



Brings you closer  
to what matters



# 2022 Annual Report

## Orange CSR Report

Touching People Hearts  
and changing their lives for the better



# Engage 2025

## Our strategic plan

**We believe that in 2025, there will be no business performance without social and environmental commitment. As inequalities become increasingly acute and the climate emergency becomes more pressing, society will not accept technological progress if it is not accessible to all and in tune with the environmental plan. That's why we are making a lasting commitment to the planet and to digital equality, with solid proof points.**

**As the leading operator in Egypt, we believe that we have duties and responsibilities towards the society we serve. Our strategy has, and continues to be, that our success is not merely measured in financial terms, but in our commitment to serve our community and invest in its welfare by partnering with non-profit organizations who are working in the Egyptian society in various fields of development, i.e., health, education, women's empowerment, entrepreneurship, and supporting people with disabilities.**





# Youth Empowerment & Entrepreneurship

## Enactus Competition

Passionate university students deserve to be empowered, and here at Orange, one of our main goals is to give them the power that drives them forward. This year, and for the 16th year in a row, 57 universities competed by presenting projects that help in developing our community. During the national competition, Ain Shams University won the first place and made it to Enactus world cup competition, followed by Helwan BIS University and AAST University came in third place. This year Enactus World Cup took place at Puerto Rico where 32 universities from around the world competed to win the cup, and we're proud to announce that Enactus Egypt Ain Shams University won the first place for the world championship making it the 4th time in a row for Egypt to win the cup.



## Orange Social Venture Prize

Orange Social Venture Prize competition aims to reward young entrepreneurs who introduce a new product or service that involves information and communication technology and has a social impact. For the 12th year in row, Orange rewards the positive entrepreneurial spirit of dynamic start-ups within the framework of its Social Venture Prize. Since 2011 this International Grand Prix competition has welcomed start-ups from 17 countries in Africa and the Middle East. It identifies, rewards, and supports business propositions that make a positive social and environmental impact.

This year more than 10 startups were introduced to the local competition launched by Orange Egypt, where 5 finalists competed to reserve the 3 winning seats.





## The winning teams were:

### 1st Winner: Zammit

Zammit is a light Commerce enabler that helps merchants create offline store systems as well as ecommerce website, providing all the integrations needed, and the human support to connect them to all the vertical enablers to have a smooth digital journey.

### 2nd Winner: Foorera

Foorera is a data-driven company using technology to enable middle class car owners to create an extra income while commuting daily. Foorera provides several financial and car services to car owners based on their driving behavior and data, and Car Owners can pay for the services from their carpooling income.

Foorera is mobile app that connects car owners with riders to share daily rides to work, university or even while travelling.

This will help to decrease the cars on our streets which will help in saving the environment.



### 3rd Winner: The Fashion Incubator

The Fashion Incubator ME is a one-stop shop for Fashion entrepreneurs to help launching their brands. The Fashion Incubator APP helps designers access the following services to start and maintain their project: 1- booking digital consultation sessions. 2- giving production orders to the factory (including fabric purchase). 3- ordering name tags. 4- ordering price tags. 5- ordering eco-friendly packaging Located in the heart of New Cairo.

The fashion Incubator is equipped with state-of-the-art machinery including laser-cutters, embroidery machines, plotters and all types of industrial sewing machines.



## Orange Fab Labs

Since 2015, Orange has been supporting the youth makers' by establishing a network of Fab labs in 6 different governorates to be part of Fab Lab Egypt's network. These Fab labs are located in Zagazig, Ismailia, Mansoura, Asyut, Aswan and Cairo.

One of the main Fab Labs objectives is raising the awareness and spreading the culture of making and digital fabrication, with the partnership with different students clubs and organizations for their events such as universities open days and TEDx , etc...

Each Fab Lab provides the makers access to the machines and tools, provides technical support for the community, and offer different educational programs.



The network of Orange Fab Labs exceeds 6,000 beneficiaries, hundreds of orientation sessions, workshops and activities covering topics such as 3D printing, digital fabrication, programming, Art & Craft, etc....

Orange Fab Labs launched the 1st edition of Graduation Projects Support Program at Zagazig & Mansoura, where we provided free technical support and fabrications services for tens of graduation projects. Also hosted a lot of kids programs to raise the awareness of making to the future makers.



## Orange Digital Center

Orange Digital Center (ODC) opened its doors in January 2022, with the aim of empowering youth and entrepreneurship. As a cutting-edge training hub in Egypt that provides demand-driven digital education trainings.

### ODC Sections:

1. Coding school: a technology hub that offers free training and entertainment for the developer community and young entrepreneurs in coding and soft skills.
2. Fab Lab: a digital manufacturing space to create and prototype with digital equipment such as 3D printers, milling machines, laser cutters, etc.
3. Orange Fab: a start-up accelerator preparing for national and international business partnerships with Orange Group and the worldwide Orange Fab network.

## Orange FabLab



### ODC beneficiaries during 2022

- 106 courses provided
- 38,000 applicants
- 3,906 participants
- 10 in-house projects created
- 30 projects supported

Another key success story is the formation of two startups in ODC, which assisted them in getting started and seeing the light, as well as the support of fifteen startups.

### Statistics

ODC Graduated 3900 students; in which male vs. female ratio was 64% male to 36% female. There were 75% undergraduates learning under the ODC compared to 25% graduates. To Join ODC Scholarships, you have to pass through a series of technical exams and interviews; ODC acceptance rate this year was 10.4%.





# Education

## Orange Digital Schools

Orange Egypt supported the development of the educational process for the primary stage by establishing over 49 digital schools in Asyut, Sohag, Qena, Beni Suef, and Cairo to serve more than 1000 students annually using tablets and information technology to assist in the delivery of information to children in a simple and easy way.

## Orange Community Schools in Upper Egypt

Orange Egypt collaborated with Misr El Kheir foundation to renovate and maintain seven community schools in six governorates in upper Egypt: Aswan, Luxor, Sohag, Assiut, Beni Suef, and Minya. For the third year in a row, Orange Egypt is sustaining, supporting and financing the interior and external school renovations as well as supplying uniforms and equipment to children helping them enjoy attending to school without incurring any cost to their families.

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## El Sewedy Technical Academy

Orange Egypt collaborated with El-Sewedy Technical Academy to provide scholarships to students with a preparatory certificate that took place at El-Sewedy Technical Academy under the supervision of the Ministry of Education and Technical Education. This program follows the dual education system, providing a three-year technical diploma for 40 students, where each student attends 80% of their studies in practical training inside a factory and 20% in theoretical studies inside schools. The diploma qualifies the graduate in the specialization of IT systems and networks.





# Women Empowerment

## Digital Women Centers

Orange Egypt collaborated with Asyut childhood & development association in opening 16 digital women centers in 6 governorates in upper Egypt (Cairo – Sohag- Qena- Asyut – Aswan- Luxor).

The aim was to empower women economically by using information technology where Orange provided all project participants with tablets. More than 7590 Lady and girl are trained to implement small projects and to improve their economic situation and to achieve their dreams and goals. 1053 women started their own business.



## Women Championship 2022

As part of the CSR strategy of empowering women, our ESR volunteers competed against different organizations in team building activities for an opportunity to network and learn from women in leadership, women mental health, gender diversity among many others.

This event was held under the auspices of the National Council of Women (NCW) with a focus on empowering women to be effective agents of change in their families and society. With over 200 participants in the event, and sponsorships that was donated for the development for women in rural areas.





## Weqaya initiative

As part of Orange Egypt CSR strategy to support health care initiatives, Orange Egypt announced its support to 'Weqaya' initiative which aimed to reduce the waiting lists for surgical breast tumors in cooperation with the Egyptian Ministry of Health and "Dr. Sharif Omar" Foundation.

Orange Egypt took the lead in Weqaya initiative, as it is completely depends on the contribution of the Egyptian corporates and a lot of other corporates will follow the same behavior of Orange for the favor of the Egyptian community.



## Samu Social international Egypt

Orange Egypt collaborated with Samu Social international in supporting Cairo Streets Children, this support includes:

1. Providing medical, psychosocial, legal and educational services during night rounds of the NGO.
2. Creation of a weekly night round dedicated only for girls, women and young mothers, to give them special medical, psychosocial and legal service.
3. Welcoming mothers and their babies once a week, in a day care center where babies can take a bath, have clean clothes, nappies and formula milk, in partnership with 2 NGOs.

During 2022, 1,590 people benefited from 4,755 care services, during day and night rounds, an increase of 32% and 41% respectively compared to 2021.



# Health and Community

## Al- Nas Hospital

For the second year, Orange Egypt launched a special initiative to provide a series of surgical heart operations for children in cooperation with Al Nas Hospital, as one of the largest medical centers in the Arab region and the continent of Africa in terms of capacity.

Orange Egypt congratulated the families and relatives of the children on the success of the operations, wishing them continued health and full recovery as soon as possible.



## "Baheya" Foundation

Orange Egypt participated in "Steps for 200,000 Baheya" campaign which was launched by Baheya Foundation to support the early detection and treatment of breast cancer. Orange continues its partnership with Baheya Foundation in "You Are a Copy of Her" initiative, which was launched by the Foundation on the occasion of Mother's Day.

Orange financially supported Baheya to accelerate the establishment of the new Hospital at El Shiekh Zayed to provide treatments, psychological support for women, early detection and awareness of the disease in order to prevent it.





### **Celebrating the World Autism Awareness Day**

On the occasion of the World Autism Awareness Day and the Mother's day, Orange welcomed 7 autistic persons along with their mothers in the presence of Eng. Yasser Shaker. Orange honored mothers for the challenges they face in caring for their autistic children, and supported the children with iPads with BabNoor app installed. BabNoor is #1 application in Arabic language that serves children with Autism and other special needs groups by establishing a new alternative and assistive channel of communication, according to the international best practices of assistive technology, and in line with the Arabian culture and tradition. Orange always supports the autism inclusion that can never been happened without having the environment that support & understand Autism in the first place.



### **Orphans Sports Day with Orman & NGU**

Orange collaborated with Orman & New Giza University in organizing a sports day for the orphans from Orman association.

The Event took place at NGU where Orange employees and NGU students participated together to draw a smile on the kids faces during a well-organized sports day, Orange also supported the kids financially through Orman association.





## Youth Loves Egypt foundation

On the occasion of celebrating the International Environment Day, Orange Egypt contributed in a Nile river cleaning event, with the collaboration of Youth Loves Egypt (YLE) Foundation under the supervision of The Ministry of Water Resources and Irrigation, in which OEG employees participated in this event under the theme of 2022 Day: We have Only One Earth, Let's take care of it. It is worth to mention that the total weight of waste reached one ton of plastic waste which will be recycled by YLE foundation.

Before implementing the cleaning duties, an awareness session was given to the volunteers about the impact of climate change and environmental pollution on our daily lives, role of individuals in protecting the environment & the importance of hosting Egypt the COP27.



CULTUR  
VALOR



## FOREVER IS NOW

EDITION 02

الأبد هو الآن

### Orange sponsors

Art D'Egypte Exhibition for the 5th year in a row

As a part of CSR strategy of supporting Community & Culture, Orange sponsored Art D'Égypte exhibition for the 5th year in a row. Art D'Égypte is a firm founded to support the Egyptian arts & culture scene by organizing a yearly exhibition in a historic location in Egypt to shed light on the country's abundant cultural heritage and to connect the art of Egypt's past with that of the twenty-first century. This year event's name is "Forever is now" 2nd edition. This year edition "Forever is Now" took place at Giza Pyramids & the surrounding plateau, under the auspices of the Egyptian Ministry of Tourism and Antiquities, the Ministry of Foreign Affairs and the Patronage of UNESCO. The Event brought together a very well-known artists, Celebrities & Influencers, covered by 500+ International media outlets & 400+ local media outlets. During the exhibition, Orange provided full Wi-Fi coverage for the attendees to make it easier for the exhibition's visitors to learn about all the details of the event and its activities through a special mobile application developed by Orange Labs. In addition to supporting with SMS campaign to raise the awareness for the event.



# Ramadan

## Food Boxes distribution with Orman

As part of our Corporate Social Responsibility (CSR) during Ramadan, Orange distributed food boxes for families in need in all governorates in cooperation with Orman Association and the support of Enactus University students. The food boxes were packed by Orange employees as part of our Employee Social Responsibility (ESR).

## Ramadan Iftar for the needy families with Ommar EL Ard

Orange Egypt collaborated with Ommar el Ard association in providing Iftar for the families in need in 2 villages in Ayat-Giza , and Fayoum for the whole holy month.

إفطار قرية

## Iftar for a whole village with Misr El Khier

Orange collaborated with Misr el khier in providing Iftar for a whole village in Fayoum governorate in the holy month.






# Environmental Sustainability

Under the theme of "Begin with Yourself" Orange has initiated the e-Waste Initiative, where customers can visit any of our stores and get rid of the old accessories and devices to be refurbished in exchange with unites to be consumed for data and minutes.

Also, in aligning with the COP 27, OEG has applied this initiative internally for employees in which any employee can get any number of E-waste equipment and he'll collect points and will have the chance to win 5000 EGP weekly.

Total prizes were 50,000 EGP for 10 winners.

We've collected several electronic items and donated these items to a recycling company which provided us a confirmation letter and certificate with description and how many CO2 was saved.



Orange Egypt  
e-waste initiative

## Orange Egypt Awards during 2022

**Orange won Technology Serving the Community Award**

Orange has received the "Arab Excellence Award for Technology Serving the Community" from Mogtam3i.Tech forum for the Orange Digital Centre.

Mogtam3i.Tech is an annual forum held by The Arab Council for Social Responsibility "ACSR", under the auspices of the Ministry of Communications and Information Technology, The Ministry of Environment, Ministry of finance & Ministry of Trade and Industry.





Mogtam3i.Tech is the 1st Forum in the region for shedding light on the impact of technology on the overall economic and social development, towards the provision of better services to the citizens, increasing socioeconomic empowerment of youth, women, people with disabilities, and vulnerable segments, and opening new horizons for social entrepreneurs and ventures for more job creation, as well as the achievement of the global sustainable development goals (SDGs). This year's episode from Mogtam3i.Tech was held under the theme of "Path to Resilience and Going Green".



### Orange Egypt awarded as the best CSR Initiative-Telecom Brand 2022

Orange Egypt has been selected as the 2022 Best CSR Initiative-Telecom Brand by the UK-based Global Brands Magazine, this makes it the only Egyptian company to receive the estimated recognition of the magazine in the telecommunications sector.

Over 18,000 companies have been assessed to identify the 2022 Brand Award winners. Winners are chosen based on highly competitive criteria such as comparisons with all major companies operating in the same sector and across multiple fields such as telecommunications, airlines, banking/finance, energy entertainment, technology, logistics, and others.

According to Global Brands Orange Egypt deserved this award thanks to its exceptional performance in 2022 in terms of social responsibility initiatives & campaigns in culture, arts, youth empowerment, entrepreneurship, talent exploration, community development, women support, health care, promotion, education, and environmental protection.

الجائزة العربية  
للتكنولوجيا لخدمة المجتمع

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