed the limit set forth in Polish regulations, that is 0.1 W/m<sup>2</sup> in areas accessible to the public.

As a result of technical efforts related to protection against EMF emissions by BTSs of radio communication facilities developed or operated on our networks, we can ensure compliance with the standards specified in the Regulation of the Minister of Environment regarding permissible EMF values in the environment and methods of verification thereof (Journal of Law No. 192 of 2003, item 1882/83).

This is ensured through:

- Preparation of the relevant estimates of EMF impact on the environment in BTS construction or modernisation projects;
- EMF measurements vs. permissible limits, which are subsequently reported to the environmental protection bodies, which decide whether to carry out public consultation or not (public consultation and dialogue concerning network facilities are carried out as part of administrative proceedings, and initiated and supervised by the relevant government agencies).

## Research

We conduct research on limiting the influence of electromagnetic radiation on human beings. In particular, we co-operate with the International Telecommunication Union (ITU) in developing a guide on how to handle devices that emit EMF in order to comply with the environment and human beings protection regulations.

# 4.5 Our impact

**5.7 billion**

potential risky network incidents monitored monthly

**20,000**

security incidents handled by Orange Polska CERT annually

**2 million**

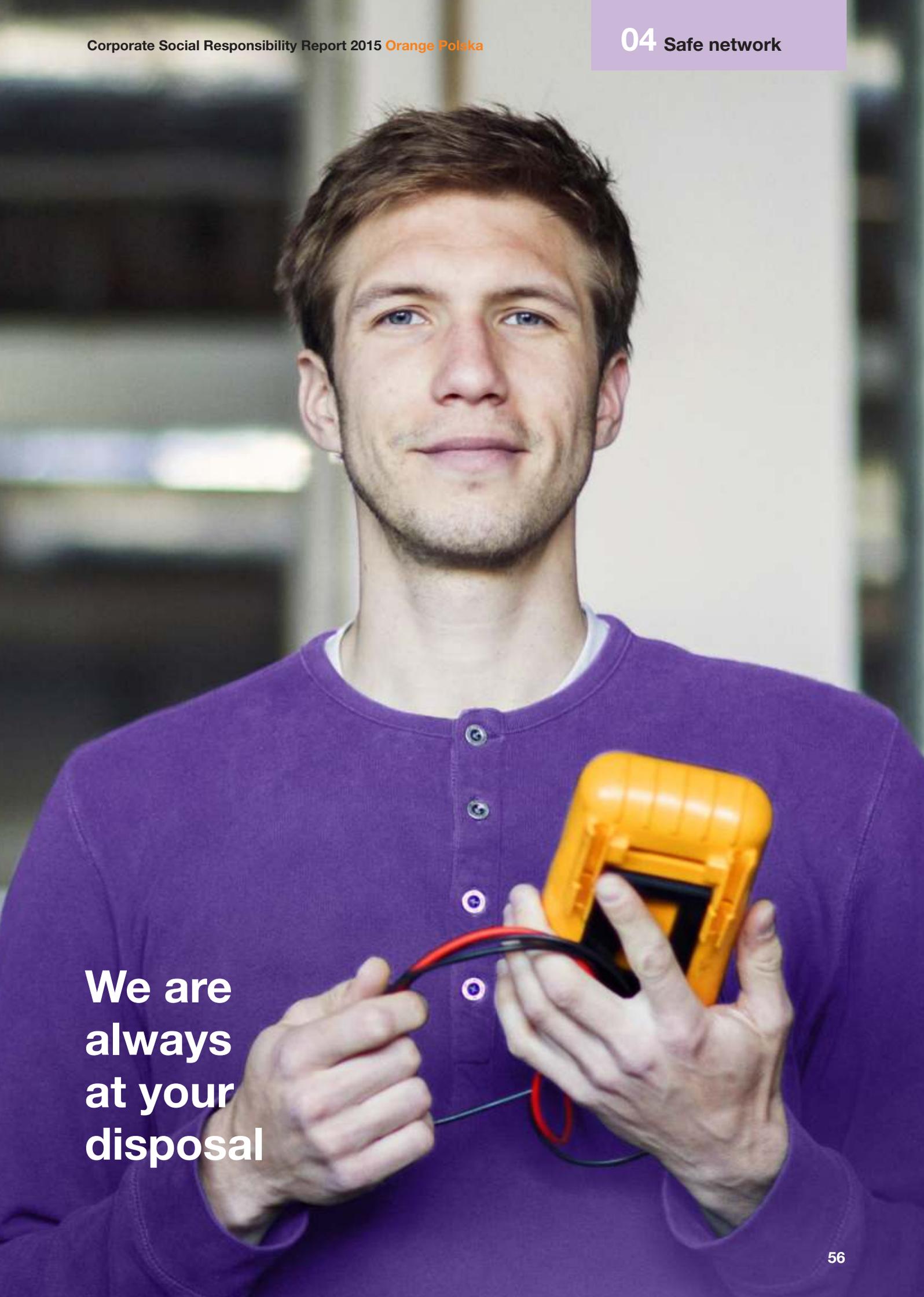
potential dangers on the web identified annually

**320,000**

students participating in e-learning courses about on-line safety

Rapid development of new technologies is accompanied by exposure to new forms of crime, which most of us cannot prevent while we are taking the first steps in the digital world. We try to mitigate these risks by guaranteeing security of our services and offering essential knowledge on how to use them safely. We carry out educational campaigns regarding the Internet, provide technical tools that help to secure our data and devices, and monitor the potential dangers faced by Internet users. We pay special attention to children's web safety, offering special educational programmes and dedicated services to youngsters and their guardians.

Monitoring of web dangers is a responsibility of Orange Polska CERT, a team whose task is to watch over Orange customers' safety. This team responds to any threats on a current basis and supports Internet users. Every month CERT monitors 6 billion network events of various types, and every year it handles over 2 million incidents and potential dangers on the Internet. One of Orange Polska CERT's actions involved blocking of port 25 for Neostroda users, which resulted in a decrease of spam by 99%. Owing to this single action Poland has left the lead of ranking lists of world's most spamming countries.



**We are  
always  
at your  
disposal**



**05**

**Clean  
environment**



# 5.1 Technologies for the environment



We want to implement our business goals with respect for the rules of ecology and in harmony with the environment.

New technologies can serve the environment by contributing to the efficient management of energy and other natural resources.

## Energy Optimisation

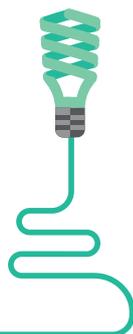
Expansion of telecommunication infrastructure in response to increasing demand the information flow entails higher demand for energy in our industry. In order to compensate for this trend, which is negative from the environmental point of view, we undertake actions aimed at optimisation of energy consumption. In 2014, all our energy-saving initiatives were combined into a single programme, Energy Optimisation.

### The programme covers the following areas:

1. **Core effect initiatives:** – initiatives reducing electricity consumption through replacement of older technical devices with modern energy-efficient ones, modernisation of cooling systems, introduction of energy saving functionalities, etc.
2. **Side effect initiatives:** initiatives in which energy savings are a side effect of e.g. optimisation of the technical network structure.
3. **Cost-saving initiatives:** initiatives which do not generate energy savings, but reduce costs, e.g. contractual capacity optimisation, tariff optimisation, reactive power compensation, etc.
4. **Measurement of energy consumption:** actions related to records and analysis of energy use on the basis of the detailed data from invoices as well as installation of smart measuring devices in buildings (for A/C or ventilation), BTSs or optical network units (ONUs). These enable accurate determination of the energy used on-line and, consequently, proper response in case of excessive consumption at any location (potential failure) as well as realistic prediction of electricity costs.
5. **Energy consumption model:** a model that accurately describes energy consumption by network domains, types of devices, facilities and, in some cases, single ports.
6. **Energy management model:** a model that accurately describes the main functions, responsibilities and processes with respect to the implementation of energy-saving initiatives, facility management, energy consumption increase due to network evolution as well as verification of invoices issued by energy suppliers.

As a result of joint efforts, we have managed to launch a few dozen initiatives which will bring total savings of 142.0 GWh between 2014 and 2016 (or 58.9 GWh annually once all the projects are completed). It means over 100,000 tonnes reduction in carbon dioxide emissions to the environment.

- **50.7 GWh** saved in 2015 (compared to 2013)
- **38,500 tonnes** reduction in CO<sub>2</sub> emissions



## Renewable Energy Sources

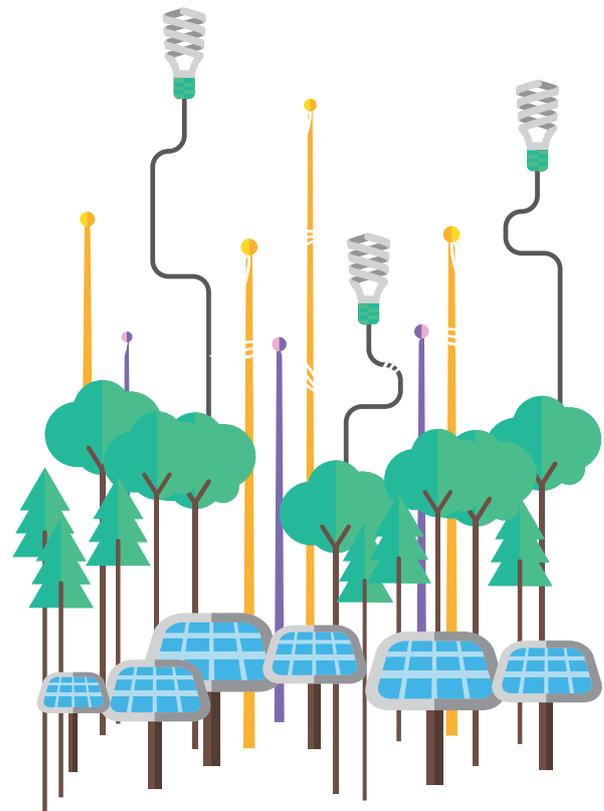


We are implementing a pilot project called Orange RES (renewable energy sources) in the company. Its purpose is to verify whether RES facilities are suitable for supplying telecommunication infrastructure devices in the Polish climate and what savings it can generate.

Currently, we are testing various devices, particularly photovoltaic panels. The project will also enable us to estimate savings from generation of our own 'green energy'. The facilities installed will supply power to the network devices tested by Orange Labs. Furthermore, we intend to obtain financing for construction of RES systems of the total capacity of approx. 30 kW in ten base stations.

## Co-operation for the environment

We are also involved in the international Green ITN 2020 programme. The Orange Group joined this initiative in 2006. So far, 22 countries have signed up. The initial objectives of the programme included a reduction in energy costs by 15% and a reduction in CO<sub>2</sub> emissions by 20% by 2020. The programme has also a social aspect, as through a reduction of CO<sub>2</sub> emissions Orange wants to confirm its concern for and involvement in the environmental protection.



Climate changes and depletion of natural resources have made us realise the need to create smart energy networks, which are capable of efficient management of both traditional and renewable energy sources, as well as to adapt electric vehicles to 'green' energy.

Green IT is also our offer for the business. Through Integrated Solutions, an Orange Polska Group member company, which combines expertise in telecommunications and IT, we offer solutions for comprehensive and efficient ICT infrastructure management.



## 5.2 Eco-friendly products and services



We are not indifferent to global challenges related to the environmental protection and natural resources. As a provider of ICT services we can significantly contribute to reducing the negative impact of business on the environment.

The telecom industry can have a positive influence on the environment, helping to reduce greenhouse gas emissions and offering services that can replace traditional communications or written documents. Thanks to tele- and video-conferences, electronic document flow, on-line shopping, e-services, e-invoices and comprehensive ICT systems for business and administration, we make ecology and environmental protection part of everyday life.

Owing to our services, also other companies, institutions or organisations may become more 'green'. A number of them have successfully used video-conferences to enable home-working via Internet or phone and have replaced paper documents with electronic ones.

### E-documents

By the end of 2015, e-invoices had been adopted by over 5 million of our customers. This benefits the environment. Moreover, in two campaigns, 'Choose an e-invoice to spite mosquitoes' and 'Choose an e-invoice' lottery for customers, which were accompanied by efforts to support bats, we provided 752 bat boxes in collaboration with the 'Stark' Foundation in the White Forest, Chotomowskie Forest, Reduchów and Zadole Forest Ranges as well as Wieluń, Świdnica and Bystrzyca Kłodzka Forest Management Districts.

In 2015, we saved 660 tonnes of paper owing to e-invoices, thus saving 11 233 trees (or 23 hectares of forest).

We actively promote e-invoices in the "I Choose E-invoice" Coalition, which acts under the auspices of the Ministry of Administration and Digitisation, Ministry of Economy and UNEP and is co-ordinated by the Polish Confederation of Private Employers "Lewiatan".

It aims to promote e-invoices as a method of settlement between companies and their customers that is friendly for the environment and convenient for users. In 2015, we conducted a survey of e-invoice awareness among politicians, workshops on e-invoice promotion and development for tax office staff as well as an opinion poll among residential and business customers.

More about the Coalition and the opinion poll results at [www.wybieramefaktury.pl](http://www.wybieramefaktury.pl).

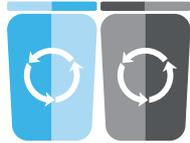
In addition, our company has joined the Polish National E-Invoicing Forum, which acts under the auspices of the Ministry of Economy and the Ministry of Finance. The Forum aims at formulating recommendations for changes necessary to implement the European Digital Agenda with respect to e-invoice data and transfer standardisation. According to the Agenda, e-invoicing is to become the predominant form of invoicing in the European Union by 2020.

We are also involved in the E-Invoicing and E-Billing Forum held by the E-Banking Council of the Polish Bank Association, where we work on rules for functioning and distribution of e-invoices and payment documents with the use of electronic banking.

- **72.6%** of Orange customers use e-invoices, namely **83.9%** of mobile customers and **60.8%** of fixed line customers

We pay particular attention to our senior customers, who, like young people, begin to seek contact on the web and get interested in on-line payments. Based on a 60+ customer survey, we launched a dedicated service for this group. In addition, we promote e-invoices among Orange Polska's employees through educational and informational activities.

## 5.3 Recycling and refurbishment



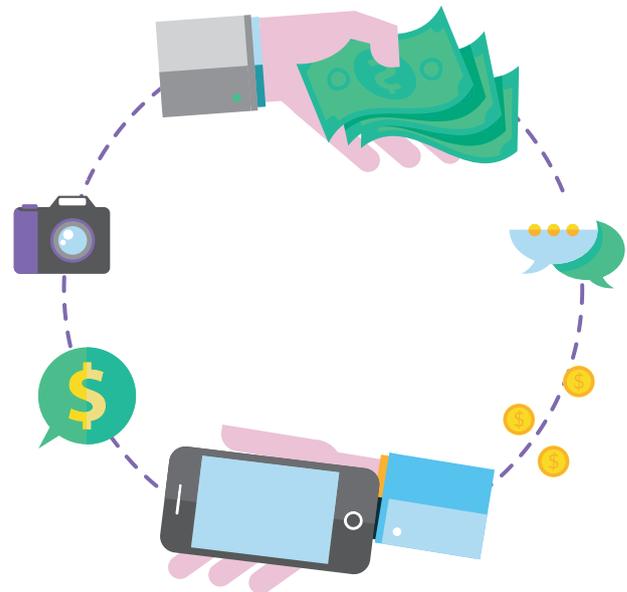
As a provider of telecommunication services we generate significant amounts of waste, including a lot of used mobile phones of our customers.

### Recycling

We encourage our customers to recycle old mobile devices.

**Orange Recycling**, a buy-back programme for unwanted mobile phones, is one of our key environmental initiatives.

In co-operation with Greenfone, we have launched the [www.orangerecykling.pl](http://www.orangerecykling.pl) website, where customers can resell their old handsets easily. We have added a new functionality, enabling customers to sell or dispose of not only working, but also broken handsets. Money from sale can be donated to charity. The service is available to all, not just our customers, and the repurchase offer covers about 2,000 different handset models. It is also possible to get rid of old mobile phones and accessories, free of charge, in Orange stores. All devices are stored in special containers and then submitted to a company that deals with their recycling and disposal.



### Eco-schools

We actively encourage consumers to get rid of old electronic equipment and mobile phones. In 2014, together with our partner Greenfone, we launched the 'Eco-schools' educational programme. It is addressed to schools, which are encouraged to collect old and redundant phones. Thanks to Orange, students have a chance to find out what to do with an old handset and learn proper attitude and good habits with respect to electronic waste management.

In the programme, the eco-schools receive informational materials on changes in the environment caused by harmful human impact. These publications help students to realise the effects of irresponsible waste electronic equipment management and present the potential ways to reuse such devices.

Through this initiative we help students to understand that what they do at home and school, and later in life, has an actual impact on the environment in which they live. Schools organise equipment collection campaigns and get points for each phone received. These points can be subsequently exchanged for prizes from the programme catalogue, such as sports equipment, educational aids, stationery or books, which schools can select according to their needs.

The programme is a response to the environmental protection challenges as well as the expectations of our customers, who are increasingly aware of environmental issues. Owing to the initiative, we retrieve old handsets from the market, thus contributing to a decrease in toxic waste in landfills.



### Social effects of the programme:

- raised environmental awareness among young generation
- change of habits related to electronic waste management

### Refurbishment of equipment

Multimedia devices, such as modems, are leased to customers for the term of their telecommunication service agreements. After these expire, returned devices are refurbished to the 'as new' condition. As a result, products which are not at the end of their life cycle yet are reintroduced onto the market.

All parts of the products are recycled, including cardboard boxes in which they are returned. Thanks to an in-house production line, we have better control of the quality of work and we can ensure the process development, while increasing our savings and eco-efficiency. Orange, in co-operation with CEVA logistics operator, is capable of testing products for the optimal quality and durability.

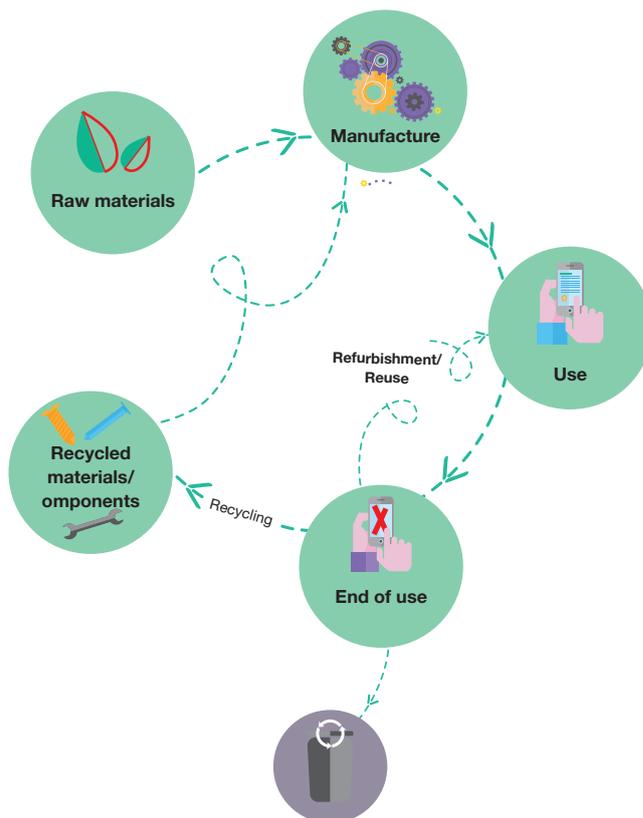
- We have refurbished **80%** of broadband devices
- Over **438,000** broadband devices (set top boxes and liveboxes) refurbished
- **61,000** modems and routers refurbished



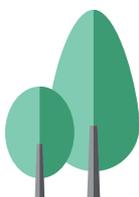
### Refurbishment of handsets

Mobile phones that have been returned by customers are refurbished by SBE servicing company. Refurbished phones in the 'as new' condition are then sold in our on-line store at a very attractive price.

- **9,318** handsets, notebooks and tablets refurbished and reintroduced onto the market (compared to **9,200** in 2014), which accounts for ca 0.4% of the total



## 5.4 Environment management



We pay great attention to the minimisation of our impact on the environment, reducing energy consumption, segregating waste and promoting more efficient paper management.

We want Orange Polska to be a company that promotes 'green' approach and engages its employees in mitigating the negative impact on the environment.

Appropriate supervision over our operations is ensured by our Environment Management System, which is consistent with the ISO 14001 standard. A recertification audit, which was conducted by the British Standard Institution in 2015, confirmed the correct operation of the Environment Management System at Orange Polska S.A. External auditors decided to prolong our ISO 14001 certificate for mobile telephony services for a further three years.

There are environmental teams in the company which inspect the infrastructure, monitor emissions and organise

training. We co-operate with regional environmental protection inspectors and implement their post-inspection recommendations. We also stay in touch with the Ministry of Environment. In addition, in the implementation of our 'green' projects we co-operate with environmental organisations.

We use modern services and ICT technologies to save not only employees' and customers' time, but also the natural resources we use. We keep track of environmental indices in our company. In INDICIA, a joint CSR database for the Orange Group, we report 122 environmental indices on a semi-annual and quarterly basis. Owing to this database and periodical environment usage reports, we are able to closely monitor our environmental footprint.



## Use of natural resources

We manage natural resources efficiently, monitoring the consumption of energy and other resources, especially water and paper, as well as carbon dioxide emissions related to our operations.

- **505,000 tonnes** – total CO<sub>2</sub> emission
- **27.4 kWh/customer** – energy consumption per customer
- **21.9 kg/customer** – CO<sub>2</sub> emission (all energies) per customer

The greatest contributor to CO<sub>2</sub> emissions is the consumption of electricity and primary energy sources: gas, coal and heating oil.

- **682 GWh** – total energy consumption
- **1.5 tonnes** – paper consumption

In our efforts to reduce paper consumption, we have implemented electronic document flow. We use electronic applications to fill out attendance lists, settle business trips or book holiday leaves. In addition, e-documents are used in

relations with our suppliers. They can place orders via an electronic system. We also issue e-invoices. In addition, we have introduced electronic confirmation of couriers' deliveries and electronic archiving of invoices.

## Ecological workplace



We ensure that our workplace is more 'green'. Our headquarters, **Orange Town**, where more than 3,500 people come to work every day, is a special place. It has been designed and developed with utmost care for environmental protection.

This is an A+ class office building, which meets the requirements related to energy saving, landscaping, solar energy use, factors affecting employees' health or solutions that reduce water consumption.

Orange Town has been granted BREEAM certificate with 'Excellent' grade, which confirms fulfilment of restrictive environmental standards and top European standards in construction. Our other locations are also getting increasingly environmentally friendly.

We are working on reduction of energy consumption for lighting of Orange Polska's facilities. We installed motion

sensors in our Regional Towns in Poznań (2014) and Katowice (2015).

We also modernise sources of lighting in Orange stores in Poland: traditional halogen lamps are replaced with LED lights. We exchanged lighting in 113 sales outlets in 2014 and a further 119 stores in 2015.

We provide friendly green spaces around our offices. In 2014, we planted greens on a patio of our building in Katowice and in 2015 we modernised a patio inside our building in Chorzów.



## Green fleet

We promote ecological forms of transportation and we educate our employees on eco-driving, as we want to reduce exhaust gas emissions by our company cars.

We provided electric cars along with charging stations to our employees. They can use these cars to perform work-related tasks or travel to business meetings in the city. The vehicles can be booked on-line. Another ecological form of transportation is carpooling which is becoming increasingly popular.

We educate employees on eco-driving. We regularly celebrate the eco-transportation day, when employees

attend eco-driving training. We have also prepared a special e-learning course on eco-driving, safety on the road and conduct in case of car accidents. The training is to increase awareness of drivers' influence on not only their safety and safety of other road users, but also on the environment. The course is organised in the form of interactive training, which ends with a test of acquired knowledge and skills.

## Efficient waste management



The company's activities generate industrial waste, such as waste electronic and electrical equipment, batteries and storage cells, cables and telegraph poles. The disposal thereof is closely controlled.

Under contracts with suppliers of batteries and consumables for copiers, printers and fax machines, as part of maintenance they have an obligation to collect and properly dispose of waste elements. In addition, we inspect and tidy up selected locations, getting rid of old papers, archiving documents and removing obsolete furniture or household appliances.

We have introduced uniform waste classification rules in line with the Regulation of the Minister of Environment of 27 September 2001 on the catalogue of waste, as well as uniform waste recording rules in line with the Regulation of the Minister of Environment of 8 December 2010 on templates of documents used for waste records. We also hold the required administrative permits for waste generation.

We co-operate only with those waste disposal companies that take full responsibility for further management of received waste (collection, transport, recycling or disposal) and are able to document the subsequent stages of waste processing between the waste producer and the waste neutraliser.

In line with the Waste Electronic and Electrical Equipment (WEEE) Act, such devices, redundant and unfit for further use, are treated like waste and handed over to licensed waste management companies, which have been registered by the Chief Inspectorate for Environmental Protection.



## Ecological education of employees

We encourage our employees to adopt eco-friendly lifestyle and behaviour. There is a dedicated environmental protection portal on our intranet with information on the current environmental projects.

There are special parking spaces for employees who carpool to Orange Town, where more than 3,500 people work. We encourage employees to come to work on bicycles, offering them bike racks, lockers for their belongings and bathrooms with showers. We have also made sure that there is a Veturilo city bike station next to our headquarters.

We organise an ecological competition for our employees, and the best ideas are implemented in the company.

We also promote ecological behaviour among our employees through thematic actions regarding energy and water saving or efficient printing.

We want to involve our employees in the dialogue on ecology. To this end we have created a special contact box **\*ecology**, which serves for exchange of opinions and experience related to environmental protection.

## 5.5 Our impact

**22%**

reduction in CO<sub>2</sub> emissions  
in the company since 2009

**25,000**

trees saved owing to e-invoicing

**over 2 million**

handsets, tablets and other devices  
introduced on the market every year

**over 1 million**

refurbished devices reintroduced  
onto the market

Telecommunications enable optimisation of manufacturing processes and energy demand, development of smart urban transportation systems, reduction of travelling time thanks to telecommuting or remote communication, e-trade and dematerialisation of economy. On the other hand, intensive development of these technologies results in increased demand for energy, exploitation of rare resources and generation of electronic waste.

We are aware of all the opportunities and threats related to the environmental impact of ICT technologies, and we take actions to mitigate any negative consequences. Our efforts involve implementation of policies and standards to monitor our company's environmental footprint, programmes increasing the energy efficiency of services and decreasing harmful gas emissions, initiatives aimed at more efficient waste management, reduction of the company's impact on the landscape, as well as monitoring and surveys of influence of telecommunication services on human health.



**We give you  
simple solutions**



**06**

**Enquiring  
team**



# 6.1 Friendly work environment



We want to create a culture of co-operation in which all employees feel respected and freely pursue their professional goals and life passions.

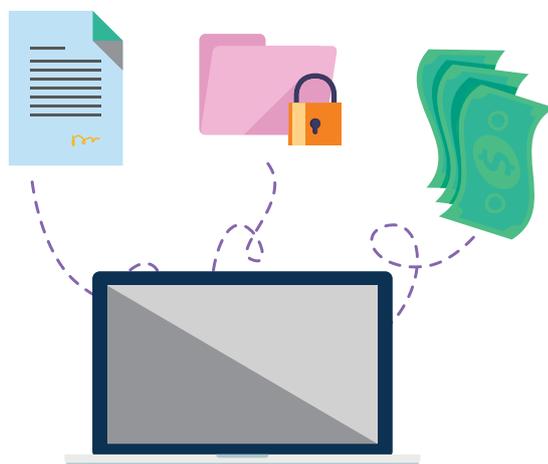
We do not forget about the foundations that help create a friendly workplace. We take care of employees' safety, health and decent retirement. We provide preventive healthcare, promote sports activity among employees and offer help and support in difficult life situations.

## Modern work tools

As a modern company we try to take advantage of new technologies also through dedicated programmes inside the organisation.

Orange Polska currently hires a dozen thousand or so employees who monthly submit an average of 6,000 documents to the HR Department. These include personal data, address and identity document updates, leave and benefit applications, etc.

In order to enhance employees' satisfaction with internal processes and facilitate the work of the HR Department, save time and become more environmentally friendly through elimination of paper document flow, we have



implemented the following electronic solutions in the HR processes digitisation programme:

- SAP HR system (staff and wage system);
- E-files (electronic employee files with electronic versions of all documents on personal files);
- E-archives;
- 'About Me' self-service application (SAP Portal-ESS), enabling employees to view their own data and submit electronic applications or statements in HR matters;
- 'My Team' self-service application (SAP Portal-MSS), enabling managers to process HR applications for recruitment and employment, change of employment terms, disciplinary penalties or termination of employment; the module also enables access to employee data as required for management purposes;
- E-list to enhance the process of confirming work attendance by employees; the e-list enables such confirmation on-line and provides supervisors with information on unconfirmed attendance on their teams; employees confirm attendance by clicking the relevant icon on their workstations;
- E-PIT, ensuring efficient distribution of tax returns with the employer's digital signature to employees and enabling the latter to download them;
- Holiday leave application, which enhances the process of organisation and management of employee holiday leave schedules across the company. Employees organise and manage their holiday leave schedules, while supervisors have access to these schedules and their status. The application sends holiday leave status emails to employees and supervisors;
- Virtual HR Advisor, which answers employees' questions regarding health care, social initiatives, work time, holiday leaves, employee benefits, parental rights, etc. The Virtual Advisor is available to users on a 24/7 basis and all answers are displayed on screen. Links included in the response refer employees to others answers or the relevant websites;

- Medical referral application, which has automated processing of periodic employee health examinations;
- Applications supporting third party's service contract and traineeship agreement processing.

As a modern company we try to take advantage of new technologies through dedicated programmes inside the organisation, such as Friendly Work Environment. In previous years, such initiatives included internal communications standardisation through popularisation of LYNC office communicator and distribution of the appropriate devices (headphones and teleconference sets) among employees. In addition, we introduced the possibility of videoconferences in several dozen largest locations and equipped most conference halls with screens and projectors.

We also support transfer of decision-making competencies to local communities. In 2015, for the first time we introduced participatory budgets in our five largest regional headquarters, enabling employees to determine the investment priorities in their workplaces. Our employees proposed a total of 118 ideas, out of which 21 were chosen for implementation by public voting. These included a bike facility, relaxation corner, regeneration of the area in front of the building and an ATM on the premises.

## Safety at work

One of the key elements of the friendly work environment is safety and working conditions consistent with the occupational safety and health (OSH) regulations. Implementation of these tasks is supervised by a dedicated OSH department.

All our employees have access to occupational safety and health training courses and an extensive healthcare programme. In addition, every employee has been informed about the level of occupational risk at their position. OSH provisions have been included in collective work agreements. We co-operate with our social partner in the occupational safety and health commission and during accident investigation procedures.

In 2015, there were 54 accidents at Orange Polska and OCS. A total of 47 employees were injured. One accident was qualified as serious. No lethal accidents were registered.

## Additional benefits

Orange offers its employees safe and friendly work conditions:

- Orange Polska's employees are provided with extensive medical care in 150 facilities of the Lux Med Group and 1,380 partner clinics.
- Two Orange Group companies (Orange Polska and OCS) have implemented the Employee Pension Programme. It is the largest employee pension fund in Poland in terms of both value of assets and the number of participants.
- At Orange, we have a Social Benefit Fund, which is a form of welfare aid addressed to employees and retirees in need. This is a tool for supporting people who face difficult life situations (regarding health or finances). Within the Fund we also offer holiday bonuses, loans as well as participation in sports, cultural and tourist events.
- Orange Polska's employees can use our Central Housing Fund, Central Welfare Fund and Central Fund for Sports, Tourism and Culture. Three thousand people annually take advantage of these funds on average.
- If support by the company is insufficient, Orange Polska's employees can take advantage of Orange Foundation's aid within the **Support One Another** programme. Over seven years, financial support amounting to more than PLN 700,000 has been provided to a few dozen employees.
- Orange Polska's employees and their families are eligible for discounts for products and services of Orange and its partners. The **Offer for You** dedicated programme offers Orange telecommunication services on preferential terms, discounts on insurance and transport services as well as attractive offers in the area of education, tourism and sports.
- Employees are also eligible for financing of sports, tourist and cultural events from the Central Fund for Sports, Tourism and Culture. They can also use FitProfit cards.

## 6.2 Diversity management



Adoption of clear employee evaluation criteria and implementation of equal opportunities principles are among the key conditions for the functioning of a socially responsible company.

### Sex



41.2% women



58.8% men

### Age



11% less than 30 years



71% 30–50 years



18% more than 50 years

### Education



1% primary



27% secondary



72% higher

### We appreciate diversity

We value diversity and believe that skilful diversity management in a workplace opens new opportunities. It is essential for us to create organisational culture based on mutual respect for the differences between us. We believe that it should be based on education, so we endorse knowledge of this issue among our employees. In particular, in 2015 we held the Diversity Week for the first time. Our employees had a chance to participate in diversity quizzes and learn interesting facts every day. They were also

informed about stereotypes related to working on teams which are diverse in culture, ethnicity, gender, age or physical ability.

Our managers play the key role in creating friendly culture at work. Therefore, we support the development of their "diversity management" competence, that is an ability to show respect for various forms of diversity and use them to increase efficiency.



- **41.2% of women** among all employees,
- **29.2% of women** among managers.

Equal access to positions, regardless of gender or age, is important for us. We have added a specific clause to our recruitment procedures, which makes it obligatory to recommend candidates of both sexes for all positions. It is a major challenge for us to promote women's professional activity and development, and to increase the number of managerial positions held by them. Therefore, we have set some specific goals in this area.

Our efforts to promote and ensure gender equality in the workplace were recognised with the Gender Equality European Standard (GEES) certificate in 2015. Certification audits cover company's policies and procedures, training, awareness initiatives, remuneration practices and social dialogue on gender equality. Our company scored 2 (out of 3), which confirms our efforts hitherto and motivates us to take up further challenges in this area.

For four years now we have not only been a signatory, but also a guardian of the Diversity Charter in Poland, which clearly demonstrates our commitment to the issue. The Polish version of the Charter was created in workgroups with representatives from businesses, government and non-governmental organisations. Consultation with organisations that represented interests of different social groups, such as persons with disabilities, the elderly, parents, sexual or religious minorities, were an important element of these works. Both the Charter and the Guardian title oblige us to promote principles of diversity and motivate us to the continuous development and self-improvement of our company. This is why we celebrate the National Diversity Day held annually by the Responsible Business Forum.

In addition, we co-operate with the best international experts by participating in the Knowledge and Experience Exchange Platform at European Commission. As a result, we can see diversity issues in a broader context.

Our company was also involved in the establishment of the EPWN (European Professional Women's Network) Warsaw Association. The main idea behind this organisation is to promote equality between men and women and equal opportunities at various stages of their professional careers. Together with representatives of other companies, we want to share our knowledge and experience in this area.

In Orange Polska we have been building an open and friendly work environment accounting for the needs of persons with disabilities. We have launched the **YES to Health** programme dedicated to this group of employees.

The YES to Health programme provides our disabled employees with access to additional medical package, including physiotherapy, in LUX MED clinics. Additionally, employees with confirmed disabilities are eligible for a financial adaptation package, which can be spent on rehabilitation equipment, rehabilitation camps, etc.

In 2015, we continued our efforts aimed to create friendly and open work environment accounting for the needs of people with disabilities. We carried out several campaigns promoting active and healthy lifestyle. On the 'Equal at Work' Day we discussed the problems of people with disabilities and offered preventive health examination. Office workers willing to do more for their spine were given fit balls.

We understand the need to implement standards, initiatives and programmes which enable all the employees to fully use their potential and create work environment free of prejudice or stereotypes.

- **273 people** in the **YES to Health** programme



Diversity issues are included in our Code of Ethics, which sets out procedures to ensure that employees can report irregularities, particularly related to discrimination or mobbing. In order to effectively prevent all forms of discrimination and build a friendly atmosphere at work we also provide for appropriate training of our managers. All of them undergo mandatory e-training on anti-discrimination and mobbing prevention.

## Transparent wage policy

We follow a uniform and transparent remuneration policy based on equal treatment and non-discriminative, fair assessment. In 2015, the ratio between the basic salary of male and female employees was 94.2% for managerial posts and 83.9% for non-managerial positions.

# 6.3 Sustainable development



The company follows the employee Development & Assessment (D&A) process, which combines annual evaluation results with employee's career development plans; it also involves progress monitoring throughout the year and accounts for Orange values in the employee assessment.



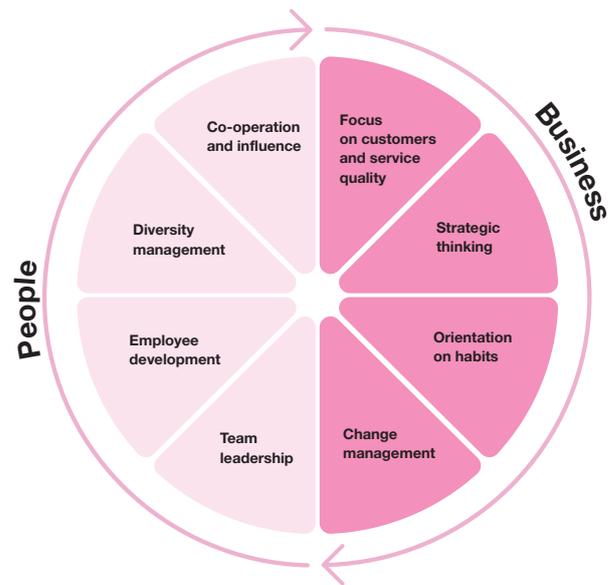
## D&A means:

- **97% of employees** evaluated
- **86% of employees** with individual development plans
- **9% of employees** in the expertise sharing programme
- **29,000** development activities scheduled

The D&A process is based on the Orange Manager Competence model, which focuses on balance between task performance and relationship building skills.

Another thing that was new in this year's D&A process was a possibility to recommend employees to the expertise sharing programme. As a result, we created our internal team of experts, who share their knowledge and experience with other employees. The company offers additional training that aims to strengthen their competence in training and mentoring.

In 2015, we invited our employees for the fourth time to provide feedback to their managers in the 360° feedback process. 360° feedback encourages a shared style of work, communication and management. The survey is carried out every two years. In this edition, we added the 'Listen and Act' section in line with the Orange 2020 strategy and for the first time asked about the level of confidence to managers.



- **2,089 managers** took part in the fourth edition of the 360° Feedback project
- **1,912 participants** received their individual reports
- **73%** feedback ratio (vs. 71.1% in the previous edition)
- **72%** of respondents provided qualitative feedback (vs. 61% in the previous edition)

Development interviews are followed by succession planning, that is a process of identification and development of candidates for key positions in Orange Polska. It aims to provide continuity of management at key positions, making the best use of the internal managerial potential.

- **272** key positions
- **230** positions with identified successors
- **395** successors

In order to attract and retain employees with high professional potential in the company and to give them the opportunity to develop skills and competence, we have developed a mobility policy. We offer a system of allocation benefits to employees who change their workplace; they are given priority in recruitment and a possibility to work in different subsidiaries of Orange Polska. Annually, Orange Polska advertises over 1,000 offers on the internal job market.

Our company also offers the **Development Navigator** programme, which helps employees to identify their strengths, areas for improvement and further career paths in Orange Polska. The implementation of this process is assisted by professional development advisors.

Orange Polska gives its employees an opportunity for international career under the International Mobility programme, which enables them to work in Orange foreign branches and gives them access to know-how and experience of specialists from several dozen different markets (also outside Europe). Since 2004, a total of 250 Orange Polska's employees have taken part in the International Mobility programme.

Orange Polska employees visit not only France or other European countries, but also go to such exotic places as China, Ethiopia, Jordan or Kenya, while employees from France, Great Britain, China, Romania, Slovakia or Moldova come to Poland.

## Training

We have a number of training programmes, which aim to develop competence and prepare employees to face strategic challenges.

Our employees increase their qualifications and language skills, and are eligible for financing of graduate or postgraduate studies, including MBA.



- **16.24 thousand** employees trained
- **703.69 thousand** of training hours
- **43.33** – training hours per year per employee (hrs/person)

We have **Professional Schools** in different areas that offer opportunities for professional improvement and development. Employees are taught by company experts. Currently there are 7 Professional Schools in areas such as sales, operations or marketing.

We promote knowledge sharing programmes, such as 'Knowledge Highway', which supports the development of know-how sharing culture among Orange Polska's internal experts.

Eighty experts are involved in the programme. They prepare their own development plans and conduct classroom and e-learning training courses, inspiration sessions and specialist lectures in technology, telecommunications and project management.

We have a programme that identifies and develops managerial talents, **Talent Review**. It supports people with initiative, concrete achievements and management potential, who develop constructive relations with other people, act in

accordance with Orange values and who are committed and willing to take on new challenges. People from the Talent Group are taken into account at the first stage of recruitment for managerial positions. They may be covered by dedicated development programmes. They also have an opportunity to participate in projects that are critical for the company.

We have launched an international development programme, **Orange Campus**, to promote uniform management standards across the Orange Group. It is offered to all managers in the Group. It has been based on a development model that involves sharing experience. Orange Campus has three international training centres in Poland, France and Spain.

91% of Orange Polska managers have already participated in at least one such training course. So far, Orange Campus training sessions have been attended by more than 5,500 participants.

We also provide training opportunities in active job searching, impression management or preparing application documents for employees leaving the company.

Advisors from the Competence Development Centre take active part in organisational change processes that take place in the company. They are involved in informational group meetings and individual meetings with employees leaving the company.

Orange employees can use a catalogue of over 2,800 free e-learning courses, e-books, development tasks and educational films from the Development Product Library available on our dedicated educational portal. The library can also be used by Orange associates (e.g. sales agents). Currently there are over 33,000 users registered in the system.

We also organise team-building training, and its increasingly popular option, which goes beyond typical tasks, is to combine such training with corporate volunteering.

**Integration by Helping** is one of the volunteering proposals prepared by the Orange Community. Teams planning integration trips are offered a possibility of co-operation with non-governmental organisations or social institutions. Furthermore, the educational offer for our staff includes **anti-stress training**, which presents methods of dealing with emotions and difficult situations at and out of work.

## Recognition and rewards

Orange Polska rewards its employees in a bonus programme, which reflects both individual goals and corporate solidarity goals, which are directly linked to the implementation of Orange Polska's strategy.

Furthermore, through discretionary rewards granted by the President of Orange Polska and company's managers we recognise employees who have contributed to the strategy implementation in an extraordinary manner and who promote the 'Listen and Act' culture with their attitude.

In the Telecreator contest, we regularly encourage people to be creative and look for interesting solutions to streamline the company's activities. It seeks practical ideas from our employees with the aim to promote and reward innovation and creativity.

In addition, in the area of sales we have been carrying out the Bestseller programme for years. It aims to recognise and certify salespeople from all over Poland for their outstanding sales results and style consistent with our corporate culture.

## For students

We offer personal development opportunities at any stage of professional career. 'The Sixth Sense' programme (formerly 'Your Perspective'), which has been carried out since 2008, is addressed to students of technical or economic departments. It involves workshops, a competition, an ambassador scheme, Orange Student Clubs and paid internship in Orange Polska. A major part of the programme is a competition using new technologies to test students' knowledge in the fields of telecommunications, IT and business. The programme involves also an ambassador scheme, which is based on the company's close collaboration with universities through student-ambassadors to Orange Polska.

We invited 16 universities from 8 cities to the sixth edition of the programme in the 2014–2015 academic year. A total of 210 students attended workshops conducted at universities by Orange Polska and Integrated Solutions' experts. The programme also involved four meetings with students in our facilities in Poland, 'Day for the Curious at Orange Polska'. In addition, we presented the programme at ten national or university job fairs.

More about the programme at [www.6zmysl.pl](http://www.6zmysl.pl).



## Passion and commitment

The **Orange Passion** programme enables employees to share their passions and interests.

We have created a site on our intranet, where we can promote our music, video, photo and sports passions. We organise internal events that help employees to pursue their interests. We also hold photographic and music competitions as well as an annual contest to provide financial support for the best projects related to our employees' passions. Every year, we can also bid for paintings and photographs created by our

artists on the intranet, and the revenue from such an auction is donated to social projects.

The **Orange Community** programme promotes individual or team social initiatives of our employees. They are welcome to volunteer and implement projects together with the Orange Foundation or help to organise community events. We support charity concerts, exhibitions and auctions, we organise blood collections and we inform about our volunteers' projects or aid campaigns on the current basis.

## 6.4 Corporate volunteering



There are a lot of people among us who are socially sensitive and who eagerly and altruistically share their knowledge and good energy with others – they are volunteers.

**3,214**  
volunteers

**23,782**  
hours of volunteers' work

### Volunteering in Orange Polska

- Present for **13 years**
- Our volunteers have helped others for a total of **146,437 hours**
- **Any Orange employee** can become a volunteer, and their relatives and friends are also welcome to join
- We help children, young people, elderly people and persons at risk of digital exclusion
- We reach local communities where our employees live and work
- We have different ideas on how to help others



## Corporate volunteering projects



In the **Safe Internet** project, Orange Foundation volunteers help children and young people to learn how to navigate on-line safely and how to wisely and effectively use the Internet resources. So far, we have trained a total of 38,000 children!

### Safe Internet

- 209 events
- 314 volunteers
- 8,794 beneficiaries



The **ABC of the Internet** is a project in which volunteers help elderly people to explore possibilities offered by computers and the Internet. Our volunteers hold meetings in libraries or cultural centres. When volunteers declare their willingness to conduct a course for elderly people, they receive a package of materials to help them to prepare for the classes. So far, we have organised courses for more than 2,000 senior citizens.

### ABC of the Internet

- 2 events
- 2 volunteers
- 50 beneficiaries



**We for Children – Emergency Numbers** is a hands-on workshop for children, during which volunteers teach them what to do in case of emergency and how to make an emergency call. We have taught a total of 9,000 children to dial emergency numbers.

### Emergency Numbers

- 17 events
- 36 volunteers
- 2,068 beneficiaries





**Fairy Tale Corners** is a volunteering campaign which turns grey hospital playrooms into colourful and friendly space to learn and play. Volunteers across Poland are tearing off from their desks to paint and renovate walls of the Corners for little patients. Orange volunteers also develop happy childcare facilities in children's homes, hospice homes and single mothers' homes. There are already 230 such Corners all over Poland!



## Fairy Tale Corners

- **25** events
- **153** volunteers
- **6,400** beneficiaries



Orange volunteers may develop their own volunteering projects and apply for a grant for its implementation in a grant competition. If they see a need in their environment, whether it is a children's home, hospital or non-governmental organisation, they can submit their application in a grant competition and carry out a project together with their colleagues. They can also invite relatives and friends to help. Every year we award grants to approximately 100 local projects.



## Grant competition – own ideas on how to help others

- **92** projects
- **709** volunteers
- **21,496** beneficiaries



If a team of employees is planning a training trip and they have a little time to make something good on this occasion, we encourage them to develop their own volunteering project. There are many ways to help others. It can involve developing a Fairy Tale Corner in children's hospital, planting a garden in a centre for children with disabilities, refurbishing a school gym affected by flooding, or arranging a school excursion for young people from a socio-therapeutic centre. Just a few hours is enough to do something good for others, while building a team.



## Team building by helping others

- **10** events
- **443** volunteers
- **7,200** beneficiaries



Every year around Christmas our volunteers visit kids in hospitals. They bring them gifts to offer a little bit of Christmas to those who are away from their homes, schools and friends. They also organise funny activities, animations or fairy tales reading. In 2015, we visited 6,000 little patients.

## Orange Santas

- 115 events
- 1,214 volunteers
- 6,000 beneficiaries



## E-volunteering

We also support helping via the Internet, because much good can be done on-line. Since 2009, the Orange Foundation has been a partner to a website which promotes a modern form of helping others via the Internet. The project is carried out by the Good Network Foundation and the Orange Foundation in co-operation with the Polish-American Freedom Foundation.

In addition, the Orange Foundation has co-organised the "Discover e-volunteering" competition, in which we reward the most interesting Polish Internet-based volunteering initiatives. Since 2011, it has become a European event. "Discover e-volunteering" is held to promote and support the best social projects undertaken by Internet users on the web. In the competition, organisations from across the European Union share their good practices in e-volunteering with us.



## Competence volunteering

This volunteering programme addresses the issue of digital exclusion. It turns out that many people from small towns or low-income areas do not have knowledge or competence required to succeed in today's world. They might perceive new technologies as a barrier rather than a chance. Therefore, our volunteers teach senior citizens how to take first steps on the web and they give Internet classes in libraries and community centres.

It is also important for us to build digital competence of social leaders who work in local communities. Therefore, we teach them how to make use of new technologies at work and in activities for other people.

Orange Polska is a founding member of the 'CEO Volunteers 2011' Coalition. It was established to promote social commitment among business leaders. It propagates prosocial attitudes and behaviours by showing positive examples of high-level managers who offer their time, experience, knowledge and skills in volunteering campaigns. Currently, the Coalition has 32 members.

## 6.5 Our impact

**14% of people**

employed in the telecommunications sector work in Orange Polska

**50,000**

jobs generated in other companies as a result of their co-operation with Orange Polska

**PLN 271.5 million**

of contributions paid by Orange Polska to the Social Insurance Institution (ZUS) in 2015

**18.8%**

of company's employees involved in social projects as volunteers

Orange Polska is the biggest employer in the telecommunications sector. It directly employs over 16,000 people and indirectly, through its orders, generates about 50,000 jobs at its suppliers. We offer our employees good work conditions and development opportunities as well as a portfolio of welfare programmes, including a Poland's unique pension scheme. We put a strong emphasis on the development of employees' professional competence as well as adherence to high professional and ethical standards at work.

The standards and rules adopted within the company are not only of internal importance; they also influence business relations between Orange Polska and its external partners, as well as the entire telecommunications market.

As the oldest telecommunications company in Poland, which inherited infrastructure and operations from Telekomunikacja Polska, Orange Polska has educated a number of experts, who are now the professional base of this market in Poland.



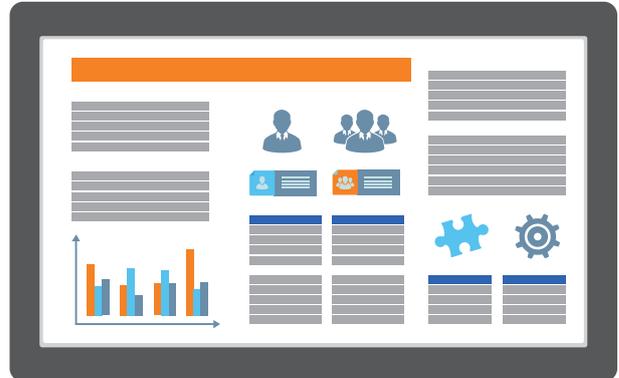


**We listen to you  
and meet  
your expectations**

# 07

## Our Report

A complete version of the Corporate Social Responsibility Report 2015 is available at [www.raportcsropl.pl](http://www.raportcsropl.pl)



A complete version of the Corporate Social Responsibility Report 2015 is available at [www.orange.pl](http://www.orange.pl), in the CSR tab.

Our Report has been developed with reference to the key opportunities and challenges of sustainable development in the ICT industry, which have been defined in a number of strategic documents, including Vision 2050 – World Business Council for Sustainable Development, Challenges for the ICT Sector according to SAM, Global e-Sustainability Initiative Report as well as Europe 2020 and Poland 2030 Reports. In addition, the Sustainable Development Goals have been addressed in this Report.

This Report aims to address issues of particular relevance to our stakeholders, which have been identified during a comprehensive dialogue with them. In the course of development of Orange Polska's new CSR strategy for 2016–2020, we conducted additional opinion polls and surveys of our business and residential customers as well as workshops for the staff of various business units. The strategic challenges discussed have been accounted for in this Report.

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The Report covers the period from January 1 to December 31, 2015. It is the Company's seventh independent sustainable development report based on the G4 Guidelines of the Global Reporting Initiative (GRI.G4). It is also consistent with the Global Compact principles.

Orange Polska publishes its CSR Reports annually. Our previous Report was released in 2015 and covered the period between January 1 and December 31, 2014. In addition, Orange Polska develops annual summary reports together with other Orange Group companies. Our next CSR Report will be released in 2017.

This Report covers the Group's major companies: Orange Polska (formerly Telekomunikacja Polska and PTK Centertel) and Orange Customer Service.

The data contained in this Report have been subject to an independent external review by the auditing company Deloitte.

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	Introduction .....	2
<b>01.</b>	<b>About us .....</b>	<b>3</b>
	1.1 Orange Polska .....	5
	1.2 Orange worldwide .....	7
	1.3 Ethics and values .....	8
	1.4 Corporate governance and risk management .....	10
	1.5 Our impact .....	11
<b>02.</b>	<b>Our approach.....</b>	<b>13</b>
	2.1 Orange Polska’s CSR strategy .....	15
	2.2 Dialogue and relations .....	17
	2.3 Innovations .....	19
	2.4 Social commitment .....	21
	2.5 Our impact .....	23
<b>03.</b>	<b>Digital inclusion.....</b>	<b>25</b>
	3.1 Available infrastructure.....	27
	3.2 Services accessible to all .....	29
	3.3 Digital education .....	32
	3.4 Smart cities .....	41
	3.5 Our impact .....	43
<b>04.</b>	<b>Safe network.....</b>	<b>45</b>
	4.1 Safe products and services .....	47
	4.2 Secure data .....	49
	4.3 Safety Here and There .....	50
	4.4 Safety on-line .....	54
	4.5 Our impact .....	55
<b>05.</b>	<b>Clean environment.....</b>	<b>57</b>
	5.1 Technologies for the environment .....	59
	5.2 Eco-friendly products and services .....	61
	5.3 Recycling and refurbishment .....	62
	5.4 Environment management .....	64
	5.5 Our impact .....	67
<b>06.</b>	<b>Enquiring team.....</b>	<b>69</b>
	6.1 Friendly work environment .....	71
	6.2 Diversity management .....	73
	6.3 Sustainable development .....	75
	6.4 Corporate volunteering .....	79
	6.5 Our impact .....	83
<b>07.</b>	<b>Our Report.....</b>	<b>85</b>

