



orange™



our
approach



digital
inclusion



safe
network



clean
environment



enquiring
team



attachments

Corporate

Social

Responsibility

Report

Orange Polska

2013

orange™





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For us, social responsibility means a corporate culture in which the development and implementation of our business strategy takes into account the interests of our employees and a range of other stakeholders, including our customers, investors, suppliers, business and social partners as well as the natural environment.

We believe that such an approach benefits the company and its environment, helping our business to develop in a sustainable way and improving the quality of life for all of us.



Dear Sirs,

I am deeply convinced that corporate social responsibility is a means for building company's value in the market, winning customers' trust, attracting valuable employees and partners as well as nurturing good relations with the entire social environment. This is why I attach such great importance to strategic CSR management and incorporation of this idea into our business processes and the way of thinking of each employee.

In 2013, we adopted Orange Polska's new CSR strategy, focusing on four major areas which are of key importance for both our industry and our activity in the Polish market.

In the process of development of our CSR strategy we were, and are, guided by the needs and expectations communicated by our stakeholders as part of dialogue both inside and outside the company. By engaging in dialogue with our employees, customers and business or social partners, we are able to look at our business from different perspectives and define new social and environmental challenges.

One of such important social issues for us is **digital inclusion**. As we want everyone, regardless of their skills, residence, age or ability, to make use of the opportunities offered by the digital world, we try not only to provide easy and functional tools for access to new technologies, but also teach how to use them wisely.

Another challenge faced by our industry is related to **safe networks**, that is the safety of ourselves, our children and the data collected about us. Therefore, we want the use of the latest technologies to be easy and risk-free. We not only offer proper means of protection, but also show how to use new technologies safely.

We are not indifferent to the nature around us. **Clean environment** is also among our areas of interest. We want to pursue our business objectives with respect for ecological principles and in harmony with the environment. On the one hand we strive to mitigate our environmental impact as much as possible, and on the other hand we demonstrate how innovative ICT solutions can protect the environment.

In Orange, we have made corporate social responsibility part of our organisational culture. Therefore, a major pillar of our CSR strategy is initiatives addressed to our employees, which are carried out under a common caption of **enquiring team**. 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. Ultimately, it is our employees and their daily conduct and relations that determine whether we become a socially responsible company on an every day basis.

We present you with a Report that describes last year's major developments, successes and challenges and demonstrates the practical implementation of the corporate social responsibility concept in Orange Polska. Let me also invite you to a discussion about what else we can do to become a socially responsible company every day.

As a provider of modern services and technologies we have an important impact on our surroundings; and we are committed to sustainable development and improvement in the quality of life of all of us. Our ambition is to comply with the highest CSR standards and inspire similar activities in the telecommunication market in Poland.

Bruno Duthoit,
President and CEO of Orange Polska





Orange Polska

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1.1 about us

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.



mobile services

We serve over 15 million mobile customers, offering a variety of both postpaid and prepaid services.

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

broadband and TV services

We serve over 2.3 million retail fixed broadband customers and above 0.7 million TV clients.

TP Group's main broadband service is offered under the 'Neostrada' name. It is offered in a variety of speed options and is often bundled with a television offering, both through satellite (DTH) or through the IP network (IPTV).

fixed voice services

Our fixed-line network provides traditional voice services throughout Poland, to over 6 million customers, including almost 5 million retail consumers. Fixed voice offer includes local, domestic-long-distance, fixed-to-mobile and international calls, available both in PAYG or minute-packages in the subscription.

data solutions for business market

We are the main provider of leased lines in Poland, both analogue and digital options. 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.

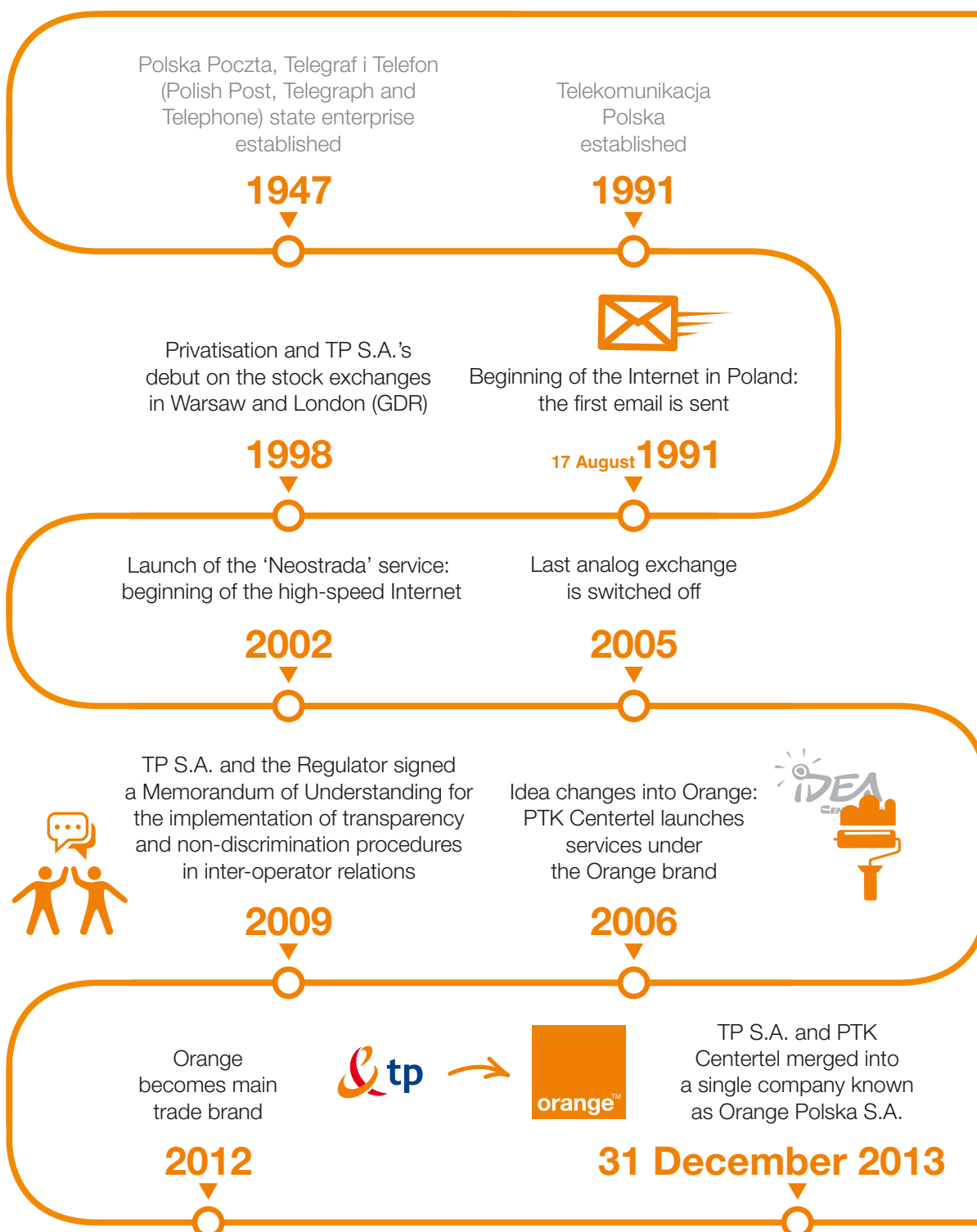
2013 was our first full year as an integrated operator under the single Orange brand, and the first full year of operation for our convergent Orange Open offer. Orange Open is an offer combining mobile and fixed line products and addressing the need to use a number of different communication services, such as mobile and fixed line telephony, mobile and fixed broadband access and TV.

We also successfully launched nju.mobile, a new brand aimed at the cost-conscious customers. Nju.mobile offers both prepaid and postpaid options with simple tariff structures and no handset subsidies. Its key differentiators are low prices, no limits for calls and SMS, transparent, simple terms and Internet-only sales.

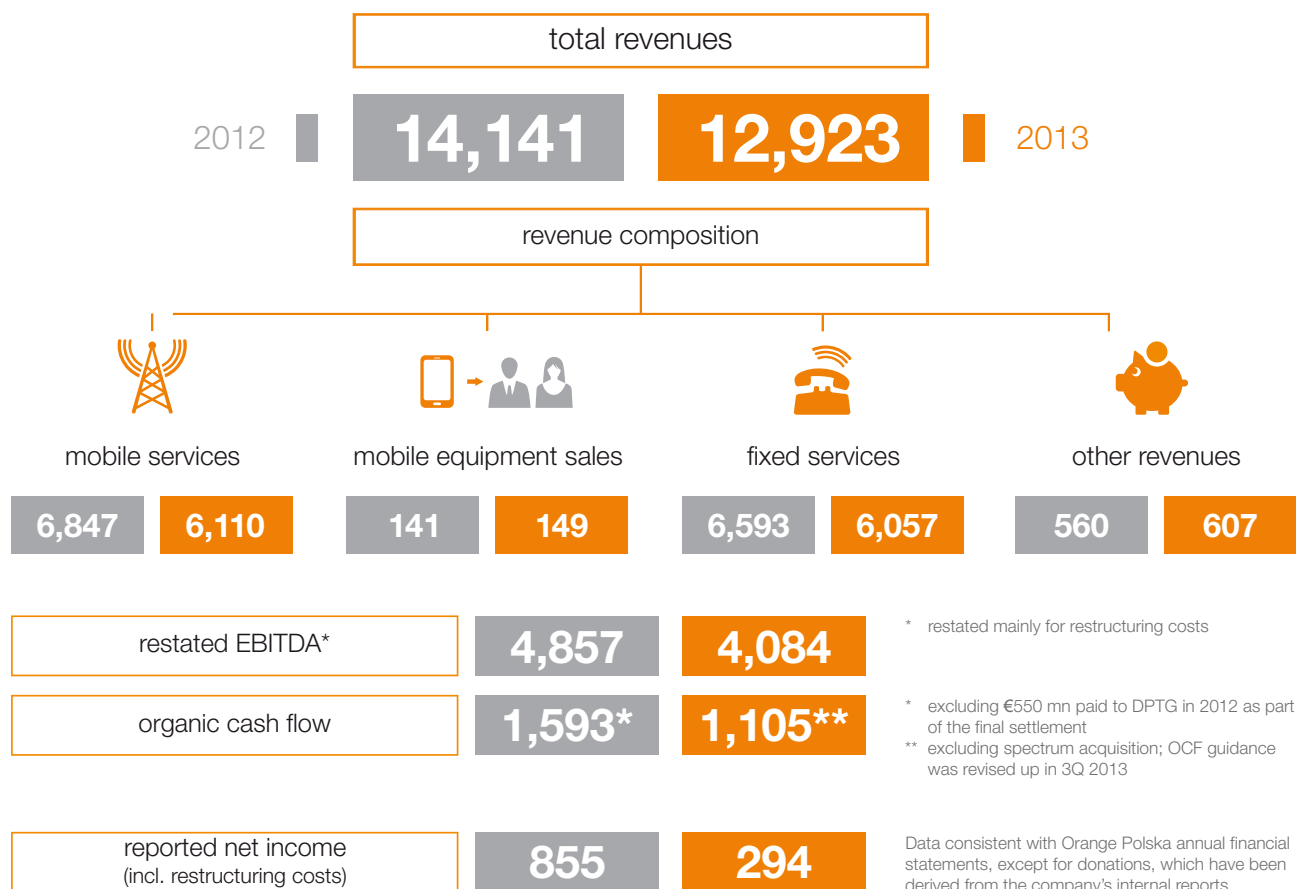
In December 2013 we merged TP S.A. and PTK Centertel into one company: Orange Polska S.A. It will enable us to better leverage on convergence between fixed and mobile

services, further unify our sales and customer care, and develop the infrastructure we need to offer best solutions to our customers.

our history



size of activity: Orange Polska's selected financial data (in PLN mn)



In addition to Orange Polska S.A., Orange Group members include:

Orange Customer Service Sp. z o.o.

The company provides comprehensive customer care for both residential and business customers of Orange Polska.

Contact Center

The company specialises in telesales, customer service, marketing research, organisation and conduct of competitions and loyalty programmes, recording studio services, business consulting and virtual contact centre services. More at www.contactcenter.pl

TP Teltech

The company specialises in providing ICT infrastructure services. In addition, it offers integrated telecommunication and ICT solutions. More at www.tpteltech.pl

Ramsat

Ramsat S.A. is Orange Polska's authorised dealer. Its nationwide sales network consists of 130 points of sales and approximately 150 Business Account Consultants.

TP Edukacja i Wypoczynek

The company organises corporate training and entertainment events under the Exploris brand. More at www.exploris.pl

Orange Foundation

The Foundation has been established by Orange Polska to carry out social initiatives. More at www.fundacja.orange.pl

TP Invest

The company carries out corporate governance over all of Orange Polska's non-core subsidiaries. It is also involved in the Group's investment activity. More at www.tpinvest.pl

Telefony Podlaskie

The company offers telecommunication services in the Podlaskie District. It is a TV and broadband provider. More at www.telefonypodlaskiesa.pl

Orange worldwide

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

236.3 mn customers

30
countries

159,515 
employees worldwide

€40.981 bn in revenue in 2013



We strive to make Orange the telecommunication brand of choice.

Our goal is to democratise the digital revolution. What others present only as technologies we want to be comprehensible, plain and human-friendly as much as possible. We want to show how our products and services, together with our people, change the everyday life of our customers to the better.



1.2 ethics

Orange core values



friendly

We treat everyone as 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.



Irmina Bubalło-Wojciechowska,
Executive Director in charge of Shared
Services and Chairman of the Ethics
Committee

Compliance with basic ethical standards is an integral part of both personal relations and business activity. Large communities and organisations set values and standards, whose acceptance contributes to easier and faster development and more effective achievement of business objectives, while accounting for the interests of key shareholders.

In Orange Polska, we unwaveringly implement the standards and values enshrined in our Code of Ethics, thus demonstrating that we are a member of the community for which these principles are the key to success. Our social and business environment expects us to be decent and energetic in our actions. Therefore, we strive to build direct and friendly relations in the environment in which we function as an organisation.

By combining Orange values with an inspiring approach to business we will ensure both us and our shareholders a long-term market success, while building the trust of our customers and delivering them satisfaction from Orange Polska's services.

Our values are enshrined in the [Orange Polska Code of Ethics](#). Its principles are consistent with such fundamental acts as the Universal Declaration of Human Rights and the recommendations of the International Labour Organization.

We want the Code principles to be known to all employees, so a training course in business ethics is mandatory. So far, it has been completed by almost 100% of Orange Polska's employees (23,838 hrs of training).

The course concerns human rights and equal treatment, particularly the issues of discrimination, corruption and conflict of interests. The training is attended by both company's employees and outsource personnel.

In 2013, we developed an e-learning course in CSR, which is also mandatory for all new joiners.



Małgorzata Piwowar,
CSR Expert

Our CSR strategy will succeed if our employees know how it is reflected in their tasks and implement it in their daily work. Proper CSR education is a major element of building a social responsibility culture. Therefore, in 2013 we developed an e-learning course in the key aspects of CSR in Orange Polska, which is an element of a mandatory training package for each new joiner. Consequently, they learn about our approach to social responsibility at the very start of their career in Orange.

We have ensured that our training provides the fundamental theoretical knowledge but also accounts for some practical aspects useful in daily operations. Our employees learn about our CSR initiatives as well as the concepts of corporate social reporting or dialogue with stakeholders.

We believe that owing to consistent educational efforts we will be able to enlist many new CSR ambassadors within our organisation.

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 TP S.A. Supervisory Board, and presents annual reviews to all employees of the company.

The company has implemented a system for anonymous reporting of unethical behaviour (whistleblowing). Any emails sent to ***zapytaj_etyka** (ask an ethicist) are confidential and full confidentiality is observed in all investigations.

Compliance with high standards with respect to the quality and innovativeness of our services, but also with respect to 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.

In the Programme, we have implemented a number of major internal regulations. In addition, we have developed training courses and informational materials for employees. Our employees, business partners or other stakeholders can also report questions and doubts or non-compliance incidents related to the activity of Orange Polska or related companies or individuals.

The implementation of the Compliance Management Programme and adherence to its underlying principles will ensure us 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.



1.3 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, which is available at www.corpgov.gpw.pl

For detailed information about the company's corporate governance, particularly:

- Ownership structure;
- Articles of Association;
- Management Board and Supervisory Board By-laws;
- General Assembly Regulations; and
- Corporate Governance disclosures to the Warsaw Stock Exchange;

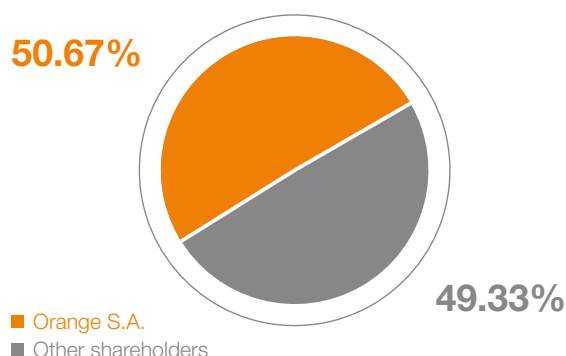
please visit our website at www.orange-ir.pl/corporate-governance.

A system of internal control and risk management within the company has been designed to manage, rather than eliminate, the risk of failure to achieve business objectives and can only provide reasonable and not absolute assurance against material misstatement or loss. In addition, the system aims to ensure the reliability of Orange Polska's standalone and consolidated financial statements and the company's compliance with the relevant laws and regulations.

In order to enhance CSR management in Orange, we have also developed a list of social risks, which have been incorporated into the company's risk management system.

Further information about the internal control and risk management systems has been provided in the TP S.A. Management Board's Report on the company's activity in 2013, which is available at www.orange-ir.pl/results-centre.

ownership structure as at 31.12.2013



Orange Polska S.A. convenes **General Assemblies** in accordance with the Polish Commercial Companies Code and best practices in shareholder communications. Shareholders are encouraged to take part in the Assembly, whether in person or by proxy. They have the opportunity to communicate recommendations or suggestions. Pursuant to the Polish Commercial Companies Code (article 401), shareholders holding at least 5% of the shares may submit draft resolutions. We encourage our shareholders to play an active role in the company's corporate governance. Indeed, shareholders' consent is required for key decisions. Members of the company's Management Board and senior executives engage in active dialogue with the company's shareholders and make regular presentations to institutional investors and representatives of the domestic and international financial community.



Supervisory Board

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


The duties and responsibilities as well as the requirements for qualifications and experience of the Supervisory Board members are specified in the Articles of Association. The document, which details the Supervisory Board's functions, is available at <http://www.orange-ir.pl/corporate-governance>. The powers of Supervisory Board members are regulated by the company's Articles of Association. Additional provisions are contained in the Code of Best Practice for WSE Listed Companies.

The matters related to the avoidance of the conflict of interests by members of the Supervisory Board are regulated by the Supervisory Board By-laws. Detailed provisions concerning the conflict of interests are also contained in other by-laws of the company; these concern supervision over transactions with related entities, conclusion of significant agreements with related entities by the company, identification of related entities and approval of transactions with related entities.

As of 31 March 2014, Orange Polska had six independent members on the Supervisory Board. The composition of the Supervisory Board and changes therein in the reported period are detailed in the company's Annual Report 2013 or at <http://www.orange-ir.pl/corporate-governance>.



Management Board*

					
Mariusz Gaca	Vincent Lobry	Bruno Duthoit	Piotr Muszyński	Jacek Kowalski	Maciej Nowoński
Board Member in charge of Business Market	Vice President in charge of Value Management and Convergence	President of the Board, Chief Executive Officer	Vice President in charge of Operations	Board Member in charge of Human Resources	Board Member in charge of Finance, Chief Financial Officer

* Composition on 31 March 2014.









The Management Board consists of 6 members, including the President, who are appointed by the Supervisory Board by simple majority of the votes cast. The term of office for a member of the Management Board is three years.

The responsibilities of the Management Board are detailed in the Management Board By-laws, available at www.orange-ir.pl/corporate-governance.

Changes in the composition of the Management Board are detailed in the company's Annual Report 2013 or at <http://www.orange-ir.pl/corporate-governance>.

Members of the Supervisory Board and the Management Board submit quarterly statements declaring any relations to the company or its subsidiaries, which are subsequently disclosed in the company's financial statements in line with the International Accounting Standards.

Executive Directors

			
Irmina Bubałło-Wojciechowska	Witold Drożdż	Jolanta Dudek	Magdalena Hauptman
Executive Director in charge of Shared Services	Executive Director in charge of Corporate Affairs	Executive Director in charge of Customer Care	Executive Director in charge of Effectiveness & Customer Excellence
			
Bożena Leśniewska	Michał Paschalis-Jakubowicz	Paweł Patkowski	Jarosław Starczewski
Executive Director in charge of Sales	Executive Director in charge of Consumer Marketing	Executive Director in charge of Brand and Marketing Communication	Executive Director in charge of Carriers Market

reliability of financial statements

We ensure that our investors have access to reliable information. The high quality of our financial statements was recognised in 2013 with an award for the best application of the International Financial Reporting Standards (IFRS) in 2012 financial statements in the eighth edition of the Best Annual Report competition organised by the Institute of Accounting and Taxes, Warsaw. The competition aims to promote companies which prepare best IFRS consolidated annual reports with the highest value for shareholders and investors.

The competition is held under the auspices of the Ministry of the Treasury and the Financial Supervision Authority, with the Warsaw Stock Exchange as the project strategic partner. The jury includes representatives of the Ministry of the Treasury, audit firms and other institutions.

We are also a member of many professional associations and organisations of employers, including:

international organisations:

- Baltic Sea Cable Maintenance Agreement (BSCMA)
- Civil Communications Planning Committee North Atlantic Treaty Organization (CCPC NATO)
- Clearcom
- European Network Planning Meeting (ENPM)
- European Telecommunications Network Operators' Association (ETNO)
- Forum for International Irregular Network Access (FIINA)
- Global Compact
- Global Settlements Carrier Group (GSCG)
- Global Signaling and Inter-working Forum
- International Cable Protection Committee (ICPC)
- International Inbound Services Forum (IISF)
- International Telecommunication Union (ITU)
- Permanent Platform of Atomium Culture (AC)
- RIPE Network Coordination Centre (RIPE NCC)
- TeleManagement Forum (TM Forum)
- Forum of Incidents Response and Security Teams (FIRST)
- One Stop Shopping/Inter-Carrier Data Services Forum

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, but additionally it puts strong emphasis on the investment attractiveness of companies.

In order to be included in the Index portfolio, the Company has had to demonstrate that it operates 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.



attachments

Polish organisations:

- Employers of Poland
- Polish Confederation of Private Employers "Lewiatan"
- Polish Chamber of Information Technology and Telecommunications
- French Chamber of Commerce and Industry in Poland
- American Chamber of Commerce in Poland
- Responsible Business Forum
- Polish Donors Forum
- Business Centre Club (BCC)
- Foundation for Development of Radiocommunications and Multimedia Technologies
- Association of Stock Exchange Issuers
- Polish Academic-Business Forum





our approach



our
approach



digital
inclusion



safe
network



clean
environment



enquiring
team

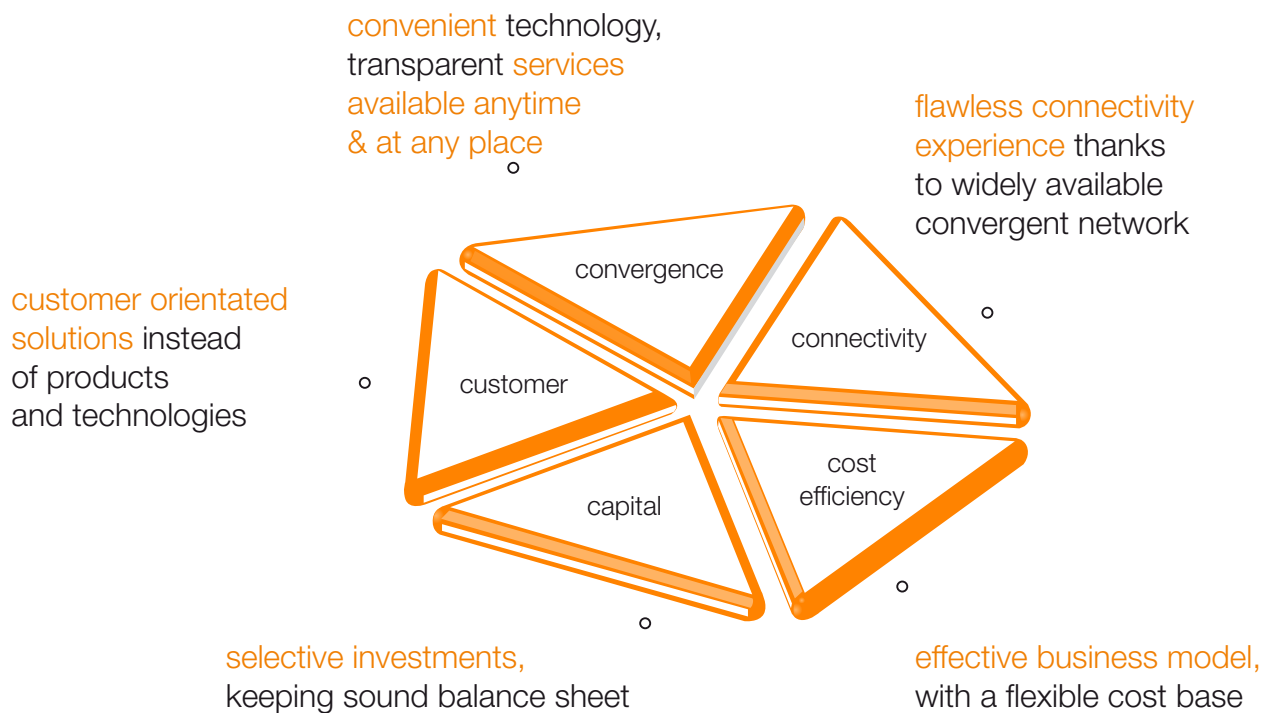


attachments

our strategy

In 2013 we adopted a new strategy to secure a much stronger position for Orange Polska, with improved offer, more efficient sales network and a leaner and more agile organisation.

2013-2015 strategy highlights and priorities



Witold Drożdż,
Executive Director in charge
of Corporate Affairs

Corporate social responsibility is a process of incorporation of changing social demands into the company's management strategy and monitoring of the company's impact on its business environment.

Growing complexity and volatility of the world around us, high expectations of our stakeholders, i.e. customers, employees, investors as well as business and social partners, and environmental requirements are the key factors which make us seek even better paths of sustainable development for our company.

Hence, social responsibility has been an increasingly important element of Orange Polska's business strategy. It enables us to better prepare for social, legal or economic developments as well as build trust in our company, offer enhanced services and increase the loyalty of our employees and customers. We believe that the company, its partners and its entire environment all benefit from CSR.

2.1 CSR strategy

CSR mission



We act unwaveringly:

- ✓ to allow everybody to use digital world solutions in a simple and safe way, independently from his/her abilities, place of residence, age and skills
- ✓ to build clear and honest relations with our customers
- ✓ to deliver all our investors with the complete information on our activity
- ✓ to execute our business goals with the respect to ecology and environment
- ✓ to build a culture of co-operation, where all employees would feel respected and could fulfil their professional & life goals



Magdalena Rędziniak,
CSR Director

In Orange Polska, we are unwaveringly committed to make CSR present in each area of our activity. The role of the CSR Department is to educate the organisation in the sustainable development challenges faced by both our company and our industry, but also to implement a strategic approach to incorporating the concept of social responsibility into our business processes and the tasks of our employees.

2013 was another period of intensive efforts to implement our new CSR strategy. We aim at measuring and presenting the actual impact of our CSR initiatives; hence, it was crucial for us to set precise goals related to each of the four major areas of our strategy: digital inclusion, safe network, enquiring team and clean environment, as well as the measures of our performance. As a result, we will be able to better monitor the company's CSR efforts, assess their outcome and inspire the company to undertake further CSR challenges.



digital inclusion



safe network



clean environment



enquiring team



attachments

major areas addressed by Orange Polska's CSR strategy



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



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



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






















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

In Orange Polska, we have been successfully implementing a policy of corporate business responsibility in all areas of our business for several years. Hence, we must have a tool which will enable us to account for the expectations of our stakeholders as well as social challenges faced by both our company and the entire industry. The corporate social responsibility strategy is such a tool for us.

In 2013, we adopted a new CSR strategy. The conclusions from a dialogue with stakeholders as well as the market trends and social challenges for our industry in Poland and worldwide have been key elements in its development. The resulting strategy is aligned with the attainment of our overall business objectives.

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. The task of the Committee is to manage the CSR policy in Orange Polska, that is to approve long-term plans as well as co-ordinate and monitor the CSR strategy implementation. Each Committee Member appoints the CSR Co-ordinator for their respective area. The Committee is chaired by the Executive Director in charge of Corporate Affairs Witold Drożdż.

On a daily basis CSR activities are handled by the CSR 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 Department is part of the Corporate Communication and CSR function and reports to the Executive Director in charge of Corporate Affairs.

area	action	commitments to 2015	implementation status	
digital inclusion		1/6 of our sales outlets adapted to the needs of customers with disabilities	completed consultation with the community of people with disabilities; the project to be launched in 2014	 start
	adaptation of our services to the needs of people with disabilities	'care without barriers': training of customer care staff in the needs of customers with disabilities	the training to start in 2014	 start
		WCAG 2.0 level AA website accessibility	31.8% accessibility according to WCAG 2.0	 częściowo
	digital education of senior citizens	development of a comprehensive programme of digital education of senior citizens	development of educational materials, <i>ABC of the Internet</i> ; 'Meetings with Passions' project	 częściowo
	education in new technologies for local communities	implementation of Orange Foundation's programmes for local communities to build their digital competence, reaching 110,000 people	implementation of the following programmes: Orange Studios, Orange Academy, Orange for Libraries, Orange Educational Islands, Grant Programme	 częściowo
safe network	ensuring the safety of children on the Internet	introduction of offers with parental control tools	to be launched in 2014	 start
	education of children about safety on the Internet	training of 178,000 children on how to use the Internet safely	156,000 children trained in safety on the Internet	 częściowo
		periodical surveys on the safety of children on the Internet in Poland	the survey completed in 2013	 wykonany
	education of parents and teachers about safety on the Internet	publishing a new edition of the free <i>Safe Media</i> guide for parents	the Guide to be published in 2014	 częściowo
	ensuring the customer data security	development and implementation of the new Personal Data Security Policy and Personal Data Processing Rules	accomplished	 wykonany
clean environment	recovery of equipment (handsets, modems, etc.)	recovery of 7.5% of the equipment put on the market	2.5% of the equipment put on the market recovered	 częściowo
	promotion of e-documents	46% of our customers receiving e-invoices	57% of our customers use e-invoices	 częściowo
	eco-packaging	100% of equipment delivered in recyclable eco-packaging	positive logistic tests of eco-packaging and readiness to start recycled production	 częściowo
	decrease in energy consumption	launch of a comprehensive programme of electrical energy savings	the programme to be launched in 2014	 start
enquiring team	equal opportunities for all in access to job positions and promotions	at least 35% women in managerial positions	36.7% women in managerial positions	 wykonany
		65% of successor lists in the TOP managers group with at least one woman listed	41.7% of successor lists in the TOP managers group with at least one woman listed	 częściowo
		2.30% of people with disabilities among company's employees	0.8% of people with disabilities among company's employees	 częściowo
	diversity management	introduction of the diversity management policy in the company	diversity audit completed as the basis for further actions	 częściowo
	corporate culture based on involvement	at least 10% of employees involved in corporate volunteering	17% of employees involved in volunteering projects	 wykonany



digital inclusion



safe network



clean environment



enquiring team



attachments

- **Responsible Business Forum:** For nine years we have been a partner of the Responsible Business Forum, regularly participating in its task forces which develop informational and educational materials on important social issues.
- **Responsible Business League** is a Responsible Business Forum's programme for disseminating CSR knowledge among Polish university students. We have been a partner to the programme for six years.
- **Global Compact** is the world's largest initiative for corporate responsibility and sustainable development. Signatory companies pledge to align their operations with ten universally accepted principles in the areas of human rights, labour, the environment and anti-corruption. In 2006, we committed ourselves to these principles.
- **Vision of Sustainable Development for Business in Poland 2050:** is a project of the Ministry of Economy. We actively participate in working groups which develop guidelines for this document.

- **CSR Committee of the French Chamber of Commerce and Industry in Poland** was established at our initiative in 2012. It aims at promoting the concept of corporate social responsibility and sharing good practices and experience.



We actively participate
in a debate about CSR
in Poland and readily share
our experience and good
practices with others.



Mirella Panek-Owsiańska,
President of the Responsible
Business Forum

I have followed the CSR development in Orange for several years and I noticed the company's comprehensive and strategic approach to social responsibility. The sessions of dialogue with stakeholders have provided information about their expectations; a strategy has been developed, as well as measures, which are reported not only by the company, but also by the corporate foundation. The process of development of the latest CSR report itself has been very innovative, using the Internet to get stakeholders involved. I would like the next step in the CSR development to be about including company's customers in educational initiatives or other specific activities, as a dozen or so million subscribers are a huge potential to use.



prof. Bolestaw Rok,
Centre for Business Ethics
and Social Innovation,
Leon Kozminski Academy

I have long observed the way CSR influences Orange in Poland and vice versa. The main instrument of the CSR practice, i.e. dialogue with stakeholders, has lead to subsequent changes in Orange's entire corporate culture. This is also encouragement for many other companies, which begin to approach CSR seriously.

Research has shown that lack of thorough dialogue with stakeholders can destroy any company. However, such a dialogue is meaningful only if you clearly identify the areas where stakeholders can have a real influence. Hence, 'struggle' with stakeholders critical of the company is now much less frequent than it used to be a few years ago; if you can't reach an agreement with someone, you should simply accept it and move on. Much more attention is currently paid to the stakeholders with whom we feel bonds. Then, their wisdom can actually lead to innovative solutions in various processes.

Strengthening a dialogue with those stakeholders who are really involved best contributes to the joint creation of social value or, even more broadly, sustainable value. In the scientific discourse, open innovation is often suggested to build a competitive edge. Such innovation enables further collaboration with the business environment, that is involved customers as co-creators of value. In the process, passive stakeholders are transformed into active citizens, who take up sustainable development challenges.



Henryka Bochniarz,
President of the 'Lewiatan' Confederation

The 'Lewiatan' Confederation has been actively promoting the concept of social responsibility among Polish companies for years. We are deeply convinced that it is a business strategy which effectively combines social and economic challenges faced by each and every company and the whole free market nowadays.

'Lewiatan' has been involved in a number of projects aimed at developing and disseminating practical tools for CSR implementation in a company, sharing best practices and learning from one another. Currently, we are promoting commitment to social capital development in a company by using CSR tools. Orange Polska has been present in each of these projects. Your company has also participated in our Best CSR Practices contests and has always been ranked in the lead. We have a high regard for both your commitment to observe top CSR standards within the company and your constant willingness to share your expertise and experience. We are pleased that Orange Polska is one of the leading member companies of the 'Lewiatan' Confederation.



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CSR highlights in 2013



January

- Presentation of a new composition of the Respect Index on the Warsaw Stock Exchange; we were included for the sixth time in a row.
- Presentation of the winners of the 4th edition of the “Charity Stars” poll; Orange Polska is a partner to this project.



February

- Safer Internet Day with Orange Foundation as a main partner of the event again.
- Launch of the stage II of the Vision of Sustainable Development for Business in Poland 2050 project at the Ministry of Economy; Orange Polska participates in the project implementation.
- Responsible Business Forum conference: “Polish Diversity Charter: A Year of Experience, a Year of Challenges”; our company became the main partner of the Charter for a second time.



March

- Orange Polska ranked by TOP Employers Polska among top companies for a third time.
- 11th edition of the Good Practices Report by the Responsible Business Forum; 10 Orange Polska’s projects recognised as good business practices in CSR.
- ‘Great Heart’ Award for Orange Foundation in recognition of its social initiatives for the people of the City of Olsztyn.
- Joint efforts of Orange Polska and the Nobody’s Children Foundation for the security of children on the Internet awarded in the Polish edition of the European CSR Award Scheme as the best partnership between a company and a non-governmental organisation.



April

- Orange Polska ranked first in the ‘Telecommunications, technology, media and entertainment’ category in the 7th ranking list of socially responsible companies. The ranking was prepared by *Gazeta Prawna* daily, the Leon Kozminski Academy and the Responsible Business Forum, and audited by PwC.



May

- International Day of Families in Orange.
- Orange Polska Corporate Volunteering programme and the Orange Foundation’s activity for children with impaired hearing recognised in the ‘Benefactor of the Year’ competition.



June

- “E-accessibility of the Public Sector in Poland: Achievements and Challenges” conference with Orange Polska’s participation.
- Establishment of the Diversity Council of the ‘Lewiatan’ Foundation with a representative of Orange Polska as a member.



July

- Broad Alliance for Digital Skills in Poland with Orange Polska as one of the signatories.



August

- BeSt browser, which has been designed by the Nobody's Children Foundation, is certified by CERT Orange Polska.



September

- Orange Studios programme recognised in a report developed by *Gazeta Finansowa* magazine.
- Launch of Orange Foundation's 'Meetings with Passions' project addressed to the elderly and carried out in libraries.
- 1st Digital Inspiration Forum organised by the Orange Foundation.
- Conference on keeping children and young people safe online held within the European Commission's Safer Internet Programme; main partner: Orange.
- 'Concordia IV. The pillars of co-operation between NGOs and business: partnership, synergy, communication, results.' conference; partner: Orange Foundation.
- Inauguration of the Ministry of Administration and Digitisation's working group for children safety on the Internet with participation of Orange Group's representatives.



October

- Launch of the 10th edition of the Responsible Business League programme for university students; Orange Polska became a partner to the programme again.
- 10th anniversary of the 'Phone to Mum' programme for children in hospitals.
- 'Secure' Conference on ICT security; Orange Polska was a partner to the event.
- Introduction of electric cars into Orange Polska's fleet.
- 3rd Orange Volunteering Week; 550 employees joined volunteering projects of the Orange Foundation.



November

- Final Gala of the 7th edition of the Leaders of Philanthropy competition organised by the Polish Donors Forum; Orange Polska was a partner to the competition.



December

- Orange Polska Corporate Social Responsibility Report 2012 was granted the Ministry of Economy's award for constantly raising the standards of the CSR activity in the Polish market. In addition, it received a honorary mention in the 'CSR Reports' competition for measuring the effectiveness of community initiatives.
- 'Volunteering as a Path to Responsible Leadership' conference of the 'CEO-Volunteers 2011' coalition, of which Orange Polska is a member.
- Orange Studios programme recognised as the best CSR project in the 'Golden Clips' competition organised by the Polish Public Relations Consultancies Association.
- Presentation of a new composition of the Respect Index; we were included for the seventh time.
- 8th anniversary of the Orange Foundation.
- **December 31: TP and PTK Centertel became one company: Orange Polska S.A.**



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2.2 dialogue and relations

For us, 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.

In 2011, we decided to take up a dialogue with stakeholders in accordance with the AA 1000 standard. The dialogue concentrated on the key social challenges relevant for the verification of our CSR strategy. To the existing and proven channels of communication with stakeholders, we added some new tools, such as topical debates, a series of CEO's individual meetings with representatives of the institutions and agencies of key importance for functioning of the company, expert debates or stakeholder panels.

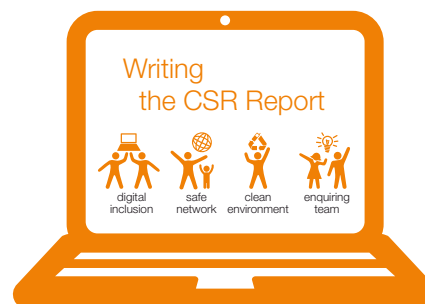
In 2013, we focused on the key issues identified in the course of the analysis of internal processes (conclusions from the initial stages of the dialogue; surveys; audits) as well as external conditions (market challenges).

The major topics we submitted for discussion were as follows:

- expectations of elderly customers;
- adaptation of our services to the needs of people with disabilities;
- safety of children online;
- diversity management in the company;
- issues related to concerns about electromagnetic radiation.

These topics were further investigated through surveys and audits to obtain the information required to introduce changes. Furthermore, together with the 'Shipyard' Unit for Social Innovation and Research we developed a new tool for our company: a process of participatory dialogue related to the adaptation of our services to the needs of people with disabilities.

We made use of dialogue in the development of this Report as well. We invited Internet users to discuss the content and form of Orange Polska Corporate Social Responsibility Report 2013. For a few weeks, in the "Writing the CSR Report" series, we went through all stages of the Report development on our corporate blog, www.blog.orange.pl, asking users for their remarks, comments or expectations. The Report was also discussed with employees in weekly newsletters.



-
- **13** instalments of the "Writing the CSR Report" series
 - **28** Internet users took part in the discussion
 - **129** comments in the combobox
-



Monika Kulik,
CSR Expert

I have been writing about our company's social responsibility on our corporate blog, www.blog.orange.pl, for several years. I am also responsible for developing our annual CSR Reports. This year I decided to combine these two activities and write the Report on-line. For several weeks, each Tuesday I invited Internet users to discuss the previous Report, design the new one, determine the content of subsequent chapters and choose proper graphics.

I must admit that it was an inspiring and creative experience for me. I was prepared for difficult topics or even outright criticism; yet, I was positively surprised by the level of discussions, knowledge of the topics and dedication of my interlocutors, who accompanied me for several weeks, suggesting how to prepare a good and complete description of CSR in Orange Polska. Thanks to them, this Report addresses a number of new issues and topics and has an interesting form. I hope that all readers will find it absorbing.



dialogue with stakeholders

customers/market	<ul style="list-style-type: none"> residential customers business customers key customers consumer organisations government agencies telecom operators rival companies business partners and distributors customers of complementary services 	<ul style="list-style-type: none"> customer satisfaction surveys 'Listen & Change' process Spokesperson for Customers social media dialogue with consumer organisations participatory dialogue
employees	<ul style="list-style-type: none"> regular employees contract and outsource workers managers trainees and temporary workers partner companies prospective employees former employees trade unions organisations of employers labour market institutions 	<ul style="list-style-type: none"> 'Me in My Company' survey internal service satisfaction surveys dialogue with trade unions Employee Council Social Agreement
suppliers	<ul style="list-style-type: none"> global suppliers local suppliers once-off suppliers long-standing suppliers 	<ul style="list-style-type: none"> meetings opinion surveys QREDIC audits
investors	<ul style="list-style-type: none"> institutional investors individual investors rating agencies brokers Warsaw Stock Exchange capital market supervision agencies (e.g. Financial Supervision Authority, National Depository for Securities) 	<ul style="list-style-type: none"> reporting WSE Code of Good Practices meetings with investors teleconferences shareholder opinion surveys industry conferences website dedicated to investor relations General Assembly
legal and regulatory environment	<ul style="list-style-type: none"> regulatory agencies (e.g. Office of Electronic Communications, Energy Regulatory Office, Office for Competition and Consumer Protection) regulation enforcement agencies (Inspector General for Personal Data Protection, Central Statistical Office) 	<ul style="list-style-type: none"> TP/UKE Memorandum of Understanding consultations reporting meetings industry conferences
social environment	<ul style="list-style-type: none"> local communities NGOs public institutions central and local government bodies government media opinion leaders and professional organisations universities and scholars 	<ul style="list-style-type: none"> surveys meetings consultations programme partnership co-operation
natural environment	<ul style="list-style-type: none"> environmental organisations government agencies and regulators national forests 	<ul style="list-style-type: none"> consultations co-operation reporting

dialogue with customers

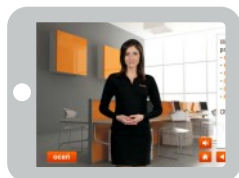
We offer diverse channels of communication with the company to our customers, according to their needs and preferences. In particular, they can contact us on-line through the Orange.pl portal, where they quickly and intuitively find up-to-date information about our offers and promotions.



ca **545,000** 
unique visitors
to our portal daily




over **44,000** downloads
of 'My Orange' application monthly



ca **3,600** conversations
handled by our Virtual Advisor Eva daily

Social networks are an important place of discussions about telecommunication offers and services. Internet users not only share their opinions and experience there, but also expect that they will get the information or advice they need or settle matters related to the services they use. We want to be where our customer are, so in Orange Polska there is a team of professional consultants who are present on forums and blogs, answering questions and solving problems communicated by users.

Our customers can find us on Facebook, where they can get help, top up their account or watch video instructions offered by Orange Experts. There, our customers can receive advice and explanations concerning any matters related to the functioning and use of our services. In 12 months, the team of Orange Experts handled over 26,000 enquiries on Facebook and the average response time to a post on Orange Polska wall was 7 minutes.

Orange Polska fan page offers a number of complex service tools. In the "Orange Help" section, customers can use "Offer Advisor", that will propose the best solution for them within a few minutes. They can also use the contact form to report their problems or choose the "Do It Yourself" section to check their payment balance or tariff plan. Help is also provided by the Online Advisor and experts via a video chat, where it takes approximately 8 minutes to have a problem solved. People seeking answers to their questions can also join the "Give Me Advice" social application.

Consequently, Orange Polska fan page is the most popular place for asking questions by consumers among all telecom corporate profiles. For younger customers, Orange Polska profile has become one of the leading channels of communication with the company.



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The “Orange Help” video channel on YouTube, where we put short videos which explain the functioning of our services, has been also very popular among Internet users. Furthermore, on the orange.pl portal there is a technical assistance forum (over 13 million views). Each month, 550 new threads on diverse subjects are created there. Customers have received a total of over 48,000 answers via the forum.

1.7  **mn likes**
of Orange Polska on Facebook

2.3  **mn likes**
of Heart and Reason on Facebook

 **60,000**
answers by Orange Experts
to questions asked on Facebook

Our corporate blog platform, www.blog.orange.pl, has been active for several years. The blogs are run by Orange Polska's employees who are specialists in their respective fields. On average, the website attracts 150,000 visitors per month. The blog platform is a modern communicator, which provides multimedia materials, video reports, original film materials and live broadcast. It is a virtual place of interaction between the company and its customers, open to comments and criticism. One of the topics discussed on our blog is corporate social responsibility.

Those who prefer traditional means of contact are invited to our sales outlets, where our consultants will advise them on our portfolio and help to solve any problems.

Our helplines are operated on a 24 hours/7 days basis, so that our customers can have their questions quickly answered and, thanks to the automated portion, can easily check the status of their requests or payments.

- ✓ **94%** customers declare that they have got information or settled the matter
- ✓ **93%** customers are satisfied with how they have been served
- ✓ **60%** of customers would recommend our services*

Our ambition is to be the most likely recommended operator in Poland, and a measure of this ambition is Net Promoter Score® (NPS), which is a difference between our promoters and detractors. We know perfectly well that satisfied customers are the best brand ambassadors.

NPS is included in bonus targets of all employees of Orange Polska. Between January and December 2013, NPS increased by 6.8 percentage points.

Would you recommend Orange services to another person who is yet to choose a telecom operator? Please answer on the 1 to 5 scale, where 1 is “I would definitely recommend not using them” and 5 is “I would definitely recommend using them.”

The question about recommendation is one of the questions we ask to randomly selected customers in our satisfaction survey.

*Internal survey, December 2013

In order to better respond to the expectations of our customers, we regularly measure their satisfaction, surveying the following:

- characteristics of our customers, their preferences and expectations;
- preferences and expectations of customers from specific groups;
- customer relations with the operator and our brand perception;
- customer satisfaction with our portfolio;
- customer satisfaction with the technical aspects of our products, such as Internet speed or image quality;
- satisfaction with customer care and our employees' conduct in the processes of sales, delivery, complaint handling and fault removal.

Our **customer satisfaction surveys** are among the largest in Poland. Each month, we conduct a total of around 20,000 interviews, analyse calls from over 500,000 helpline customers and review handling of complaints from over 30,000 residential customers and 2,500 business customers.

Prior to the launch of any new services or functionalities, we test their ergonomics and usefulness in the **Simplicity+** programme. We have adopted a rule that users should have no difficulty using a product regardless of their technical knowledge.

Based on surveys we identify causes of customer dissatisfaction and define areas for improvement and further actions.

Key actions:

- to bundle mobile and fixed line solutions in convenient packages;
- to offer on-line product availability, customer service and sales;
- to ensure effective solving of customers' problems at any point: quickly, efficiently and professionally;
- to provide simple technical solutions and professional support;
- to appreciate the customers who stay with us and use our services for a long time.

We can build a customer-orientated company only through commitment of each and every one of our employees. Therefore, 'In the Front Line' programme provides for a period of hands-on experience in a selected customer care and sales outlet for each manager. In addition, managers provide personal patronage to a selected front line business unit for a whole year.

We acknowledge the best of us. The 'Our Eleven' competition identifies front line employees, i.e. maintenance specialists, salespeople and consultants, who excel in building customer relations.

The effects of our efforts as well as our dedication to change have been noticed and acknowledged by renowned analytics company Gartner, which granted the CRM Excellence Award to Orange Polska in the Customer Experience Excellence category in recognition of our long-term strategy for building a customer-centric company and its implementation in recent years. It has been considered the best enterprise-wide programme of this type in Europe.



Bartosz Gott,
Customer Relations Strategy Director

A large company means lots of people with different duties and objectives. When focusing on their current tasks, they can easily forget that customer satisfaction should always be an overall point of reference for them.

For us, 'Mission Customer' is a way to remain customer-focused in everything we do: from general strategy to individual customer contacts. We have a common ambition reflected in Orange Polska's strategy 2013–2015: we want to be the most likely recommended operator in Poland. In order to achieve it, we need a range of efforts: network investments, systems development, improvements in processes and procedures as well as cultural transformation within the company. Our initiatives have been recognised by both customers, who are getting more likely to recommend our products and services, and experts, who considered the 'Mission Customer' programme as the bust project of this type in Europe. This award is a sign for us that our transformation into a customer-focused organisation is not only a remote dream any more.

It is actually happening and it results from our hard work put in improving relations with our customers every day.



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dialogue with consumer organisations

We carry out a regular dialogue with consumer organisations and local spokespersons for consumer rights, representing groups of customers who experience problems in relations with telecom operators.

As part of this co-operation, we have established dedicated teams for handling customer cases referred to us via spokespersons for consumer rights; we hold regular meetings to enable clarification of contentious issues; and we provide monthly communications, containing information about major changes in our portfolio or customer care. In addition, we inform them on a current basis about our actions and changes to be introduced, making it easier for them to solve problems with which they are approached by consumers.

Spokesperson for Customers

In 2003, we became the first telecom operator in Poland to appoint the Spokesperson for Customers. His main responsibilities include handling particularly complex matters, analysing feedback from customers and initiating changes in customer care processes.

Code of Responsible Communication

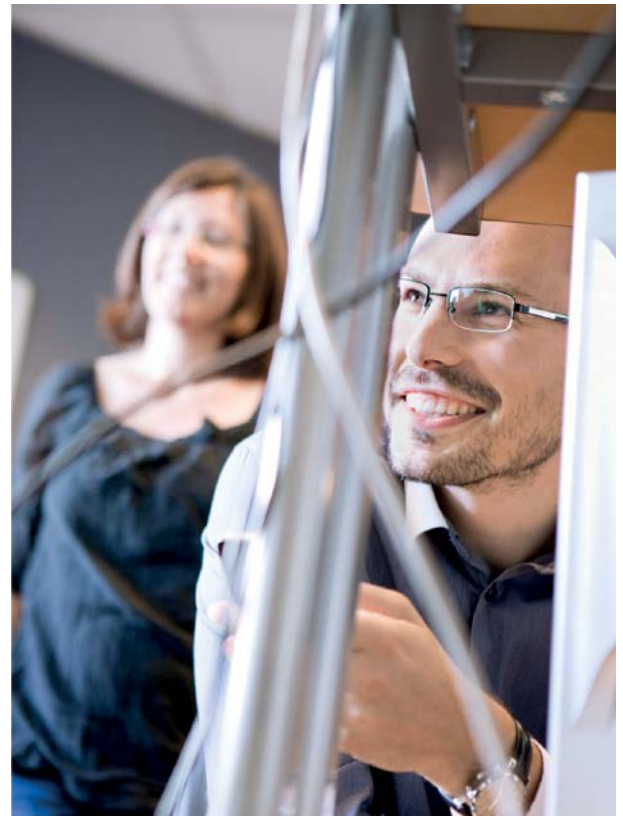
We want to better communicate with our customers, in a clear, friendly and responsible manner. Therefore, we have introduced the Code of Responsible Communication. The purpose of this document is to apply our social and environmental commitments to all forms of marketing communication as well as to develop best communication practices.

Our rules:

- To show respect by involving customers in the communication process;
- To earn trust through honesty in communication;
- To behave responsibly during conversations;
- To accept responsibility for the environment;
- To disseminate similar rules of communication among our partners.

Our Code has been consulted with Polish and international experts, including representatives of the Polish regulator, consumer organisations, the marketing industry and environmental organisations. The Code has been made available to our employees and business partners.

During tender procedures for services of advertising agencies, we are guided by the market opinion about them. Moreover, the agreements we conclude contain ethical clauses, and ethical issues are an element of our evaluation of the performance of the agency and its employees. In addition, we have signed the Memorandum of Understanding promoting the use of the European tendering standards in the marketing industry. The relevant rules have been specified in the Pitch Guidelines announced jointly by the World Federation of Advertisers (WFA), of which Orange is a member, and the European Association of Communications Agencies (EACA). The document describes in detail good practices of responsible business in the context of tender procedures and relations with business partners.



dialogue with suppliers

We want the relations with our suppliers and business partners to be based on transparent principles and mutual obligations to abide by ethical standards. We want to build good and long-term relations with our suppliers.

supplier assessment

We take active part in the implementation of the Orange Group's global supplier assessment programme, QREDIC. Periodical assessment is performed on the basis of all information about suppliers available across the Group. In doubtful cases, suppliers are requested to provide explanation and remove irregularities. The results of assessment are used in a process of negotiations and selection of suppliers on the global level. A definitely negative assessment with respect to compliance with ethical and environmental standards (particularly lack of actions aimed at elimination of the identified irregularities) disqualifies the supplier.

On the global level, Orange has joined the Joint Audit Cooperation (JAC) with other operators. The initiative aims at ensuring compliance with ethical, environmental and health & safety standards as well as ban on child labour across common suppliers.

In 2013, a total of 38 audits of key suppliers were conducted within the JAC network. The suppliers for which any gaps were found were given a deadline for eliminating them.

Local suppliers are required to comply with an ethics clause, which is included in agreements with our company. The clause includes an obligation to respect ethical and environmental rules, particularly international conventions on human rights and special protection of children's rights. Pursuant to the ethics clause, we have the right to conduct regular audits. The ethics clause is a standard element of agreements drawn up by our company. The clause can be removed only upon submitting proper justification and obtaining an approval of the Orange Polska Legal Director. The company does not keep records of what percentage of agreements include an ethics clause.

In 2013, no suppliers were rejected for failure to observe human rights.

In 2013, a great majority of agreements with our biggest suppliers included an ethics clause. Our goal is to have an ethics clause included in 90% of major agreements with suppliers by 2015.

building long-standing relations with suppliers

We try to build our relations with suppliers on the basis of long-term contracts providing for transparent terms of co-operation. Over 90% of purchases (by value) are effected under long-term agreements.

long-term agreements



In 2013, no supplier exceeded the 10% threshold in our overall purchase structure by value.

We gradually work on effecting all payments to suppliers in due time. Owing to an electronic invoice flow system, the timely payment rate has reached 92%.



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transparent procedures for selecting suppliers

We follow a competitive and open procurement policy, which provides for direct electronic placement of orders with suppliers. Currently, over 55% of orders are placed in the electronic form. Suppliers who want to co-operate with Orange can register in a database of potential suppliers and thus participate in the procurement processes initiated by Orange.

We have developed the [Procurement Organisation Code of Ethics](#). It is a set of rules, which should be followed by all procurement organisation employees in direct and indirect contacts with suppliers. The Code covers procurement procedures, which determine transparent rules of selecting suppliers and concluding agreements, as well as confidentiality procedures for protecting information; it also addresses the conflict of interests and regulates the issue of gifts. Any actual or suspected breach of the Code shall be reported by employees to their superiors or the Internal Audit Director.

transparent rules of co-operation with alternative operators

We perform our obligations resulting from regulatory decisions concerning equal and transparent procedures for co-operation with alternative operators (AO). The actual implementation of AO non-discrimination was subject of detailed settlements with other telecom operators and the regulator, which led to the conclusion of the Memorandum of Understanding between TP S.A. and UKE in 2009. In a model of inter-operator relations adopted pursuant to MoU, additional supporting IT tools and transparent reporting methods were developed.

In particular, the list of KPIs related to procedures for wholesale service provision, customer migration between operators and providing information about the telecommunication infrastructure (also to local government bodies) and available wholesale services has been agreed upon and the Good Practises Code has been developed.

A considerable number of the solutions worked out in that process has been incorporated into subsequent regulatory decisions which determine Orange Polska's obligations with respect to wholesale relevant markets and reference offers.

finances imposed on Orange Polska in 2013

In the reported period, no fines were imposed on Orange Polska in connection with breach of competition law. However, a binding ruling was issued in appellate proceedings, upholding a fine imposed by the Office for Competition and Consumer Protection, though the initial fine of PLN 75 million was reduced to PLN 38 million in the course of proceedings.

Two final and binding rulings in appellate proceedings which upheld UKE's decisions concerned fines for (i) failure to provide emergency calls, particularly from pay phones, in some regions, and (ii) failure to submit draft changes in the price list of the TP Seek & Connect service for UKE's approval. Both fines total PLN 1.2 million.

In the reported period, no fines were imposed on Orange Polska in connection with product/service information and marking or the rules of marketing communication, i.e. promotion, advertising and sponsoring.

In the reported period, no fines were imposed on Orange Polska and no final and binding rulings upholding fines were issued in appellate proceedings in connection with non-compliance of delivery or use of products/services with the relevant laws and regulations.

For information about other fines previously imposed on Orange Polska please see Note 29. Litigation and claims (including contingent liabilities) to the Consolidated Financial Statements of the Orange Polska Group for the year ended 31 December 2013, prepared under International Financial Reporting Standards.

2.3 innovativeness

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

Orange Polska's research and development centre is a member of international Orange Labs network, which consists of 15 Orange R&D centres and laboratories in 9 countries: France, Spain, UK, China, Japan, Egypt, Jordan, US and Poland.

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. Together with our business partners, we regularly organise Innovation Days, Innovative Technology conferences, workshops and prototype presentations, as well as share experience and build positive partnerships. Orange's latest solutions, including our current commercial portfolio, may be seen at the Innovation Gardens.

In 2013, in co-operation with our partners, we presented 29 prototype or commercial solutions (premières) and held a dozen or so major events attended by representatives of universities, suppliers and government administration. In total, our Innovation Gardens were visited by over 7,000 people.



Krzysztof Kozłowski,
Network and Service Platform R&D Director

Innovations should benefit people. In Orange Labs Poland we make our best to ensure that our solutions are adapted to the needs of a broad spectrum of customers, including the elderly and people with disabilities. With these groups in mind, we develop services which increase the accessibility of telecommunication solutions.

We also attach great importance to reducing the use of natural resources by designing eco-effective solutions, which optimise electrical energy consumption, or using renewable energy sources.



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innovative co-operation

Orange Labs actively participates in European research projects and the work of international standardisation organisations, such as ITU, ETSI, CENELEC, 3GPP, Broadband Forum or Home Gateway Initiative.

We also carry out the Test Campus project, which provides free broadband infrastructure for the purpose of research projects and sharing experience related to the latest trends in research and technology. The network is used mainly by students, whose task is to assess its quality as well as enhance or develop new services.

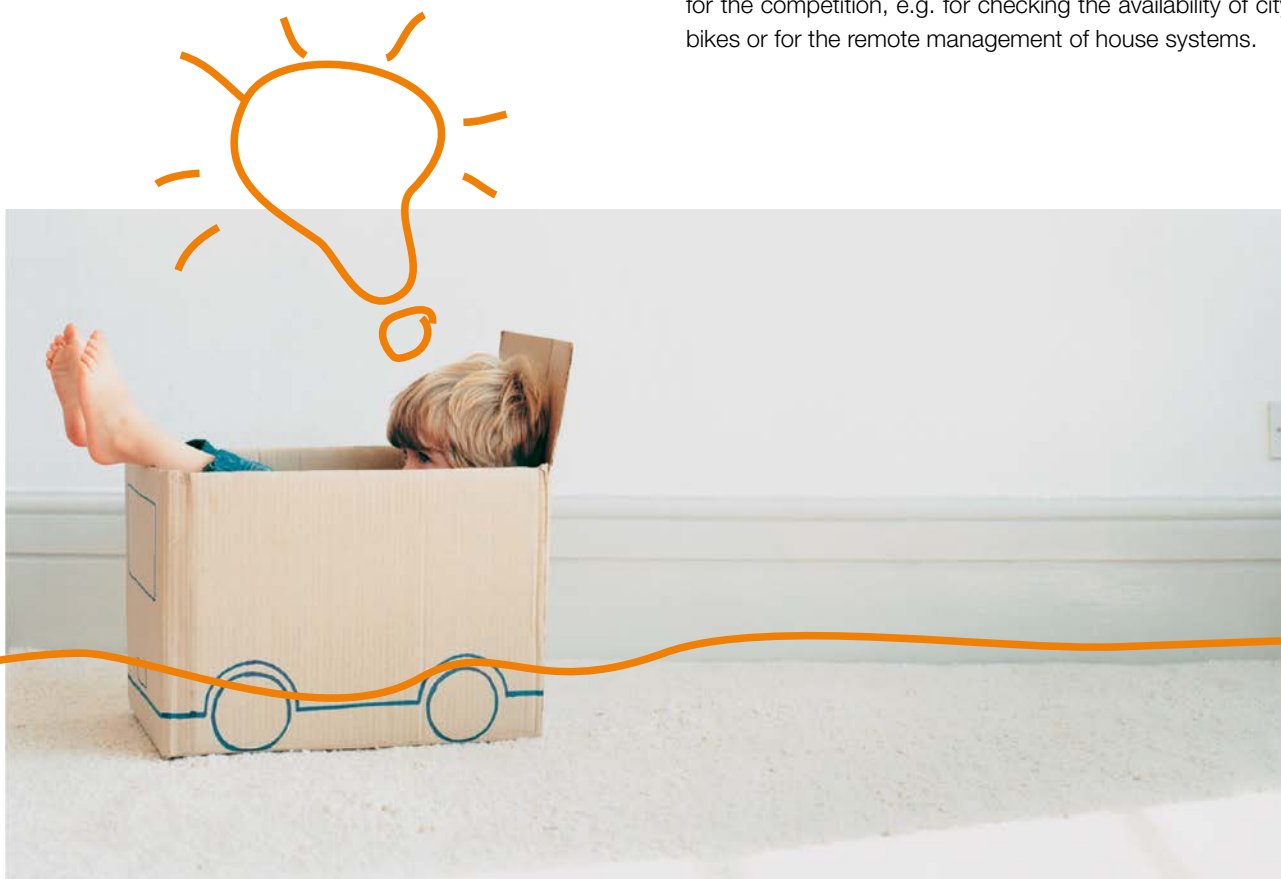
In addition, Orange Labs closely collaborates with a number of universities and research centres in Poland and abroad. Together with Huawei, we provide the students of the Warsaw University of Technology (PW) with the Long Term Evolution (LTE) network for developing modern services. Co-operation in an open innovation scheme between the market's leading technology partner (Huawei), leading research partner (PW) and leading telecom operator (Orange Polska) provides development opportunities for

both students and partner companies. It is one of few open innovation projects in Poland.

Our R&D Centre works on the development of new services to integrate Internet and telecommunication technologies.

In the [Openmiddleware Community](#) project, workshops are organised in selected universities for students interested in modern ICT systems. Such projects aim to stimulate the development of new ideas for provision of telecommunication services. The partners to the project include Warsaw University of Technology, Łódź University of Technology, University of Warmia and Mazuria in Olsztyn, Nicolaus Copernicus University in Toruń and University of Science and Technology in Cracow.

In 2013, owing to the formation of the Community around our R&D Centre, we launched the OpenAPI Hackathon project, which aims at development of communication applications which use municipal data and Orange network interfaces. Some interesting applications were developed for the competition, e.g. for checking the availability of city bikes or for the remote management of house systems.



In 2013, we launched Orange Fab, an international accelerator programme.

The programme invites small to medium start-up companies with existing, technologically advanced products or services. Orange Fab is a start-up accelerator, in which mentors, experts and investors intensively work on the potential of innovative solutions, adapting them to the market requirements. The possible forms of co-operation include joint product offering with Orange, licence purchase, revenue sharing or capital investment in a start-up. Orange will start co-operation with several winning projects.

In 2013, Orange Labs took care of young inventors from the King John Sobieski 6th School Complex in Jastrzębie-Zdrój, who invent solutions that help people with disabilities in their daily life. These include ESKONzO, a system enabling people with disabilities to communicate with others, or a torch for blind people. These innovations have already been recognised at numerous fairs and competitions worldwide.

We invited school representatives to our laboratory, where young people had an opportunity to see the solutions we are working on, particularly those for people with disabilities. In addition, our R&D employees visited the school in Jastrzębie-Zdrój to conduct practical classes. Students were presented the solutions we had designed and had a chance to test them.



Krzysztof Smyczek,
Deputy Headmaster, King John Sobieski
6th School Complex in Jastrzębie-Zdrój

Owing to the co-operation of our school with Orange in the school year 2013/2014, we were able to expand the existing and introduce new innovative projects for people with disabilities. We visited disabled people in Małomice, Jarocin, Jastrzębie-Zdrój, Cisownica, Pszczyna and Gorzów Wielkopolski, and installed our ESKONzO system in their homes.

Currently, we are working on some new projects, including a bedsore prevention bed, a control panel for people with disabilities (ESKONzO-II), 'Scan for Life' programme for blind people or an extension of the 'Torch for the Blind' project. Orange Labs' employees carried out training for our students in mobile application programming, which resulted in software which is part of the above-mentioned projects.

We have successfully presented our designs at innovation fairs in Warsaw, Brussels, Moscow, Geneva and Paris. Furthermore, at Wrocław Medical University's invitation, we conducted classes for rehabilitation students entitled 'Helping People with Disabilities – Our Experience.' We warmly thank Orange for its co-operation and support for our initiatives hitherto.



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2.4 social commitment

We seek to responsibly address social issues by developing long-term CSR programmes based on the company's competence profile. We also carry out charity programmes, responding to specific problems or challenges. We are also not indifferent to our changing social environment, particularly important events or natural disasters. Orange Polska is among Poland's most socially committed companies.

Orange Foundation

The Orange Foundation was established in 2005. It works mainly towards modern education of children and youth. Through creative initiatives, we encourage young people to acquire knowledge, participate in culture and build communities with the use of Internet and new technologies. This way, they gain various competencies, including digital skills, which are necessary to function in the society of the 21st century.

In the Orange Foundation, we have been implementing a variety of our own programmes based on the results of research and consultation with experts in specific areas, such as Education with the Internet, Orange Academy, Orange for Libraries, Orange Studios, Phone to Mum or Sounds of Dreams. Furthermore, we provide technical, organisational and financial support to initiatives of other organisations. Our efforts are also supported by employees of Orange Polska who join our projects as volunteers.



Jadwiga Czaratoryska,
President of the Orange Foundation

The level of digital skills, scope of knowledge and openness to use the Internet and modern technologies varies considerably across our society. We know, as demonstrated by surveys, that the level of digital competence, particularly of young people, is affected by a number of factors: not only access to the Internet and IT equipment, but also education, an opportunity to explore and combine new technologies with one's passion as well as proper assistance and inspiration to act.

Therefore, in the Orange Foundation we focus on education and co-operation – co-operation of the young and the elderly, researchers and practitioners, NGOs and business, programmers and artists, educators and engineers or decision makers and local community representatives. It is worthwhile to share knowledge, competence and experience, as it enables us to be more efficient and more effective in our efforts for the development of children and youth as well as those who find it difficult to cope with the digital reality. Only with mutual openness we can make new technologies allies in fostering social capital.

Orange Polska's social commitment (2013)

 financial assistance (grants)
PLN 18.04 mn

 free services
PLN 0.53 mn

 allocated staff time (volunteering)
PLN 1.29 mn

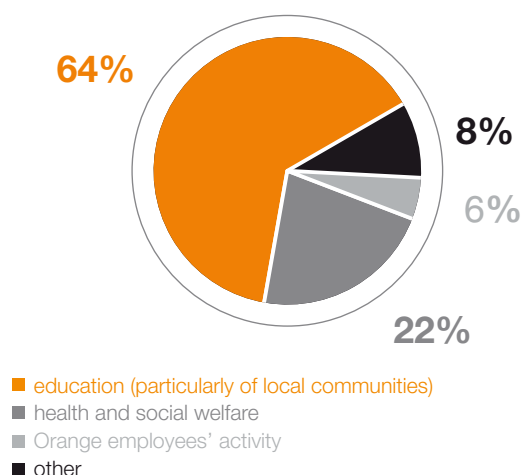


mission of the Foundation

- ✓ Orange Foundation triggers the energy and creativity of people, and works with them to make the world a better place. The Foundation's motto is to share, learn and inspire.

New technologies and the Internet have become an inherent part of contemporary world, and their development has a visible impact on the society. Access to them is the first significant step in the digitisation process, but there are also other important issues, such as education, participation in culture, local development and fostering of the competencies necessary to build a modern society. Our mission is to disseminate knowledge and manage social projects through which new technologies will become allies of social development.

Areas of social investments of the Orange Foundation



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

In addition to the implementation of its own original programmes, the Foundation supports valuable projects and initiatives carried out by third sector organisations and public institutions in Poland. It also collaborates with small organisations and associations which are often the only ones on the local level to inspire and animate the development of children and young people in a friendly manner. These small organisations have huge potential, yet frequently find it most difficult to raise funds. The Orange Foundation is an important partner for them, enabling them to gain momentum and become reliable for other potential donors.

More at www.fundacja.orange.pl



Mireille Le Van,
Fondation Orange

Fondation Orange's mission is to create links between individuals and make communication easier, particularly for those who are excluded due to health, disability or economic situation.

Fondation Orange's actions are centred on three main areas: education, health care and culture. Two constant themes in all our activities are improvement in the life situation of women and girls, particularly in developing countries, and the use of new technologies in education, culture and health care.

Established in France in 1987 and involved in corporate philanthropy initiatives in Africa, Europe, the Middle East and Asia since 2005, Fondation Orange supports projects in 30 countries where the Orange Group is present as a telecom operator. In each country, Fondation Orange works in close collaboration with local communities in order to better learn and respond to their needs. Orange's employees are involved in its projects as volunteers.

Today, a total of 16 Orange Foundations operate all over the world. Fondation Orange shares good practices, including best management standards, with local employees of Orange and Orange Foundations.



digital inclusion



safe network



clean environment



enquiring team



attachments

co-operation with social partners

Our social commitment involves also direct co-operation with various organisations, providing telecommunication services for charitable purposes or, last but not least, responding to important social events and helping victims of natural disasters.

Social helplines

- **116 000 hotline for missing children**, operated by ITHACA Foundation – Centre for Missing People. It may be used by parents or guardians whose child is missing, police officers, children who have run away or got lost or any persons who may help to find them. The hotline is available on a 24 hours/7 days basis and is toll free. The ITHACA Foundation has been operating the helpline on a round-the-clock basis owing to financial and technological support of our company. In 2013, 137 kids and teenagers were found, and their parents or guardians have received the necessary legal, psychological and searching assistance. In addition, Orange Polska's support involves developing prevention programmes related to the safety of children and young people.
- **Child helpline**. The Ombudsman for Children's helpline has been operated since 2008. Young people can receive specialist help by calling **800 12 12 12**. Thanks to us, the calls to this number are toll free.
- **800 676 676 civic helpline**. It can be used to ask a question about existing regulations, submit complaints related to the functioning of public administration bodies, public officers, courts, prosecutors, social insurance institutions or health care centres, or to learn everything about anti-discrimination law. So far, over 58,000 calls have been handled. The civic helpline has been operated by Orange Polska on non-commercial terms. Therefore, everybody can call the Ombudsman's Office free of charge.

helping over phone

Another expression of our commitment to important social events is provision of free services: telephone lines and SMS numbers for charity fundraising. The entire proceeds from these services go to social welfare organisations.

In 2013, we provided SMS fundraising numbers for 21 organisations. The proceeds, which totalled over PLN 8 million, went to welfare organisations.





Photo: J. Lipka

Marek Michalak,
Ombudsman for Children

Nowadays, it is hard to imagine that any institutions or organisations which help kids could function without using a tool such as a helpline. Statistics, and also my personal experience, demonstrate that young people need to talk about their problems, concerns and worries, but their hard-pressed relatives do not always find time or interest to listen. Meanwhile, a simple talk with a friendly, open and competent psychologist or educator on-call can solve a number of problems which young people are unable to manage on their own.

The purpose of the Ombudsman for Children's helpline is twofold: it is a confidential helpline for kids, but also an intervention hotline. As it is positioned within the structure of the Ombudsman for Children's Office, our consultants are able to take further actions or monitor the situation.



Alicja Tomaszewska,
President of the Board,
ITHACA Foundation – Centre
for Missing People

Long-standing support from Orange Polska, our strategic partner, has enabled the ITHACA Foundation to continue psychological and legal counselling by phone as well as preventive actions addressed to children and teenagers who have got lost and their families.

Thanks to Orange Polska, the hotline for missing children, 116 000, has been operated in Poland continuously for five years. It is a common number across the European Union.

Help can be found at this number by parents or guardians whose child is missing, police officers and teachers as well as runaway teenagers. In addition, hotline operators collect information from any people who may help to find a child.

Orange Polska has provided the ITHACA Foundation – Centre for Missing People with a technological platform which makes our helpline accessible to all who need help, regardless of the network they use. In addition, the company provides technical maintenance, and the hotline has been functioning faultlessly.

In our opinion, Orange Polska's commitment to help missing children and their families is a perfect example of corporate social responsibility.



digital inclusion



safe network



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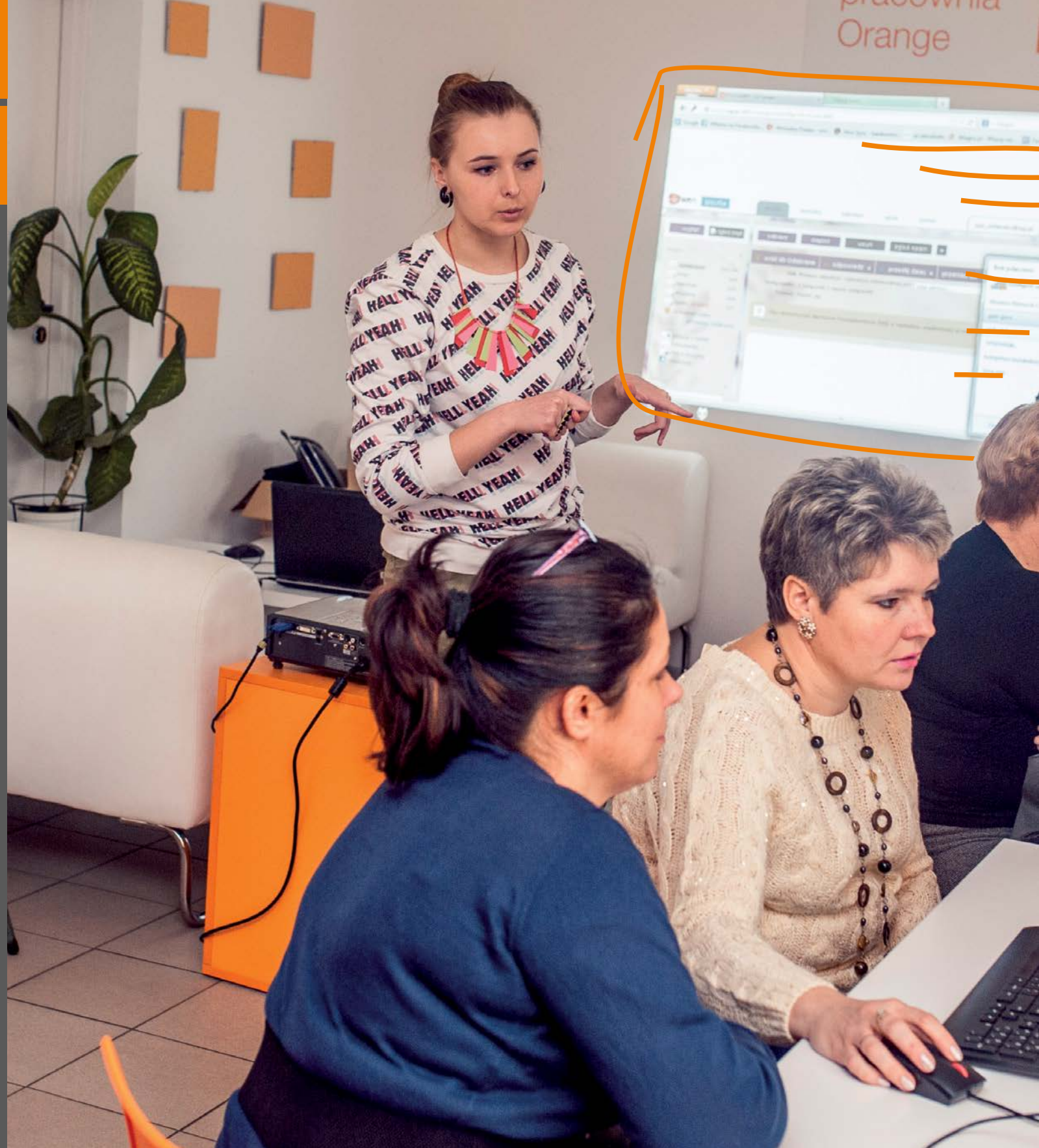


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digital inclusion



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digital inclusion

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

our goals:



- 3.1 increase access to modern, high-quality services, also in economically less developed areas, eliminate the „white spots”
- 3.2 provide services and products & design effective business processes dedicated to elderly and disabled people
- 3.3 adapt education to different social groups, their needs and expectations
- 3.4 provide technological possibilities for e-government, e-state solutions



Rafał Trzaskowski,
Minister of Administration
and Digitisation

The last decade was not only marked by Poland's ten years in the European Union, but was also a decade of the Internet. The progress of digitisation contributes to the country's social and economic development. To make full use of these opportunities, we must remember that digitisation involves not only development of infrastructure and services; it also means supporting children, young people, the elderly and people with disabilities in using digital tools more confidently and more effectively. In the Ministry of Administration and Digitisation, we work on all the aspects of the introduction of innovative technologies: expansion of networks, which provide broadband access; development of technical and legal solutions, particularly enabling users to settle formalities on-line; and dissemination of knowledge on how to use the emerging technologies.

However, we are just at the beginning of the road. Although the Poles use digital solutions more and more often, there is still much work to do. We need a broader approach, particularly promotion of the safe use of the Internet by children. Another important challenge is to build trust to new technologies and explain how to use them consciously, particularly in terms of personal data protection.

We face a great opportunity given to us by the progress of digitisation, and it is our duty to use it well. This requires responsible commitment of various groups as well as government, NGOs and business working together. An example of such co-operation is the Broad Alliance for Digital Skills in Poland, which was established at the initiative of the Ministry of Administration and Digitisation in 2013. I believe that Orange Polska, which is a partner to this project, will continue with its commitment to increase social capital and trust. Development of modern technologies is not an end in itself, but rather a tool for improving our everyday life. Hence, the great need for people who know how to use them wisely and efficiently.

3.1 accessible infrastructure



3,500
new sites



higher quality
of voice services



increased coverage
of Orange network in Poland

The broadband network is presently one of the key components of infrastructure.

It is hard to imagine a society functioning efficiently in the 21st century without high-speed Internet connections. They change the life of the whole region, help its inhabitants, enhance the functioning of companies and institutions, and are a precondition of economic and social development.

broadband network in regions

We are actively involved in expanding broadband networks using EU funds. Together with Marshal's Offices we develop trunk networks in the Lubuskie Region and Pomeranian Region. The "Broadband Lubuskie Region" project aims at development of what will be the first regional broadband network co-financed by EU. According to the schedule, over 1,440 km of fibre-optic network will be developed in the region by June 2014, providing people of more than 300 towns and villages with access to modern technologies.

Another of our projects is "Broadband Pomeranian Region: construction of trunk and distribution network in the Pomeranian Region". The project covers almost the entire region and involves construction of a fibre-optic network of a total length of 1,818 km by September 2014. It will expand broadband coverage to 253 towns and villages.

Both projects provide for the development of networks in 'digitally excluded' areas, where private-owned operators have not found it profitable to invest so far. As a result, there will be real prospects for enhancing competitiveness and attractiveness of these areas and the whole regions, as well as improving the quality of life of their inhabitants. The networks will be technologically neutral and open, which means that full access will be guaranteed for all operators. We regularly meet with operators in order to encourage them, together with local governments, to develop access networks and demonstrate the opportunities offered by modern networks. The projects are worth PLN 310 million, out of which PLN 220 million will be invested by Orange Polska and PLN 90 million will come from an EU grant.

We are also actively involved in the development of a broadband network in Eastern Poland. Otwarte Regionalne Sieci Szerokopasmowe [Open Regional Broadband Networks], a joint venture established by HAWE investment platform, Alcatel-Lucent and TP Teltech (an Orange Polska company), has won a bidding procedure for network development in the Warmia-Mazuria Region.

Simultaneously with the project implementation we are carrying out informational and educational campaigns on the opportunities offered by the new network. Training is addressed to both people who can use a modern network and Internet access for professional activity and elderly people, for whom the Internet opens the perspective of access to information and widely understood communication.

Currently, having won a competition in the 'Development of Eastern Poland' Operational Programme, we have started a new project of access network rollout with the use of public financing. The project covers several towns in the Warmia-Mazuria and Lublin Regions, where people will get access to broadband services at speed of 30 Mbps or more, while the inhabitants of the Lutowiska Commune in the Subcarpathian Region will be able to connect to the Internet at speed of 2 Mbps or more.

To learn more how our investments change the availability of our networks and services, visit

www.orange.pl/lepszy_zasieg.phtml.



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Memorandum of Understanding with UKE

In 2013, we completed all our investment commitments under the Memorandum of Understanding we signed with the regulator (UKE) in 2009. In particular, this covered adding or upgrading 1.2 million broadband access lines across the country.

We built a total of 1,290,000 broadband lines. Almost 240,000 of those are lines with a capacity of 30 Mbps or higher, and more than half of those lines are fibre-optic (FTTx). Our performance under MoU was positively assessed by external auditors. Although we failed to meet the MoU target of 49,300 lines for small and medium towns, the auditors felt this shortfall was more than offset by the surplus investment in rural areas (34,000 extra lines) and cities (106,000 extra lines), and by the fact that we exceeded the overall target of 1.2 million lines by 8%.

better network thanks to co-operation

Since 2011, we have been co-operating with Polska Telefonia Cyfrowa, operator of the T-Mobile network, on reciprocal use of each other's radio access networks. We have established a joint venture, NetWorkSI, which is Poland's first and biggest company which conducts planning, construction and maintenance of shared radio networks.

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

As a result, Orange customers in areas where the project has been completed now have access to 60% more sites. We have also made significant gains in coverage, extending 3G coverage to around 90% of the population – up 28 percentage points since the start of the project.

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 low-income, disabled, elderly or less educated people.

services for low-income people

Since 2008 we have been offering the cheapest access fee on the market, Friendly Plan. It is for people in a difficult economic situation and costs PLN 18.45 (including VAT). Only people dependent on permanent benefits granted by Welfare Centres are eligible for the service. Also the nju.mobile offer is addressed to cost-conscious customers.



‘Phone Care’

A feeling of safety, life comfort and facilities making daily functioning easier are among major needs of elderly people. These are particularly important for those living alone or coping with a disease or disability, who stay without care for long hours. With a simple solution based on a fixed-line phone, we have made an attempt to respond to these needs.

‘Phone Care’ is a service for fixed line subscribers, enabling them to call help quickly and easily. Service users are in the care of the Emergency Centre and get a special telephone set with a portable device to keep within their reach all the time. The information card, which is filled in by the user, contains all the necessary health information and contacts of relatives and neighbours. By pressing the SOS button on the device or telephone, users can automatically reach an Emergency Centre consultant, who, depending on the situation, will provide assistance or call help by informing family members or the relevant rescue services.

Orange without barriers

Universal and easy access to the Internet contributes to equal opportunities and activates the potential of various social groups.

In our portfolio we have identified those services and benefits which may be most convenient for elderly or disabled

people. These can be found at the ‘without barriers’ tab on our www.orange.pl website. It presents our offer of dedicated terminals, applications and equipment as well as information about educational programmes addressed to senior citizens.

In our informational and marketing materials we simplify the language of communication and introduce icons to depict products and services recommended to people with particular disabilities.

In the fixed line segment, we offer a 50% access fee discount (on selected tariff plans) and a 50% terminal connection fee discount. Eligible for the discounts are disabled persons in whom the relevant local or regional certifying team has confirmed a moderate to significant level of disability.

We also offer a range of telephone sets and equipment which make communication easier for people with disabilities. For those with impaired hearing, these include voice enhancers, receivers that regulate ringtone volume, receiver volume controllers or phones compatible with hearing aids. People with impaired sight may choose from phones featuring large keys and large backlit displays, an additional SOS button, loudspeaker function, voice presentation of the calling number or terminals with picture keys and visual signalling. A major improvement for those with motor disabilities is a possibility to request a visit of a consultant or salesperson at home.



Jacek Białek,
Consumer Research Centre

As an employee of Orange Polska’s Consumer Research Centre, I help to adapt the services based on modern technologies to the cognitive abilities of users, so that using such services can be natural, satisfying and easy for them. If you look at how user interfaces have changed over time, from text-based interfaces, accessible only to a narrow circle of engineers and technology students, to graphical interfaces, you will notice a diminishing barrier preventing a wide group of people from using computers or other electronic devices.

However, there are still some groups at high risk of digital exclusion, such as elderly people. This is why we try to increasingly adapt our products to their needs, accounting for additional elements, such as font size, choice of colours or icon design. Also people with disabilities benefit from such modifications. In addition, we support educational programmes aimed at encouraging people who have never done it before to use computers, the Internet or smartphones.



Orange Polska has been sending invoices for fixed line services in Braille to its blind customers and A3 size large-print invoices to people with impaired sight. Itemised bills can also be received in this form. In addition, invoices can be sent electronically by email.

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. Over 15,000 people have downloaded the application from the Orange website so far. It can be freely downloaded from 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. It can be freely downloaded from <http://play.google.com>.
- **Melovibe** – It enables users to identify the calling person or the SMS through personalised handset vibrations. The application is dedicated to people with no or impaired hearing. It can be freely downloaded from <http://play.google.com>.

These applications have been developed in the **Accessibility** programme, which is carried out by Orange Labs to promote barrier-free communications. In the development of such services we collaborate with organisations which represent people with disabilities.

Together with a social partner, 'The Visible' Foundation, we are working on the accessibility of our website to people with disabilities. The Foundation is carrying out audits of our website and helping us to introduce the relevant changes. We successively train our employees, outsourced staff and suppliers in the WCAG 2.0* accessibility standards. Our ambition is to make Orange website fully accessible to people with disabilities by the end of 2015. Currently, its accessibility is 36.4% according to WCAG 2.0 level AA.

In addition, as a result of our support for 'The Visible' Foundation, *Good Practices Manual*, Poland's first manual on website development according to the WCAG 2.0 international standard, has been developed.

We try to prepare our employees for contact with the disabled. Hence, we have developed dedicated training and additional educational materials for our sales and customer care personnel. Moreover, these issues have been incorporated into training of new employees. For this purpose we have used visual materials and educational films developed by the Integration Foundation. In an easy and friendly way, they help to understand the expectations of people with various disabilities and improve communication with them.

* 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



Piotr Pawłowski,
President of the 'Integration' Foundation

By introducing new technologies dedicated to people with various disabilities, Orange is implementing the UN Convention on the Rights of Persons with Disabilities, which was officially signed on September 6, 2013 by President Bronisław Komorowski. In the opinion of the 'Integration' Foundation, which has been gaining experience in the area of disabilities for twenty years, Orange plays a key role in providing services and products to customers with various disabilities.

New technologies play a growing role in achieving independence by persons with disabilities, and as the President of the 'Integration' Foundation I have witnessed opportunities grow and limitations increasingly diminish. Broader and easier access to telecommunication services is a chance for education and professional activity for any person, whether in a wheelchair or blind or deaf, which results in equal opportunities and improvements in daily life.

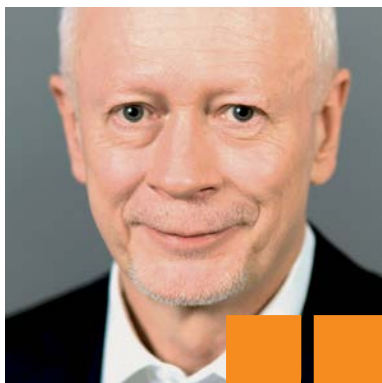
Owing to the efforts of Orange and the 'Integration' Foundation, people with various disabilities can enter the 21st century. For us in the 'Integration' it is a great civilisation adventure, while for your socially sensitive company it is a great logistical challenge and a good example for other operators in Poland. It is a huge responsibility, but also what a satisfaction :)



The issue of digital inclusion of persons with disabilities has also become one of major topics of our dialogue. A dedicated process which we carried out together with the 'Shipyards' Unit for Social Innovation and Research aimed at development, in consultation with our stakeholders, of the best solutions to adapt Orange customer care, sales and offer to the needs of people with impaired sight or hearing or limited mobility. The effects of the process will be reviewed and implemented in 2014.

3.3 digital education

Universal access to the Internet 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.



Michał Boni,
Member of the European Parliament

Nowadays, the use of new technologies is an essential element of not only economic growth, but also development of the civic society.

This is also a great challenge for Poland. Although 70% of Polish households are now connected to the Internet, only 59% of the Poles use it regularly. Excluded groups include mainly elderly or low income people as well as people in small towns or rural areas.

Even young people often lack advanced digital competence to fully use the potential of new technologies.

Therefore, developing digital competence of children, young people, adults and senior citizens is of key importance in the process of digitisation. Digital education is the responsibility of all of us: public administration, NGOs and business. Only if we join forces, we can build the information society. I am glad that Orange Polska is an active participant in this process.

- In order to better plan our initiatives aimed at the digital education of minors and better understand how young people use the Internet and multimedia, we have carried out the "Digital Competence of Young People in Poland" survey.
- 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 at the initiative of the Ministry of Administration and Digitalisation.

- We are involved in the implementation of the 'Digital Lighthouse Keepers' project, which aims at developing broadband access to the Internet and raising digital competence of the 50+ generation.

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



Orange for Libraries



Rafał Kramza,
President of the Information
Society Development Foundation

Libraries, especially in small towns and villages, are increasingly transforming into centres of access to information, knowledge and education. This process is hard to imagine without access to the Internet. Thanks to new technologies, drawing from global knowledge resources is now easier than ever.

Library is a perfect place for lifelong learning. Open to all age and social groups, it is a meeting and working place for people with passions and ideas. Orange's investments in libraries have helped them to enter the path of major transformation, which they will certainly follow, contributing to the development of social capital.

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

Since August 2009, under an agreement with the Ministry of Culture and National Heritage, the Ministry of Administration and Digitisation and the Information Society Development Foundation, we have been implementing a 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.

The programme aims at raising digital competence of local communities centred around public libraries through:

- digital education of children and youth as well as seniors;
- safe and beneficial use of modern technologies;
- use of digital skills in everyday life.

In the programme, we provide public libraries with free access to the Internet as well as support and promote social and educational initiatives related to the use of modern technologies and addressed mainly to groups at risk of digital exclusion, so that they can gain digital competence safely and consciously. We have connected over 3,300 libraries to the Internet and our input in the computerisation of public libraries has totalled almost PLN 16.5 million.



in 2013:

total inputs	outputs		social impacts
	additional funds gained for the project	social outputs	
<ul style="list-style-type: none"> • PLN 5,484,055 – grants for libraries • PLN 52,000 – educational materials • PLN 3,000 – work of 16 volunteers • PLN 87,000 – expert knowledge 	<ul style="list-style-type: none"> • PLN 137,000 – grant from the Ministry of Labour and Social Policy related to the 'Meetings with Passions' project (in the 'Senior Citizens' Social Activity' programme) 	<ul style="list-style-type: none"> • 3,321 libraries with branches connected to the Internet • 137 training sessions in libraries in the safe use of the Internet, attended by 10,466 children • 37% of people used the Internet for the first time at the library • 33% of people have access to the Internet exclusively at the library • 7,000 senior citizens attended on-line meetings and learnt the benefits of using the Internet • over 300 sites used the educational materials, "ABC of the Internet for Senior Citizens" • 896 sites expanded their educational offer owing to the Internet • 888 sites attracted new users owing to the Internet • 640 reports in the media about the 'Orange for Libraries' programme 	<ul style="list-style-type: none"> • developing skill in communicating and handling everyday matters via the Internet • increased knowledge on how to use computers and the Internet among over 90% of participants of training for senior citizens • increased knowledge about the safe use of the Internet by children



library today

Library Development Programme Report, "Why Poles need libraries?"

A modern library is a space where people spend their free time, learn and cultivate their interests; a venue where acting together they feel more attached to their township and establish contacts with others, thus building mutual trust, which is the key in social capital development. Thanks to us, a library is also a place of access to modern technologies, where you come to find the required information on the Internet, talk on Skype to relatives living abroad or check job offers. Public libraries are used by one third of the inhabitants of small towns and villages, and the libraries participating in the Library Development Programme are visited by over 2.5 million people annually. For young people, a library is first of all a meeting place and a way of spending free time. They watch films, talk about books, play computer games or attend photography or theatre workshops. In addition, books and the Internet help them in learning. Almost 70% of them got better grades at school thanks to the information found at the library.

Almost 700,000 adults take care of everyday life matters at the library. They come to pay bills on-line, check a bus timetable or find out the doctor's office hours. The library also helps them in job seeking. 100,000 inhabitants of small towns and villages use library computers to write CVs and cover letters or contact potential employers. Furthermore, the Internet facilitates their contacts with relatives and friends. Elderly people bring documents, letters and photographs important for their town or village development and together with librarians document the local history. In libraries they also learn how to use a computer and discover the world of the Internet.

Meetings with Passions

In 2013, senior citizens, who are frequent users of libraries, were invited to the **Meetings with Passions** project, financed with a grant from the Ministry of Labour and Social Policy. The Orange Foundation held 12 meetings on-line by streaming for 400 cultural centres in Poland, including public libraries and Orange Studios.

The project aims to stimulate the social activity of senior citizens, that is to make them meet in a public place, in a friendly space, which will enable them to establish new contacts and inspire them to share their knowledge, passions and experience with others. The meetings present elderly people who are still active professionally or who creatively use their free time for learning, cultivating their passions or helping others. During each meeting, seniors can ask questions to the meeting heroes on a dedicated chat room; thus, they also learn the possibilities offered by the Internet and new technologies.

Get Online Week

Each year we are a partner to the 'Get Online Week' international campaign, which is co-ordinated by Telecentre-Europe network of organisations. The initiative aims to encourage as many people as possible to use the Internet.

In the last two editions, there were over 250,000 participants from a few dozen countries, including 15,000 from Poland. The campaign is actively supported by Neelie Kroes, Vice-President of the European Commission and the European Commissioner for Digital Agenda.

566 centres in the campaign

7,591 meeting participants



Monika Jarzęcka,
Centre of Culture and Promotion,
Brzeziny

Our seniors prepared for today's meeting just 'deliciously'. They brought home-made pastries and delicious cakes.

Thursday meetings, with your participation, have become a tradition. They are attended by more and more senior citizens; even if some people cannot attend the whole meeting, they come even for 15 minutes before they go to a doctor or elsewhere. DJ Vika (Virginia) infected us with her optimism! In the beginning, our legs moved by themselves to the rhythm of mixed music. Then, there was time to dance. Virginia's age came as a surprise to some. After we watched the transmission, endless discussions followed. I found websites, where you can watch dances and discos mixed by Virginia. You really cheered everyone up!

Thank you on behalf of our Centre. Let me add that the Urban Housewives Club has been established in our Centre. They call themselves 'Chilli Babes'. Our senior women have taken matters into their own hands. They come to your meetings with passions and I think they draw a lot of energy from these meetings.

Digital Poland of Equal Opportunities

In 2013, we commenced co-operation with the 'Cities on the Internet' Association (COI) and the Ministry of Administration and Digitisation (MoAD) in the implementation of a system initiative to develop broadband access to the Internet and raise digital competence of the 50+ generation.

The 'Digital Poland of Equal Opportunities' project, which is carried out in partnership between COI and MoAD, aims to spread computer literacy among adult Poles aged 50+ in their local communities through Digital Lighthouse Keepers participating in the project on a voluntary basis.

Our commitments:

- To support the Digital Lighthouse Keepers in their activity in local communities. We have given 12 tablets with broadband access subscription to the Lighthouse Keepers who conduct training aimed at raising digital competence;
- To promote and support the development of digital competence of local communities centred around public Internet access spots, including libraries and Orange Studios;
- To create demand for broadband and other modern digital services.



Robert Jurek,
Lighthouse Keeper

As a Lighthouse Keeper, I co-operate with the Orange Studio in Niedzwica Duża. Equipping the studio with high-class computers and fast Internet connection has created a perfect place for introducing the 50+ generation into the digital world.

Every week I conduct classes for several persons who have never touched a computer before. The curriculum has been designed to provide them with basic skills in navigating the Internet, so that in the privacy of their homes they can surf on the net themselves.

I trained about 50 people in 2013. Together, we completed about 70 two-hour sessions in web browsing, using e-mail and Skype, digital photo processing and making effective use of the information resources on the net. The reports on training sessions are posted on my blog, <http://latarniknawsi.blogspot.com>

Broad Alliance for Digital Skills in Poland

The initiative aims at using the full potential of modern IT technologies in Poland's development. These technologies are significantly transforming virtually all aspects of the functioning of societies and economies as well as, to a great extent, life of individuals.

The Alliance is lead by the Leader of Digitisation in Poland, appointed by the Minister of Administration and Digitisation. President of the Republic of Poland Bronisław Komorowski has agreed to be honorary patron of the initiative.

Our commitments:

- To provide free Internet access for 3,300 public libraries (in the 'Orange for Libraries' programme) as well as 50 Orange Studios in small towns;
- To educate children and young people how to use the Internet safely through Orange Foundation's classes for 3,000 children plus an open e-learning platform for 40,000 new users;
- To raise digital competence of elderly people through the 'ABC of the Internet' training in libraries and Orange Studios;
- To offer digital education through a data base of social projects using modern technologies (www.pracownieorange.pl) and 850 hours of training for local leaders in small towns;
- To support the development of e-volunteering in Poland and across Europe.



Włodzimierz Marciński,
Leader of Digitisation in Poland

There is growing awareness that we live in digital environment. However, whether we will benefit from it and to what extent, depends on ourselves. We can be passive consumers of digital technology, or we can be active and get to know it better, use it more efficiently and even become its creators. Digital skills are becoming indispensable in every type of life activity, so we need to acquire and constantly develop them.

On the Polish path towards universal digital participation, every one who supports or builds it is important. Orange is in the front line of this process. It not only contributes to the development of telecommunication infrastructure, which is its business objective, but also carries out a number of social initiatives, trying to foster the digital culture in Poland.



Orange Studios



Beata Szczeszek,
Orange Studio in Radzyń Podlaski

Two years of the activity of our Studio have been dedicated mainly to new challenges, training and meetings. It has meant constant development, acquisition of new skills and knowledge as well as getting to know outstanding people. It has also involved sharing acquired knowledge or skills with other people, infecting them with joy and getting the best out of them. For many of us, it is a completely new path in life.

The main goal of supporting the development of local communities by ensuring that they have equal opportunities in education and culture to those had by people in big cities has been fully achieved.

Watching the activity of the Studios on the net, I know that the Orange Foundation has scored a bullseye with the project. Not everyone has had a bird's-eye view of their home; not every woman can wear jewellery they have made themselves; not every person knows what batik is; yet these and much more dreams have come true thanks to the Studios, as self-made jewellery looks great on young women and walls are decorated with wax paintings. Our libraries, cultural centres or clubs attract whole families; e.g. grandparents tell their grandchildren about their life when they were young, while grandchildren introduce their grandparents to the digital world.

We believe that there is latent potential for common initiatives in local communities and 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, in 50 small towns we have developed multimedia Orange Studios equipped with computer stations with free Internet connection, video game consoles and LCD TV sets. They are open to everybody, not only as a place for developing digital competence, but also as a meeting space for interesting socio-cultural projects that integrate local communities. Orange Studios can be used by a total of almost 250,000 people.

The Orange Foundation in conjunction 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 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.



in 2013:

total inputs	outputs		social impacts
	additional funds gained for the project	social outputs	
<ul style="list-style-type: none"> • PLN 424,000 – training for local leaders • PLN 3,000 – work of 14 volunteers • PLN 87,500 – expert knowledge 	<ul style="list-style-type: none"> • 50 local partnerships 	<ul style="list-style-type: none"> • 250,000 Studio users • 820 hours of training for local leaders • data base of educational scenarios • 1,250 Studio opening hours per week • 290 completed projects • 27 monitoring visits in Studios • 14 grants totalling almost PLN 42,000 	<ul style="list-style-type: none"> • access to the Internet in small towns • technical and professional assistance to local leaders • strengthened competence of leaders and other people • people offered a chance to socialise • increased knowledge about new technologies and use of the Internet

Orange Studios and the 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 inhabitants and, in case of the smallest towns, the centre of all local activity.



Orange Academy



Barbara Wójcik-Witkorowicz,
culture manager in Jaworzno

The involvement in Orange Academy projects has increased my self-confidence and provided an opportunity to emerge in a new town. Owing to these projects I get much satisfaction from my work, which is creative and energetic. It also means new contacts, new skills and a chance to draw from an outstanding repository of ideas on a Creative Commons basis.

I am glad to hear comments like "You've moved this town", "There is something happening here at last", "The museum has never had such noticeable events" or "Students are still deeply moved and keep talking about it." Then, I feel uplifted and I cannot stop thinking about new initiatives. I am also richer in knowledge about organisation, planning and choice of people to work with ...

I must admit that I still lack a lot with respect to new media, but I have got the relevant instructions from the Orange Foundation and I have already started to act.

We believe that culture connects people, stimulates creativity, broadens the horizons and teaches to be open to others, while the Internet and new technologies are more than just entertainment – they are the key to exploring the world and developing passions and talents.

The Orange Academy introduces children and teenagers to the world of culture in an unconventional way, using modern technologies. Guided by culture managers, young people discover their own abilities and become conscious recipients and creators of culture.



The Orange Academy is an open grant programme for NGOs and cultural and educational institutions which carry out modern cultural education initiatives for children and youth. The Orange Foundation supports and inspires these organisations in taking creative initiatives which encourage young people to participate in cultural initiatives, in which they can also experience new technologies. One of the eligibility requirements is to establish partnership of at least two organisations to carry out the project.

In the Orange Academy we promote good practices: all materials and ready-to-use lesson plans are placed on the www.akademiaorange.pl portal under the Creative Commons Polska 3.0 free licence (recognising the authorship). This extensive database offers knowledge and inspiration to both experienced and beginner culture managers.

In each edition, the Orange Foundation also invites representatives of awarded organisations to participate in two-day workshops, which are a platform for sharing knowledge and experience and during which culture managers are trained in project management, Creative Commons principles and project promotion on the Internet.

Every edition of the Orange Academy results in over 40 completed projects involving over 5,000 young participants, who prepare virtual maps of their towns, prepare movie audio descriptions for blind people, create stop motion films, produce video clips for folk songs or remix them, build robots, organise media labs, animate educational cartoons, etc.

in 2013:

total inputs	outputs		social impacts
	additional funds gained for the project	social outputs	
<ul style="list-style-type: none"> • PLN 900,000 – grant programme • PLN 100,000 – educational materials and meetings • PLN 50,000 – surveys • PLN 67,500 – expert knowledge 	<ul style="list-style-type: none"> • 45 social partnerships established 	<ul style="list-style-type: none"> • implementation of 45 educational and cultural projects • training of 90 culture managers in project management, effective motivation of oneself and others, team work benefits and use of Creative Commons • over 5,000 people participated in the Orange Academy projects • akademiaorange.pl portal with open-licence lesson plans and materials, available to all 	<ul style="list-style-type: none"> • increased activity of children and young people in culture using new media • new digital competence gained by participants • expanded portfolio of open educational resources on the akademiaorange.pl website • increased knowledge of culture managers about Creative Commons open licences



Phone to Mum



Magdalena Chęcińska,
Special Educator, 78th Special
Education Complex, Children's Memorial
Health Institute

The 'Phone to Mum' programme in the Paediatrics and Nutrition Clinic of the Children's Memorial Health Institute plays an important role in the process of hospitalisation of little patients. Children who can contact their relatives and friends in a free and unlimited way feel more safe. They do not experience a feeling of loneliness and separation from their family and peer environment. In my work, I have heard numerous positive opinions of children and parents about 'Phone to Mum'.

This initiative is worth spreading, particularly to hospitals treating patients from all over Poland. Due to the distance involved, visits of relatives and friends are then limited or even impossible. On behalf of patients and their parents I would like to thank you for such a successful initiative.

'Phone to Mum' is a programme which enables children in hospitals to make free calls to relatives whenever they need it. In 2003, our company installed colourful phones in almost every children's ward in Poland, while the Orange Foundation has been regularly distributing phone cards which young patients can use for free calls.

Today, as the telephone communication has changed considerably and many children have their own mobile phones, the Orange Foundation has set out new tasks. We create educational multimedia stations, 'Orange Educational Islands', in children's wards nationwide. Currently, there are 'Orange Educational Islands' in 50 children's ward dayrooms. They are equipped with learning programmes, educational games, audio fairy tales and other multimedia materials which stimulate comprehensive development of a child. In addition, they enable the safe use of the Internet with our BeSt browser.

Orange volunteers eagerly join our initiatives for children in hospitals. They visit young patients, conduct classes and refurbish hospital play rooms, transforming them into colourful 'Fairy Tale Corners', where children can play and learn, having a great time. In 2013, 81 'Fairy Tale Corners' were created through efforts of our volunteers, bringing their total to over 180. We also invite other companies and their employees to get involved in this initiative. Furthermore, it has become a tradition that each December our volunteers dressed as Santas visit kids in hospitals, spending time with them and sharing Christmas gifts in the 'Orange Santas' campaign.



in 2013:

total inputs	outputs		social impacts
	additional funds gained for the project	social outputs	
<ul style="list-style-type: none"> • PLN 954,000 – value of phone cards distributed in hospitals • PLN 58,230 – drawing contest for children in hospitals • PLN 186,400 – Orange Educational Islands • PLN 300,000 – Christmas gift campaign in hospitals • PLN 125,000 – work of 1,250 'Santa' volunteers • PLN 350,000 – work of 853 volunteers involved in Fairy Tale Corners • PLN 45,000 – expert knowledge 	<ul style="list-style-type: none"> • PLN 35,000 – involvement of other volunteers • gaining partners (other companies) to develop Fairy Tale Corners 	<ul style="list-style-type: none"> • 1,000 Phones to Mum operating in hospitals • 106,000 free phone cards distributed among children • over 200,000 children in 536 sites could make free calls home • 600,000 minutes for contact with relatives and friends • 30 new Educational Islands in hospitals • 7,200 children using Educational Islands • 3,000 playing in Fairy Tale Corners every day • 150,000 children received Christmas gifts • 81 new Fairy Tale Corners 	<ul style="list-style-type: none"> • hospitalised children uplifted (100% opinions) • hospitals made more child-friendly (86%) • improved and more educational organisation of children's free time in hospitals • expanded portfolio of classes • change in leisure activity patterns



Sounds of Dreams

We want to provide children with equal access to education, culture and science. This 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 guardians, take part in intensive individual and group therapy.

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 medical aspects of the programme are overseen by the Scientific Board consisting of otolaryngology, audiology and deaf education specialists. 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.



in 2013:

total inputs	outputs		social impacts
	additional funds gained for the project	social outputs	
<ul style="list-style-type: none"> • PLN 1,314,206 – home rehabilitation programme • PLN 260,000 – rehabilitation camps • PLN 60,000 – hearing aid banks • PLN 174,000 – services • PLN 37,000 – educational materials and meetings • PLN 134,000 – expert knowledge • PLN 8,250 – work of 8 volunteers • PLN 7,500 – value of the company's services (free helpline) 	<ul style="list-style-type: none"> • PLN 34,671.61 – public fundraising for hearing aids 	<ul style="list-style-type: none"> • 381 children using hearing aids • 749 hearing aids lent • 657 hearing aids, including 338 new ones, available in hearing aid banks • 330 children covered by home rehabilitation • 199 therapists conducting therapy of children • 90 children with guardians at 3 rehabilitation camps • 240 participants of conferences for therapists and parents • 140 therapists trained in the verbotonal method • participation in conferences 	<ul style="list-style-type: none"> • 72% of children completing the programme use speech as their primary means of communication • over 75% of children completing therapy continue their education in kindergartens • development of listening, communication and linguistic skills • 19.2% increase in parents' competence in children's therapy • raised social awareness of the needs of children with impaired hearing and their families



safe network



clean environment



enquiring team



attachments

promotion to schools

Since 2004, in the 'Education with the Internet' programme, we have been offering broadband Internet access to Polish schools at preferential terms. A total of 9,000 schools, serving over 3 million students, are 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).

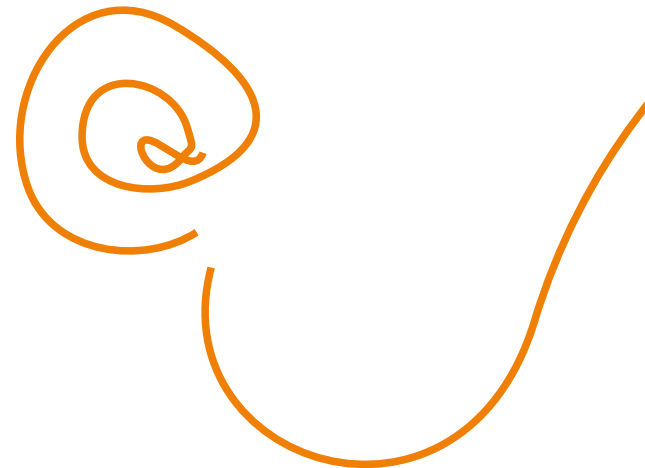


3.4 building the e-state

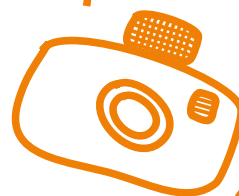
We use our services and knowledge to implement new solutions, functionalities and projects which are important for building the information society and promoting social development.

our solutions

- 'Smart Metering' system in a municipal water utility in Środa Wielkopolska. Water meters fitted with devices enabling current data collection and remote communication with a server via a mobile network have been installed at 1,100 consumers. The solution has tightened up the supply system, minimising uncontrolled leaks and eliminating fraud and water theft.
- Owing to our solution, the Little Poland Marshal's Office has reduced the ambulance response time. All 81 emergency medical centres have been connected and all ambulances have been equipped with GPS modules and connected to a central system, thus enabling centralised ambulance fleet management. This has considerably reduced the ambulance response time and enhanced medical team management. In addition, the solution improves management of medical resources and facilitates monitoring in case of mass accidents.
- The Roads and Greens Authority in Gdańsk has reduced their street lighting costs by implementing a smart lighting control system, which we have developed together with Rabbit. The solution enables accurate set-up, so that lights are turned on exactly where and when needed. In addition, it provides for lighting intensity adjustment according to the current needs as well as quicker failure detection.
- We have helped the 7th Independent Public Clinical Hospital of the Medical University of Silesia to implement IP-DECT telephony in order to mitigate problems in patient-doctor communication. The key benefits are the hospital-wide voice communication as well as a complete register of consultations, including their content. The system implementation in the Upper Silesian Medical Centre was one of the first such projects in Poland.
- The University Centre of Ophthalmology and Oncology in Katowice, with our assistance, has launched an advanced pager system based on the IP-DECT technology, which enables instant, two-way communication between personnel and patients as well as registration of all messages in a central database. We have provided special cordless DECT phones and patient bedside terminals. A nurse receiving an alert signal can immediately talk to a patient in order to find out more about the problem. In addition, all events are registered.



innovation in social projects



gamification in Orange Studios

Gamification is the use of game mechanics to engage users in the performance of specific tasks in a project. Users are to accomplish tasks for which they are rewarded. Through such a system of points, rewards and challenges, the Orange Foundation motivates the leaders of Orange Studios in 50 small towns and villages to act for their local communities. In this way, we stimulate their activity not only in the virtual world, on the pracownieorange.pl web platform, but, most importantly, in the real world, which adds variety to events that integrate local communities. Gamification of the 'Orange Studios' programme is the first large-scale use of this technique for social purposes in Poland.

Last year in Orange Studios (aggregate):

- 134 social projects completed
- 603 new ideas added to the best practices database
- 68% of these ideas implemented in the studios
- 151% increase in the user activity on the portal in the first month of gamification alone

Through gamification challenges local leaders also acquire new skills, foster their digital competence and learn the techniques of team management, social animation and culture event organisation. Studios carry out a variety of initiatives, such as classes for children, group design of posters, infographics and virtual town maps, competitions for inhabitants or sports tournaments.

More about Orange Studios and gamification at www.pracownieorange.pl

Creative Commons: open Internet resources on-line

Creative Commons (CC) licences enable authors to share their work with others, while retaining certain copyrights. What does it mean? It means that if you want to legally use images, text, films, music, lesson plans or social project scenarios placed on the Internet for your own purposes, or further adapt and present them, you should look for CC licensed materials. Their authors agree to the use of their work by others, so you can legally use it without concerns of copyright infringement.

More about types of Creative Commons licences at www.creativecommons.org

The Orange Foundation has been widely using Creative Commons ideas in its programmes; it has also encouraged other organisations to share their educational resources on-line under CC licences. One of the project eligibility requirements for the Orange Academy grant programme is that the project must be published on the akademiaorange.pl portal under an open licence. In the Orange Academy, there is also a special funding path for organisations which want to implement ready-to-use projects developed in previous editions of the programme.

As a result, a database of projects, lesson plans and proven ideas for social initiatives is created, which is legally available on-line for further use.

Creative

e-volunteering: you have the Web for helping!

The **e-volunteering platform** has functioned on-line since autumn 2009. It aims at the development and promotion of virtual volunteering in Poland and across Europe. The www.e-wolontariat.pl portal provides up-to-date information about volunteering and charity campaigns carried out on the Internet as well as educational articles on how to organise such initiatives or become an e-volunteer. In addition, the portal contains a database of e-volunteering organisers in Poland and up-to-date offers for virtual volunteers.

On-line volunteering is multifaceted and, in particular, covers: operating help and self-help groups via the Internet, developing shared knowledge bases (e.g. using the wiki mechanism), sharing one's skills (e-learning, e-tutoring), providing free on-line advice, creating social maps or supporting NGOs (e.g. by promotion, translations or graphic design). It also includes carrying out social e-campaigns.

The project is carried out by the Good Network Foundation and the Orange Foundation in conjunction with the Polish-American Freedom Foundation. As part of the project, we carry out the annual 'Discover e-volunteering' competition, through which we award Poland's most interesting volunteering initiatives which use the Internet. Since 2011, which was declared the European Year of Volunteering, a European edition of the 'Discover e-volunteering' competition for NGOs from across Europe has been held.



More about e-volunteering
at www.e-wolontariat.pl and www.e-volunteering.eu

hackathon for e-volunteering

NGOs which carry out social projects on the Internet have a lot of ideas, but often lack tools to implement them. At the same time, there are communities of programming enthusiasts, both amateurs and professionals, who deal with new technologies on a daily basis. **Hackathon** is a meeting platform for these two groups, a programming marathon, during which programmers develop software tools for NGOs on a non-commercial basis.

In 2013, the Orange Foundation together with the Good Network Foundation organised the two-day 'Hackathon for e-volunteering' aimed at creating games and applications facilitating the work of NGOs. Three foundations, 'Nobody's Children', 'Doggy Lost Dreams' and 'The Child and Culture', specified their needs, while programmers and e-volunteers developed the relevant applications. During the event, programmers created a fundraising flash game, a volunteer itinerary management system, a book donate platform for the 'Share a book' campaign, and an application for managing events on Facebook. All the applications were made available under a Creative Commons licence, so that they could be freely used by any non-profit organisations.

Find out more at hackathon-dla-ewolontariatu.pl

- In a pilot project, we have launched IP telephony in 16 (one in each region) out of 341 labour offices in Poland. It is part of a broader project of WAN development for the Public Employment Services nationwide. The integration of telephone systems has made it possible to make free calls and simplify dialling between individual labour offices. It has also generated savings from elimination of traditional exchanges. The project completed in district labour offices is exceptional for its institutional environment. Owing to our size, we have been able to provide high-quality service to small offices located a long distance from main cities.
- The **First Aid** application has been developed to support witnesses to accidents or other dangerous occurrences, in which first aid needs to be provided. Using it you can quickly find out and see on pictures how to place an unconscious person safely, how to start and continue resuscitation or how to stop bleeding. In addition, the application offers practical advice on how to deal with the injured in various situations, e.g. burning, frostbite, electric shock or poisoning. The emergency application is available to all users of smartphones or tablets with the iOS, Android or Windows Phone operating system or mobile phones using Java. Orange provides the application to all users regardless of the network.
- **'Opole E-school for the Future'** is Poland's first comprehensive and innovative project for getting educational facilities on-line. It connects 112 units within one safe telecommunication network platform. E-school is a virtual teaching and learning environment as well as an innovative management and communication tool. The project is co-financed by the European Union from the European Regional Development Fund and by the Opole Region as part of the Regional Operational Programme for the years 2007-2013, "Investing in Your Future".



Apart from the development of the telecommunication infrastructure, a huge social challenge faced by our industry is to break mental barriers based on a belief that new technologies are too complex or inaccessible to all. Together, we can build the information society, provided that nobody is left outside.





safe
network



clean
environment



enquiring
team



attachments

safe network

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

our goals:



- 4.1 provide mechanisms to offer safe services and products
- 4.2 store our customer data securely
- 4.3 implement protection for children against Internet-related threats
- 4.4 implement protection for adults against Internet-related threats

Safety of customers is an important issue for any telecommunication company. It involves proper protection of our technical devices and provision of safe products and services to our customers on one hand, and careful protection and security of their personal data on the other. Another major aspect is education how to safely and wisely use new technologies.



4.1 safe products and services

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 undergo the relevant tests. The safety of use is verified in tests of conformity with essential requirements.

Orange offers comprehensive protection of telecommunication devices.

- With the 'Safe Smartphone' service you can insure your device against theft, damage, flooding or unauthorised calls;
- With the 'Safe Tablet' service you can insure your tablet, laptop or notebook against theft, damage or flooding;
- With the 'Safe Telephone' service you can protect your handset, also post-paid one, at any time and in any place. The package includes insurance plus access to a service which protects the memory content. Insurance coverage may be provided also for pre-paid handsets purchased outside Orange Polska's sales network.

Our portfolio includes the 'Where Is My Child' positioning service, which enables customers to locate their children or other persons under their care via mobile phones at any time. One of the new functionalities of the application is immediate notification of guardians. In case of danger, the person in their care can send an SOS notice with a video material by one click. The guardian receives it with information about the location from which it has been sent. Moreover, owing to mobile network positioning (supported by GPS positioning), the application makes it possible to determine the position of the child very accurately, while enabling the latter to approve positioning with the predefined "OK" message.

mobile telephony and radio waves

Handsets, smartphones or tablets have become a common element of everyday life for many people. These devices not only ensure staying in constant contact with relatives and friends, but also enable quick access to information, services and modern mobile applications. All these functions are performed owing to radio waves, which are a part of a wider spectrum of electromagnetic waves (also referred to as electromagnetic fields – EMF).

The development of mobile telephony brought about concerns about the impact of the electromagnetic radiation emitted by antennas on mobile network base stations on people and the environment. According to most experts, EMF exposure within the existing safety standards has no harmful effect on human health; however, due to inaccurate opinions and specialist language of communications, it has remained an area of public concern. Therefore, providing accurate information about electromagnetic waves has been regarded as a major issue for the entire Orange Group.



Radio waves are essential to our services, as neither our network nor the handsets we deliver would operate without them. Faced with questions about the potential effects of radio waves emitted by mobile telephony and new communication technologies, the Orange Group has implemented a policy structured around the following principles:

- hold a dialogue and communicate transparently about radio waves and communication technologies;
- contribute to the research effort on dosimetry (measurement of exposure to radio waves);
- ensure compliance with local regulations and the international recommendations of the International Commission on Non-Ionizing Radiation Protection (ICNIRP) on exposure limit values;
- promote the proper use of mobile phones recommended by the government and competent authorities responsible for protection against radio wave exposure;
- implement a Group policy on radio waves at the workplace.



In case of a telecom operator, issues related to the safe use of services include not only assurance that safety requirements are met, but also reliable information about the equipment and technologies used. In 2013, Orange launched a global portal on radio waves, clearly explaining the functioning of mobile telephony and featuring a section on latest scientific reports. The portal has been translated also into Polish and may be found at Orange Polska website at www.orange.pl/fale-elektromagnetyczne.phtml.

We meet the strictest standards concerning EMF levels around all our base and transmission stations.

The technical measures related to environmental protection against EMF emissions from base stations of wireless communication systems which we build and operate conform with the Regulation of the Minister of Environment on the maximum admissible environmental EMF intensities and methods to verify that they are not exceeded (Journal of Law of 2003 No. 192, item 1882/83), which is ensured by the following:

- assessment of the EMF impact on the environment as part of design work on new or modernised radiocommunication stations;
- measurements of EMF levels and reporting the results to the relevant environmental protection agencies, which decide whether to initiate public consultation or not.

All handsets offered by Orange meet the emission standards set by ICNIRP. In addition, Orange Polska has the Environmental Safety Lab, which has been measuring EMF intensities for over nine years. Furthermore, we have implemented a management system compliant with the PN-EN ISO/IEC 17025:2005 standard, as confirmed by the AB 419 certificate issued by the Polish Centre for Accreditation.



Hanna Jaworska-Orthwein,
Public Relations Executive

In order to better understand public concerns, in 2013 we conducted a survey on mobile users' level of knowledge and perception of potential risks resulting from EMF exposure. The survey has provided us with answers as to what attitude in communicating this issue is expected from us, as a telecom operator, by our customers.

For those who express concern about negative effects of masts or handsets on human health and environment, we have prepared an informational brochure, which is also used as an educational material by our employees in their contacts with customers. The brochure provides basic, important information explaining the degree to which users are exposed to waves while talking on a mobile phone; informs about Polish and international safety limits; and offers simple clues to reduce radio wave exposure.

We have paid attention to reports about concerns related to the functioning of mobile telephony transmitters or the use of mobile phones; hence, as a socially responsible company, we have decided to introduce our customers to the knowledge about the actual effects of mobile telephony on our health and environment.

We carry out research on limiting the human exposure to electromagnetic radiation. In this area we collaborate with the International Telecommunication Union (ITU), particularly on guidance for ensuring compliance of the EMF generating equipment with human and environmental protection regulations.

We are constantly enhancing the EMF Estimator application for determining the EMF levels near intended base stations. The application, which has been developed by Orange Labs Polska, can be freely downloaded from ITU website.

Owing to our activity in ITU, we can directly contribute to the assessment and reduction of environmental hazards related to human exposure to electromagnetic fields emitted by base stations. ITU-T continues to work on human protection against non-ionising electromagnetic radiation under the leadership of our representative. We are also working on a guide which will answer the most frequently asked questions and clarify the most frequent misconceptions and doubts formulated by people who are afraid of the electromagnetic radiation impact on human health.

protecting customers against fraud

We try to eliminate fraud by people posing as our employees as well as unfair competition practices, which are particularly troublesome for our elderly customers.

We carry out informational campaigns, which point out the key elements that should precede signing of any documents, explain how to withdraw from a fraudulent agreement, indicate where to seek help in case of falling victim to fraud and inform how to check the authenticity of our salespersons. We have also launched a dedicated helpline, 800 500 005, where customers can get help in such cases.

We are also an active participant of the “No Reaction = Acceptance” campaign, which raises the issue of telephone cable theft and the resulting hazards. The initiative has been joined by the Office of Electronic Communication, the Energy Regulatory Office and the Office of Rail Transportation.

Our efforts have led to the establishment of ‘The Invincible’ Foundation. It unites a great number of entities from the railway, power and telecommunication industries in common initiatives aimed at improving safety. These initiatives are supported by telecommunication, power and railway market regulators as well as other government agencies, such as the Ministry of Internal Affairs, the Ministry of Administration and Digitisation and the Police Headquarters. The Foundation aims at raising public awareness of the risks related to infrastructure theft and stimulate more frequent reaction to it.



4.2 secure data

We are a controller of the personal data of our customers and employees. There is the Information Security Administrator within the company, who is responsible for developing and assuring the implementation of the personal data security policy and personal data protection standards. He also collaborates with the General Inspector of Personal Data Protection (GIODO) in administrative proceedings; reports and updates personal data filing systems registered by GIODO; and reports data security incidents to GIODO.

Personal data are one of the categories of confidential information and, together with the data protected by 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.

We ensure that our employees and partners have full knowledge of the current mandatory regulations as well as our internal procedures related to personal data processing. A team reporting to the Information Security Administrator conducts regular reviews of data security risks and audits of personal data processing. In addition, as we maintain the certified Information Security Management System, we are also subject to regular external surveillance audits. It enables us to identify potential irregularities and promptly undertake corrective actions.

We have also improved a process of providing authorised agencies with access to data. Data transfer to our partner companies is effected on the basis of outsourcing

agreements for data processing, which impose high data security requirements.

In 2013, no fines were imposed on the company for breach of personal data protection regulations. At each stage of data collecting and processing, we comply with the obligation to inform customers about the purpose and scope of data processing, the right to access and rectify data, etc.



Jerzy Klonecki,
Corporate Security Director

Information is an equally important asset for us as employees, technologies or financing. Information in the form of know-how, databases or commercial terms has a balance-sheet value for us. Therefore, proper protection of the information processed within the organisation becomes a key priority. It means not only implementing the relevant ICT solutions but also ensuring physical, organisational, personal and legal safety or business continuity.

According to the principle of the weakest link, only comprehensive solutions can effectively provide for the security of the data processed by the organisation. The ISO 27001 and ISO 27005 international standards as well as risk assessment and information security best practices have been a point of reference in the development of our Information Security Management System (ISMS).

4.3 safe children on the Internet

One of our most important goals is to enhance the security of children and youth on the Internet and prepare young people to use the new media consciously.



Michał Rosiak,
Senior ICT Security Specialist

As technologies are omnipresent in our life, it is not rare to see a mobile phone even in the hand of a child a few years old. And more and more frequently it is a smartphone; with it comes the Internet, and completely no parent's control over what their child watches.

Hence, parental control is a must in the service portfolio of a responsible operator. Currently, we are testing a solution based on network layer content filtering. With such a solution, the service can be provided to anyone, regardless of the operating system, even if they use cheap, ancient smartphones.

As minors use mainly pre-paid phones, the service is initially available in the form of dedicated starter kits, which block paedophilic, pornographic and violent content as well as websites containing malicious code.

As part of our extended co-operation, the Nobody's Children Foundation stays in contact with CERT Orange Polska on a current basis. Our security experts have thoroughly tested the BeSt browser for desktop computers and officially confirmed that owing to the protection mechanisms used it is safe for children.

For several years we have collaborated with the Nobody's Children Foundation (NCF). Owing to our support, the www.sieciaki.pl ('Net Pets') portal has been developed, where children can find plenty of useful information about the safe and effective ways of using the Internet. Over 245,000 active users have registered on the website. In addition, lesson plans and a set of educational materials distributed among teachers nationwide have been developed as part of our co-operation with NCF. Another outcome of our efforts is an innovative free 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. Approximately 35,000 students complete the training courses annually. The educational offer, which is developed in conjunction with NCF, is addressed to various age groups. We have also developed a portal dedicated to pre-school children, www.necio.pl ('Nettie'). The portal had had a total of 112,000 unique users (children) by the end of 2013.



Marcin Sołodki,
Nobody's Children Foundation

I have been collaborating with the Orange Foundation for over eight years, that is since I started working for the Nobody's Children Foundation and developing the 'Net Pets' portal. Together, we have created Poland's only certification system for websites (recorded in the BeSt Catalogue of safe sites), thus building a safe web space for children. As a result, children can surf the Internet without risking a contact with hazardous content. Now, the catalogue is at the heart of an innovative parental control system, BeSt website browser (developed for Windows and Android operating systems). We have also created together a safety portal for pre-school kids, 'Nettie'.

'Net Pets', 'Nettie' and other materials developed as a result of co-operation between the Orange Foundation and NCF have been a success. We know it, because teachers have appreciated the quality of these educational materials; and so have parents and, most importantly, children. These materials would not have been developed if not for financial, but also technical and creative, support of the Orange Foundation.



For several years we have carried out the 'Net Pets on Holiday' summer project. During educational picnics, organised in conjunction with local governments and community centres, children learn how to use the Internet safely. A total of 81,000 children have been trained so far.

A website and a helpline for children faced with hazards on the net, helpline.org.pl / 800 100 100, which were launched in 2007, have been another joint initiative conducted with the Nobody's Children Foundation. Thanks to Orange Polska, the 800 100 100 help line is free for all callers. Over 29,000 reports are handled in the project annually.

Orange Polska employees have been also involved in the programme as volunteers. In conjunction with the Foundation we have prepared educational materials and lesson scenarios for them. Our volunteers have already trained over 18,000 children in web safety rules. In addition, the materials have been distributed among other employees of Orange Polska, who can use them to educate their own children, and among 3,000 libraries.



in 2013:

total inputs	outputs		social impacts
	additional funds gained for the project	social outputs	
<ul style="list-style-type: none"> • PLN 520,000 – children's on-line safety programme • PLN 75,000 – cost of services for the helpline • PLN 6,650 – work of 87 volunteers • PLN 72,800 – expert knowledge 	<ul style="list-style-type: none"> • PLN 642,840 – for the children's on-line safety programme from EU and NASK funds • 20 other volunteers • web safety events organised by local governments 	<ul style="list-style-type: none"> • 28,196 children registered in the web portal • 39,640 children completed e-learning courses • free educational materials for children, parents and teachers • problem studies • conferences for 4,500 specialists • educational picnics for 14,711 children • 1,200 initiatives on the Safer Internet Day • 3,270 children attended classes conducted by volunteers • over 29,000 reports to the helpline annually 	<ul style="list-style-type: none"> • children know how to use the Internet safely (150,000 children) • teachers/parents know how to teach children about on-line safety (3,829) • increased awareness of the issue of safety of children on the web • increased knowledge about the forms and methods of children protection on the web



Together with the Foundation we have developed the Safe Media guide for parents, which gives a comprehensive picture of the hazards faced by kids in the digital world and discusses how to prevent them and where to seek help.

In addition, the Orange Foundation supports social campaigns on on-line safety, attends conferences on this issue as well as carries out surveys on the use of the net by children and their knowledge and the knowledge of their parents. Moreover, for several 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. There were over 1,200 such initiatives in 2013.

A major element of our efforts is encouraging other companies and institutions to adopt self-regulatory measures related to the safety of children with respect to the media. Upon our initiative, the Child Internet Safety Agreement, has been established. So far, it has twenty signatories: Internet providers, web portals and NGOs dealing with these issues. The initiative has been supported by the Office of Electronic Communication and the Government Plenipotentiary for Equal Treatment.

Orange is also a member of an alliance of mobile operators against child sexual abuse. The alliance has been formed to contain the use of mobile phones by persons or organisations that derive profits from materials with illegal content involving children.

Since 2011, 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.



Marek Januszewicz,
Business Analyst

In the Safe Network area, children and young people are particularly important. While growing up, they learn and play with modern communication tools, and they should be safe in using them.

The development of new technologies and rapid changes on the Internet are accompanied by still new dangers and alarming trends (cyber violence, uncontrolled on-line shopping, Internet / social media addiction, etc.). It is important for us to not only show dangers of the new media, but above all indicate how to avoid them. The Nobody's Children Foundation is an extremely valuable partner to us in the performance of this task.

This has also won us international recognition, as our co-operation has been awarded in the European CSR Award Scheme for Partnership, Innovation and Impact as the best partnership between a company and a non-governmental organisation.



4.4 safe on-line

The safety of users of our services is ensured by a team of specialists, who respond to any dangers and support Internet users on a current basis.



Tomasz Matuła,
IT Infrastructure and ITN
Security Director

Lots of us have trouble getting used to the fact that it can be as dangerous on the Internet as in the real world. Yet, cyberspace is not free of criminals; here you can also lose money, good name or even ... identity.

Drawing from almost twenty years of experience in the ITN security and the fact that Orange Polska is the only telecom and one of few other companies in Poland to have a CERT® team, we try to ensure safety of the Internet users. We help them on various levels, from education and knowledge dissemination to conference attendance as well as tailored services for our institutional and business customers.

Our 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.

Orange 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.

Our website presents information and advice about safe computer set-up, rules of using the Internet as well as security tool 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.

Furthermore, Orange technology blog, www.blog.orange.pl/technologiczny, features articles which describe various aspects of the ITN security.

more on www.orange.pl/tpcert

Our customers deserve cutting-edge technologies. We collaborate with the leading providers of security solutions from all over the world, often using their equipment even before it is released for sales, which is the evidence of their profound trust in Orange Polska.



Use of the Internet

and digital competence of young people



No more backyards? Where do young people meet these days?

They seek contact with their peers like they did in the past, except that the Internet has become a meeting place for them. Facebook is young people's digital backyard.

thus, it should come as no surprise that:

the average teenager spends **2.5 hours daily on-line**



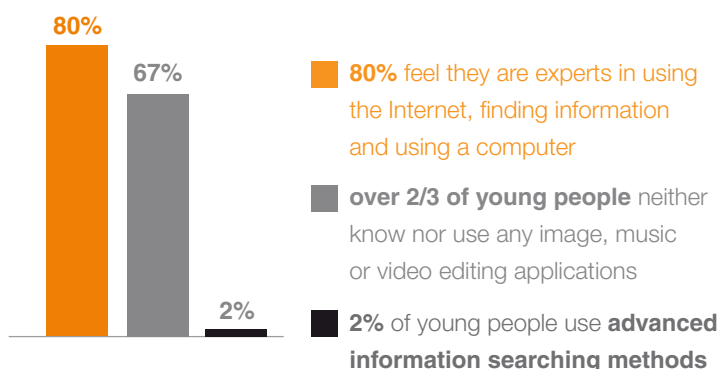
- 91%** log to the web at least **once daily**
- 71%** declare they can hardly imagine living without the Internet
- 68%** believe the Internet allows freedom of speech

among young people:

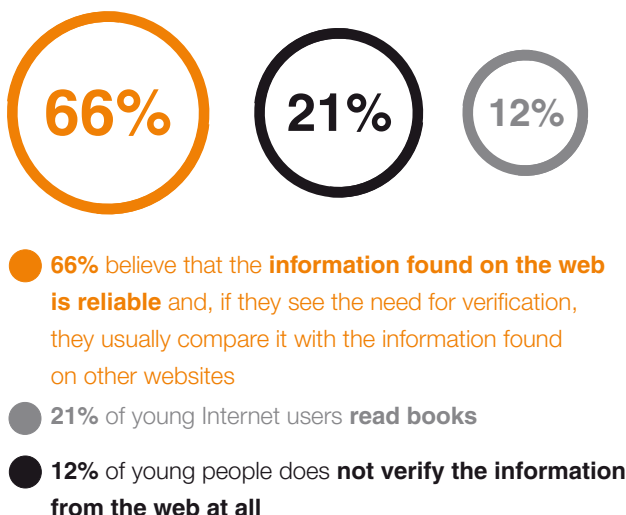
- 88%** have a Facebook account
- 62%** use Facebook **every day**
- 62%** declare that thanks to the Internet they belong to a group of friends and are accepted by them



so, as young people are heavy users of new technologies, are they experts in it?



young people are not critical of the information found on the web



although young people speak foreign languages, they usually visit only Polish websites



- 93%** declare knowledge of English, but over 1/3 **never visit foreign language websites**
- 63%** believe that **the Internet helps to learn languages**
- 72%** declare that **learning would be more difficult without the Internet**
- for 60%** the web is the **main source of information**
- 50%** study together with friends using the Internet, but only **9% of teenagers use e-learning courses**



Source: Survey of the Digital Competence of Young People in Poland

The survey was conducted for the Orange Foundation by TNS Polska for a nationwide representative sample (n=600) of young people (aged 14) and their parents, selected by stratified random sampling. The strata were determined by age categories; then, in each stratum, random sampling was applied on the basis of the statistical personal number (PESEL), ensuring that the sample would be representative in terms of sex and place of residence. Date of survey: August 2013.

safety of children and young people on the net



computer or another device for Internet connection
is currently a standard home appliance, which is used by children
and young people

therefore:

- the age of **computer initiation** has lowered from 10–12 years to **7–9 years**,
over the last five years, and the fact that **55% of children have a handset or tablet offering Internet access**
contributes to early initiation
- for young people, **the biggest problem related to the Internet is viruses (49%)**,
followed by Internet cut-off **(39%)**
- parents do not realise at all that their children use the net outside home or school:**
77% admit to using the net at their friend's place, while only **15%** of parents know it

are young people alone on the net, without parental guidance?



95%

of adults say that they
accompany their children
in using the Internet,
while only **66%** of children
endorse the same opinion



47% of children use portals with scientific knowledge; while **74%** of parents claim that they do

55% of young people declare that **together with their parents they seek information for school purposes**,
while almost every parent **(88%)** claims to do it with their children

at least 15% of children and teenagers have come to contact with dangerous content on the Internet, even
though 67% of young people have had a talk with their parents concerning the on-line safety;
the majority of young people declare they have entered such websites by accident, but 21% confirm that
they have intentionally sought them

56% of children claim they have already had classes at school on the safe use of the Internet

58% indicate that **parents control their activity on the net**, while almost all parents **(93%)** claim doing it

46% of young people **do not change their social media passwords**,
while a further 1/3 does not remember whether they do

Source: Survey on the Safety of Children and Young People on the Net

* The survey was conducted for a representative sample (n=500) of Internet users aged 10–15 years and their parents.
Date of survey: May 2013.



e-security

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

In our *Neostrada* broadband service, we offer safe access, restricting unwanted access to computer ports used for data transmission or disc or printer sharing in local networks.

It means that the ports typically used for attacking and taking control of computers e.g. by hackers are blocked to provide additional computer protection against dangers from the web.

protection against Internet hacking

In our fixed line network we use blackholing, that is blocking communication with the IP addresses of botnet zombie computers, i.e. computers compromised by hackers (with owners being unaware) and used for illegal tasks. This solution not only eliminates unnecessary traffic on the network, but also protects customers from having their computers used for cybercrime (e.g. to spread spam or viruses or launch denial-of-service attacks).





clean environment

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



our goals:

- 5.1 use ICT solutions to reduce carbon footprint related to our business activity
 - 5.2 optimise products and services to minimise environmental impact during all phases of their life cycle
 - 5.3 maximise the recovery, refurbishment and remarketing of used equipment
 - 5.4 reduce the number of paper documents and invoices
 - 5.5 monitor the environmental impact of Orange Polska within the environmental management system in line with ISO 14001
-



On one hand, the use of new technologies offers a great opportunity for the development of social or economic life; on the other hand, it means facing a challenge resulting from the fact that products quickly become obsolete. This raises problems of recycling of the equipment withdrawn from use and stimulates concern for eco-efficiency.

As part of our environmental policy we monitor our operations for compliance with laws and other regulations, control the negative impact of our processes on the environment and take initiatives aimed at reducing it.

5.1 innovations for the environment

New technologies may serve the environment, helping to manage energy and other natural resources more efficiently. Therefore, Orange Polska also works on projects aimed at saving energy.

We have been implementing the Orange Renewable Energy Sources (RES) pilot project, which aims to check whether renewable energy systems can prove effective in supplying power to telecommunication infrastructure facilities in the Polish climate. Currently, we are conducting tests of equipment, such as photovoltaic panels. The pilot project will enable us to estimate potential savings from generating our own green energy. The installed systems will supply network equipment tested by Orange Labs.

Ultimately, the project will contribute to the development of a new offer to Orange customers in the 'Smart Home' service, which will optimise the energy consumption by using renewable energy sources, i.e. photovoltaic panels and wind turbines, as well as ensuring proper energy conversion and storage.

Green Box

On our network we have implemented the Green Box application, which automatically turns off unused ports on DSLAMs*. Turning off the ports reduces energy consumption by access devices as well as heat emission, which leads to a decrease in A/C costs.

Reduced energy consumption translates directly into a reduction in network maintenance costs and greenhouse gas emissions. The solution has made the network more 'green'. The positive experience in Poland has inspired the Orange Group in other countries. With the assistance of Polish experts, the project has been implemented in Jordan.

* Port – a socket on the operator's side, as opposed to a socket (port) on the customer's side.
DSLAM (Digital Subscriber Line Access Multiplexer) – a network device on the operator's side which transfers traffic from the operator's network directly to customers.

Climate changes and depletion of natural resources have made us realise the need to develop smart energy networks, which can effectively manage both traditional and renewable energy sources, and prepare electric vehicles for using green energy. 35 leading companies from the ICT and energy sectors, research institutes and universities have established an international consortium, FINSERY (Future INternet for Smart ENergy). It operates under the framework of the European Future Internet Public-Private Partnership programme and is co-financed by the European Commission. Orange Polska has joined the project.

Green IT

As a modern telecom company, we want the technologies that we use to be environmentally friendly. A few years ago, we launched the 'Green IT' project, which is aimed at increasing efficiency of our IT function, while reducing pollution and consumption of natural resources.



'Green IT' involves an eco-efficient approach to data centre operations, use of cloud technology, development of applications to ensure the maximum efficiency (e.g. in terms of power consumption or printing) as well as virtualisation and any other technologies that can improve the infrastructure efficiency.

Infrastructure:

- consolidation, centralisation and virtualisation;
- identification and elimination, or qualification for reuse, of the infrastructure which does not play any major role any more;
- optimisation and monitoring of electrical energy consumption;
- disposal of used computer equipment by companies which hold the relevant certificates and licences;
- purchases accounting for the environmental criterion;
- use of the cloud model.

Server rooms:

- optimisation of A/C settings in server rooms;
- modification of ventilation and lighting systems;
- adjustment of agreements with electricity suppliers to the current needs;
- technical infrastructure modernisation and other optimisation initiatives.

Office space:

- popularisation of 10 rules of economical printing among our employees;
- setting printers to default two-sided black-and-white printing mode;
- automatic remote switch-off of computers at off-work time;
- electronic communications with customers and e-documents;
- using recycled paper envelopes for correspondence and reducing the volume of mail;
- monitoring of energy consumption by computers.

The 'Green IT' project is a good example of combining economic and environmental goals. In the Data Centre alone, savings have totalled PLN 8.87 million (PLN 1.85 million in 2013) as a result of a decrease in electricity consumption by over 20 million kWh (4.4 million kWh in 2013). As a result of the 'Green IT' project, CO₂ emissions fell by 20,700 tonnes in the years 2009–2013 (4,300 tonnes in 2013).

Green IT involves also our business-to-business offer. Through Integrated Solutions, a subsidiary of Orange Polska, we offer solutions for comprehensive and efficient management of the ICT infrastructure.

5.2 eco-friendly products and services

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

The telecom industry may have a positive impact on the environment, contributing to a reduction in greenhouse gas emissions by offering services which replace traditional forms of communication or document flow. 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.

5.3 refurbishment and recycling

We encourage our customers to recycle their mobile phones. **Orange Recycling**, a programme of buying unwanted handsets, is one of our key environmental initiatives. The programme aims to promote the awareness of recycling of materials from old and often unused mobile phones among our customers and employees. Our goal is to steadily increase the ratio of old equipment returns to new phone sales.

According to available studies, the average Polish household keeps several old phones which are no longer in use. Orange's efforts aim to raise awareness that unwanted phones are a valuable source of rare materials.

In co-operation with Greenfone, we launched the www.orangerecykling.pl website, which enables customers to re-sell their unwanted handsets easily. A new feature is that customers can sell or freely recycle not only handsets in

good working order but also damaged ones. Proceeds from the 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. Unwanted mobile phones and accessories may be also returned for free to our sales outlets. The equipment is collected in special containers and handed over to a professional company responsible for its recycling and disposal.



Ryszard Lindner,
Special Offers Marketing and Customer
Equipment Development Director

While ensuring that our customers are offered a broad and diverse portfolio of handsets, we should not forget what they do with older models of phones or other devices which they used before.

One of our tasks, as a socially responsible company, is the education of customers to encourage them to give us their unwanted used handsets.

This is the purpose of the www.orangerecykling.pl website, where you can sell your unwanted handset very easily.

Another initiative which reduces our negative impact on the environment involves the refurbishment of handsets returned by our customers to 'as new' condition. Then, the handsets are offered at our e-store at very attractive prices, and are very popular with customers. The innovative handset refurbishment process is a good example of how to combine 'green' activity with economic profit for the company.



refurbishment of telecommunication equipment

Pieces of multimedia equipment, such as modems, are leased to customers for the term of service provision. Upon expiration of the service agreement, returned products are refurbished to 'as new' condition. As a result of this process, products which have not reached the end of their service life are placed on the market again.

All parts of a product are recycled. Even cardboard boxes of returned products are reused.

Owing to the fact that it is an in-house process, we can better control its quality and provide for its expansion, while increasing our savings and enhancing eco-efficiency. Orange in co-operation with CEVA Logistics is able to test products in terms of optimum quality and durability.

In 2013, over 205,000 broadband devices (set top boxes and Liveboxes) as well as over 41,000 modems and routers were refurbished. This accounts for ca 25% of such equipment.

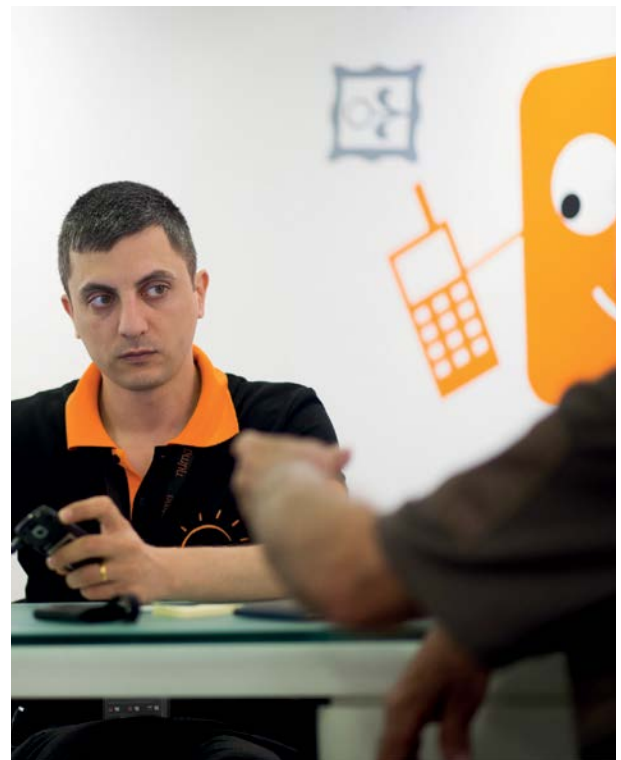
Poland is the only country within the France Telecom Orange Group to have its own refurbishment line, competence in tools for testing CPE (customer premises equipment, such as Livebox, STB, modems, etc.) and the entire system required for tests.

handset refurbishment

Mobile phones returned by customers are refurbished by a professional service company, SBE. The handsets refurbished to 'as new' condition are subsequently sold in our e-store at very competitive prices.

A total of 6,184 handsets were refurbished in 2013. Furthermore, refurbishment of notebooks and laptops was launched at the end of the year.

We are also actively participating in the international Sirius project, which aims at organisation and management, on the global level (European for the time being), of the processes of collection, refurbishment and resale of used phones. Another purpose of Sirius is to implement a uniform handset buy-back system in customer care outlets across all countries of the Orange Group.



5.4 e-documents

By now, every month over 3,000,000 of Orange Polska customers receive their bills in the electronic form instead of a traditional paper document.

For signing up to e-invoices, Orange Polska's customers get additional benefits, e.g. a discounted subscription fee or a reduced activation fee for selected services. They can also join an environmental campaign of building bat houses.

The e-invoices can be conveniently paid by an on-line transfer or direct debit, or by scanning a photo code from the e-invoice with a mobile phone. Subscribers of Orange Polska's fixed line services can also use the Electronic Payment service. E-invoices can be activated while signing the agreement or easily requested through an electronic form at Orange On-line service platform, www.orange.pl/efaktura, by SMS or at any Orange sales outlet. Customers receive e-invoices directly to their email box or to their account at the orange.pl portal.

We actively promote e-invoices in Poland. In the "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", we encourage other companies to use documents in the electronic form. More at www.wybieramefaktury.pl.

In addition, our company has joined the Polish Electronic 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, according to which e-invoicing is to become the predominant form of invoicing in the European Union by 2020.



enquiring team



attachments

5.5 environment management

We are increasingly focused on minimising our environmental impact by reducing energy consumption, introducing waste segregation and encouraging more efficient paper management. We want Orange Polska to be a company which promotes eco-friendly attitudes and has its employees involved in reducing the negative impact on the environment.

Proper supervision over our activity is assured by the environmental management system in line with ISO 14001. Currently, we are working on preparing our environmental management system for Orange Polska certification in the area of mobile services.



consumption of natural resources

We have implemented efficient management of natural resources, monitoring the consumption of energy and other resources, especially water and paper, as well as carbon dioxide emission related to our activity.

		2012	2013
CO ₂ emissions excluding transport*	'000 tonnes	413	413
total CO ₂ emissions during transport	'000 tonnes	17.1	14.0
total CO ₂ emissions	tonnes	430	427
electricity consumption/customer	kWh/customer	26.1	26.6
CO ₂ emissions during electricity consumption/customer	kg/customer	18.5	17.03
CO ₂ emissions (all energies)/customer	kg/customer	18.5	18.7

* CO₂ emissions excluding transport is the total amount of emissions resulting from combustion of indirect fuels and electricity purchases. Total CO₂ emissions during transport refers to petrol consumed by company cars/trucks during business trips. The amount of emissions has been estimated with the GHG Protocol, a tool used across the Orange Group.

The greatest contributor to CO₂ emissions is the consumption of electricity and indirect energy sources: gas, coal and oil.

In order to reduce paper consumption, we have implemented electronic document flow. We use electronic applications to clock in, settle business trips or schedule holiday leaves.

We also use e-documents in relations with our suppliers. Orders can be placed through a dedicated electronic system. The same applies to invoices, which are sent in the electronic form. We have also introduced a tool for confirming courier delivery electronically. In addition, our company has been using electronic invoice archiving.

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, which provides information on our environmental initiatives.

We promote environmentally friendly forms of transport, such as carpooling to and from work. In the Orange Town, we have prepared special parking places in an underground garage for people involved in carpooling. We also encourage our employees to go to work by bike, providing bike stands, personal lockers and bathrooms with showers.

In addition, we organise a 'green competition' for our employees. A total of 83 ideas were submitted in 2013. Three of them were implemented in the Orange Town, namely ecological snacks in vending machines, sensor lights in kitchenettes, toilets and other public space, and installation of a Veturilo (city bike) station at the main entrance.

We want to get our employees involved in a dialogue on environmental issues. To this end we have provided a special mailbox, **ekologia** (ecology), for sharing opinions and experience related to environmental issues.

In addition, we promote eco-friendly behaviour among our employees through dedicated campaigns:

- **safe printing**: promotion of rational use of paper and safety of printouts;
- **second life of paper**: we have provided containers for documents and waste paper to our employees in 21 locations. This solution not only enables us to segregate paper waste but also retain control over safety of documents. Containers for segregated waste (paper, glass, plastics) have been put in all conference rooms in our head office.

paper consumption		2012	2013
waste paper, cardboard boxes: internally and externally	'000 tonnes	3.0	1.6

All companies which supply paper materials to us are required to hold an FCE certificate, which confirms that the material has been obtained from sustainable forests, where care is taken to plant new trees and wasteful exploitation is not performed.

direct energy consumption by primary energy sources		2012	2013
fuel (all buildings, all uses)	'000 tonnes	3.4	2.6
gas	'000 m3	3,499	3,186
coal	tonnes	100	86
energy produced during combustion, primary sources	GWh	76.5	64.83
indirect energy consumption by primary energy sources		2012	2013
electricity	GWh	617	622

We promote on-line meetings instead of traditional business trips. Our employees can use tele- and video-conference services. In the beginning of 2014, we intend to launch an open video room system in selected Orange sites to facilitate video-conferencing.

We have provided five electric cars with charging stations to Orange Town employees. They can use them for driving in Warsaw. In 2014, we intend to expand this project to include three other sites in Warsaw. In 2013, Orange Polska's 30 top salespeople received modern hybrid cars.

fuel & business trips		2012	2013
company cars: petrol + GPL	'000 litres	860	207
company cars: diesel fuel	'000 litres	5,472	4,924
business trips: plane	'000 km	6,026	4,777
business trips: train	'000 km	7,979	6,828

As part of our efforts to promote eco-efficient company and private car driving, we intend to implement a number of initiatives among Orange Polska's employees, such as workshops, eco-driving lessons in electric cars or e-learning courses.



enquiring team



attachments

efficient waste management

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

waste		2012	2013
internal WEEE (network & tertiary)	tonnes	473	646.2
wooden poles	tonnes	51.6	14.6
cables	tonnes	409.0	419.6
batteries	tonnes	12.8	95.7
paper / cardboard	tonnes	135.3	33
other hazardous waste (including PCB)	tonnes	0.15	26.6
other non-hazardous waste	tonnes	556.5	591.5
waste recycled internally	tonnes	1,641	1,827

Under our agreements with battery suppliers and suppliers of consumable materials for photocopiers, printers and facsimile machines, they are responsible for picking up and properly disposing any waste elements as part of their maintenance services.

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 suppliers which take responsibility for further processing of the received waste (collection, transport, recycling or neutralisation) and can document the subsequent stages of waste handling between the waste producer and the waste neutraliser. In line with the Act on waste electronic and electrical equipment, such unwanted and unusable equipment is transferred as waste to licensed waste management companies, which have been registered by the Chief Inspectorate for Environmental Protection.

We carry out segregation of municipal waste in three locations in Warsaw.

waste collected from customers		2012	2013
WEEE collected from customers	tonnes	0.12	0.1
WEEE collected from customers	kg/1000 customers	0.01	0.01
EMS*: ISO 14001	%	28.2	29.1

* Environment Management System



what do we do with old handsets

we have approx. **56 mn*** **working handsets in Poland**, which means that there is more than one handset per person in the average household. So, what happens to those handsets?

19%

of people **have at least one old handset**



old handsets are found in 22% of households; the total number of such handsets is estimated at **over 5.6 mn**



every second Pole declares that the reason for keeping an old handset is **to be able to use it in case their current one stops working**



handsets are usually changed by the Poles **every two years (41%)** or **every three years (17%)**



after buying a new handset, 33% of people **give away the old one; the older the person**, the more readily **they give it away**, while young people are more **willing to resell it**



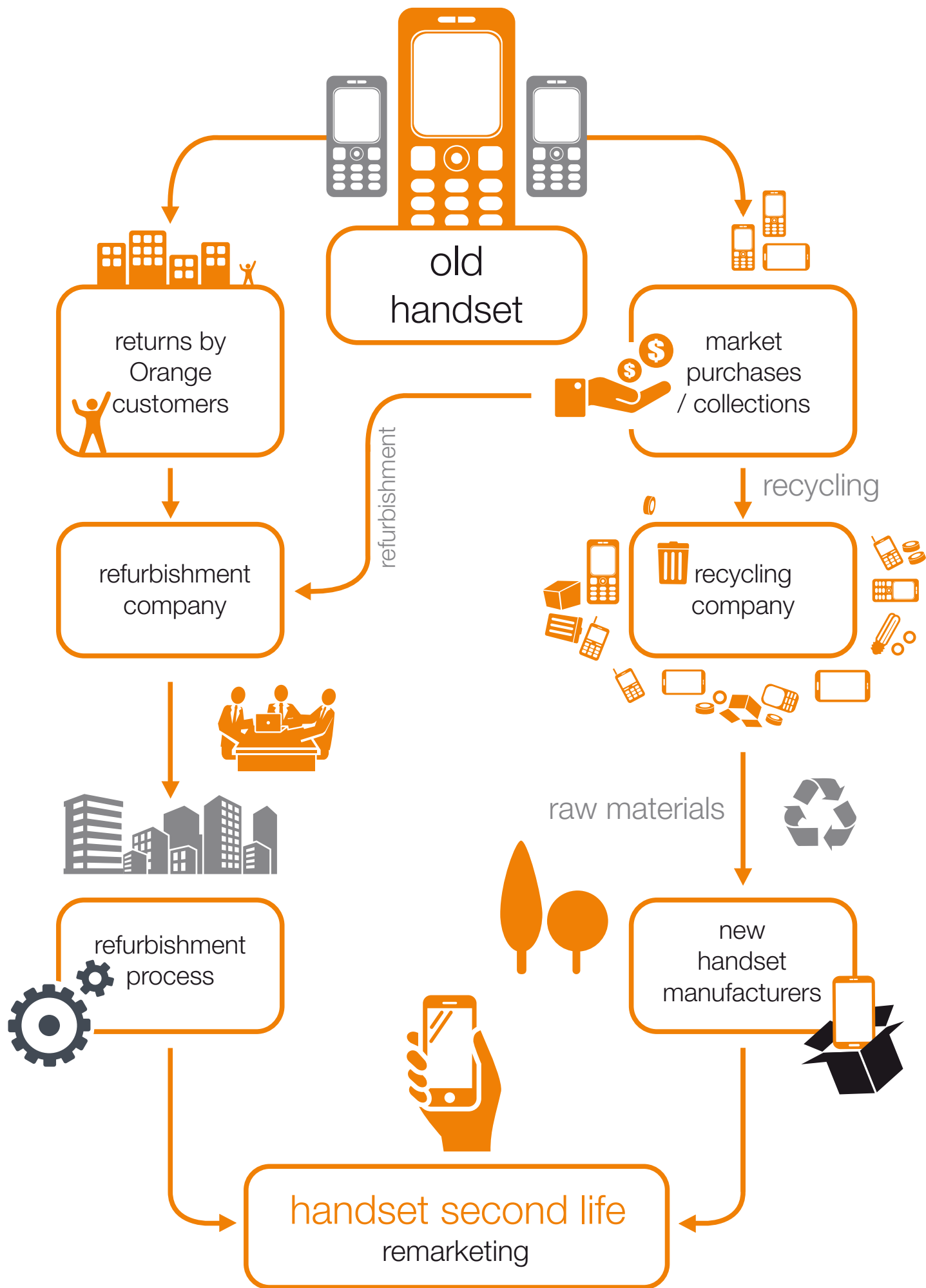
13% of people throw away the old handset when changing a phone; one third of them throw it to an ordinary dustbin



one in four Poles has at least once bought a second-hand handset; this is most popular among young people

Sources: Central Statistical Office, Golden Eye

* The survey was conducted for a nationwide representative sample (n=1000) of people aged 15 or more, controlled for 4 demographic parameters: gender, age, education and size of town, Date of survey: March 2014.



We follow procedures aimed at reducing our impact on the natural environment. Dedicated environmental teams have been established in the company to inspect infrastructure, monitor emission levels and provide the related training. We co-operate with regional inspectors for environmental protection, following their instructions and audit recommendations. We also maintain relations with the Ministry of the Environment. In addition, in the process of implementation of environmentally friendly projects we co-operate with environmental organisations.

We use modern ICT services and technologies to save not only time of our employees and customers but also consumption of natural resources. We monitor environmental indicators within our company on a current basis. In INDICIA, a dedicated CSR database used across the Orange Group, we report 122 environmental indicators on a semi-annual basis, monitoring the use of natural resources and our impact on the natural environment.

eco-friendly Orange Town

The Orange Town is a unique place designed and constructed to provide comfort for 3,350 employees and to protect the environment. It is class A+ office space. It complies with all requirements in terms of energy conservation, greens development, lighting energy consumption, factors affecting workers' health and water-saving solutions.

The complex consists of five six-storey buildings of the total usable floor area of 43,700 m². One of the design objectives was to minimise the impact on the environment, while maximising the complex efficiency. Artificial interior lighting automatically adapts to the sunlight intensity. People in the buildings have adequate access to the daylight and each desk has a view of a window and the sky. Openable windows enable natural room ventilation as required, reducing the need to use air conditioning or mechanical ventilation. The Orange Town supports biodiversity, e.g. through birdhouses. Interestingly, there are now more plant species on the premises than before the construction work started.

Energy consumption by lighting, coolers, fans and other pieces of equipment is subject to monitoring, and there are meters in each place where water is supplied to buildings, which enables water consumption monitoring and analysis. All waste is sorted and recycled.

The complex has been designed to minimise operating energy consumption; e.g. the elevators installed use up to 20% less energy than standard machines do. Using dynamic thermal simulation software, the building energy performance index (BEPI) was computed and the energy improvement was determined at 51.7% compared to the average building in Poland.

The Orange Town has been awarded with BREEAM 'Excellent' certificate, which confirms compliance with the strictest environmental requirements and the highest European construction standards.



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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.










our goals:



- 6.1 conduct dialogue with employees and co-workers in regular and transparent way
- 6.2 create modern and friendly work environment
- 6.3 develop and implement tools for comprehensive management of diversity
- 6.4 ensure work and development possibilities supporting professional and personal life balance
- 6.5 expand the corporate volunteering programme

The key to a company's success is its employees. Orange Polska employs over 22,000 people throughout Poland. For us, social responsibility begins in the company and is based on relations with our employees. We attach great importance to ensuring them equal treatment, clear evaluation and promotion criteria, broad development opportunities and a chance to pursue their interests and passions.

Company's workforce by type of employment or type of employment contract

		2012	2013
	total workforce*	22,235	20,539
	men employed	12,371	11,769
	women employed	9,864	8,770
	regular employees (active full-time positions)	21,920	20,320
	outsourced employees (full-time positions)	7,494*	7,195*
	full-time employees	21,622	20,045
	part-time employees	613	495
	employees of 30 or less years of age	3,887	2,503
	employees of 31–50 years of age	14,507	14,072
	employees over 50 years of age	3,841	3,964

*Personnel outsourcing: various forms of employment.

In 2014, we intend to begin talks on the employment stabilisation by introduction of long-term or open-ended employment contracts for a large portion of outsourced employees.

6.1 dialogue with employees and co-workers

Listening to employees' opinions about the company, seeking solutions to the problems raised and suggesting the relevant improvements are fundamental to fostering our status as a good employer.

Orange Polska conducts regular employee surveys, 'Me in My Company' and 'Satisfaction from internal services'. They aim at surveying the employee satisfaction, monitoring shifts in opinion as well as determining employees' satisfaction from services of support functions, i.e. HR, Administration and IT, and the quality of co-operation between various business units.

In 2013, the survey was addressed to all employees of Orange Polska, Orange Customer Service, TP TelTech and Integrated Solutions as well as outsourced personnel in the sales and customer service areas, that is a total of about 27,000 people. 70% of regular employees responded.

56% rate of employees' attachment to the company

77% positive opinions about Orange as an employer

2/3 our employees would recommend us as a good employer

82% of our employees would recommend Orange products and services as brand ambassadors*

* 'Me in My Company' survey, November 2013.

There is also an **ambassadorship movement** within the company, which invites employees to discuss the key challenges faced by the company and the intended strategies as well as to come up with new ideas for business development or organisational changes. Ambassadors prepare and conduct training related to corporate values and culture as well as strategic challenges.

We respect the right to associate and we engage in regular dialogue with trade unions. The interaction between trade unions and Orange Polska S.A. is regulated by the Intragroup Collective Labour Agreement and additional agreements, which set a standard for mutual relations and information exchange. In addition, there is an employee relations unit and a position of social dialogue advisor within the organisation. In OCS, these standards are determined by the Collectively Agreed Rules, which include provisions regulating the relations between trade unions and the employer, and by the co-operation agreements signed between the employer and trade unions.

Employee Councils have been established in Orange Polska S.A. and OCS pursuant to the Act on informing and consulting employees. Orange Polska S.A. and OCS have an obligation to consult the Council on matters related to the level, structure and intended changes of workforce, actions aimed at maintaining the workforce level, as well as significant changes in the work organisation or employment basis.

The social dialogue with trade unions in Orange Polska S.A. functions on two levels:

- 7 intercompany trade union organisations: on this level, the Orange Polska S.A. Management Board consults and negotiates general issues related to collective employment (e.g. Intragroup Collective Labour Agreement);
- 20 company trade union organisations: on this level, detailed regulations (e.g. work regulations, remuneration policy) are negotiated.



attachments



Zbigniew Pachacz,
Polish Trade Union
of Telecommunication Employees

The Social Agreement is an important settlement, and a compromise between the expectations of employees and the employer. As a trade union, we strive to mitigate workforce reductions and provide as many departing employees as possible with a fair financial package. We realise the difficulty for those who leave and the different perception of this process. The employer strives to implement its own strategy, particularly to reduce labour costs with the least possible input, while maintaining social peace.

With such disparate positions, Social Agreement negotiations are not easy or free of emotions, especially that the statutory time to reach an agreement is very limited. It is nevertheless possible, as demonstrated in case of Orange. The key is dialogue, understanding each other's positions, flexibility and search for compromise by the parties to the agreement.

The key word is dialogue, yet not the one pursued in times of crisis or while negotiating major documents, but the daily one, in which we discuss often minor matters, yet important for employees, trade unions and, hopefully, also the employer. Such dialogue, difficult but beneficial, continues in Orange.

As of the end of December 2013, trade unions in Orange Polska S.A. had a total membership of 4,153 people, i.e. 27.7% of Orange Polska S.A.'s workforce. The interests of employees are also represented on the France Telecom Orange Group's European Works Council, as Orange Polska's representatives sit there.

On December 9, 2013, the TP S.A. Management Board and trade unions signed a new Social Agreement for the years 2014–2015, effective from January 1, 2014. The Social Agreement regulates issues related to employment policy (including the place and role of internal mobility, recruitment and outsourcing), pay rises and compensation for departing employees who cannot adapt their professional profile to the changing market needs. A similar agreement was signed in OCS.

Also on December 9, 2013, agreements were reached with trade unions in TP S.A. and OCS on detailed procedures for the implementation of the 2014–2015 Social Agreement in both companies in 2014. A departure cap was set and it was agreed that the primary criterion for selecting people to leave would be their intention to voluntarily terminate the contract of employment by mutual agreement of the parties for reasons unrelated to the employee.

In the Orange Polska Group, employees benefit from clear and transparent privileges specified in the Intragroup Collective Labour Agreement (ICLA; in case of Orange Polska) or the Collectively Agreed Rules (in case of Orange Customer Service). In particular, these documents regulate matters related to the establishment and termination of employment relationship, working time, leaves, remuneration and other employee benefits policy, occupational health and safety as well as medical services. ICLA provides for rights and benefits which go beyond those resulting from mandatory regulations or are not addressed by them at all, including higher severance pay in case of termination of employment for reasons unrelated to the employee as well as higher gratuity payments to retiring or disabled employees. 91% of Orange Polska's employees are covered by ICLA.

One of major subjects of our dialogue with trade unions is workforce reduction. The increasing demands of the highly competitive market, automation of processes and changing competence needs have forced us to further optimise our workforce. All changes in this area are agreed upon with trade union representatives. Under the 2014–2015 Social Agreement, up to 2,250 employees will be able to make use of the voluntary departure programme. As reducing stress related to organisational changes remains a priority for us, we have developed an outplacement programme.

departures and employee turnover ratio by age groups and gender in Orange Polska	2012	2013
departures – total*	1,983	2,569
departures – men	951	1,306
departures – women	1,032	1,263
departures – up to 30 years of age	534	669
departures – 31-50 years of age	1,016	1,346
departures – over 50 years of age	433	554
turnover ratio – aggregate	9.02%	(12.30%) 3.41%**
turnover ratio – women	9.91%	(14.88%) 3.65%**
turnover ratio – men	8.33%	(10.43%) 3.25%**
turnover ratio – up to 30 years of age	15.91%	(24.31%) 13.92%**
turnover ratio – 31-50 years of age	6.92%	(9.33%) 2.20%**
turnover ratio – over 50 years of age	10.96%	(14.98%) 0.32%**

* all departures: voluntary, at employer's or employee's initiative, upon mutual agreement, retirement, etc., excluding intragroup transfers (e.g. when an Orange Polska's employee departs for OCS)

** turnover ratio excluding voluntary departures (at employer's initiative) or departures at employee's initiative as well as intragroup transfers (e.g. when an Orange Polska's employee departs for OCS)



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6.2 modern and friendly work environment

We do not forget about the essentials of the friendly workplace. We care about the safety of our employees as well as their health and decent old-age pension. We provide preventive health care and promote sporting activities of our employees. In difficult life situations we offer help and support.

inspiring and creative workplace

In September 2013 we moved 3,300 employees to our new headquarters, 'Orange Town'. This represented not only one of the biggest relocation projects in Europe, but also a tremendous cultural change. The Orange Town was created according to our values, supporting collaborative work in modern digital workspaces. It sets the standard for the rest of our premises.

Individual workplaces are arranged in a large open space, which facilitates quick communication and lowers barriers in relations between employees and their superiors as well as between employees of different business units. Employees have at their disposal numerous public rooms, which can be used as informal work space or space for friendly meetings with customers or other employees. In addition, employees have access to retail space, such as kiosk, grocery shop and canteen. The complex had been verified for occupational safety before it was transferred for use.

In a dialogue with our social partners, we consult further investments in other Orange sites in Poland in the 'Friendly Work Environment' project. Three Regional Towns have been created in Lublin, Gdańsk and Poznań. Refurbishment of staff facilities there has raised their standard and created a friendly place for having meals.

modern work tools

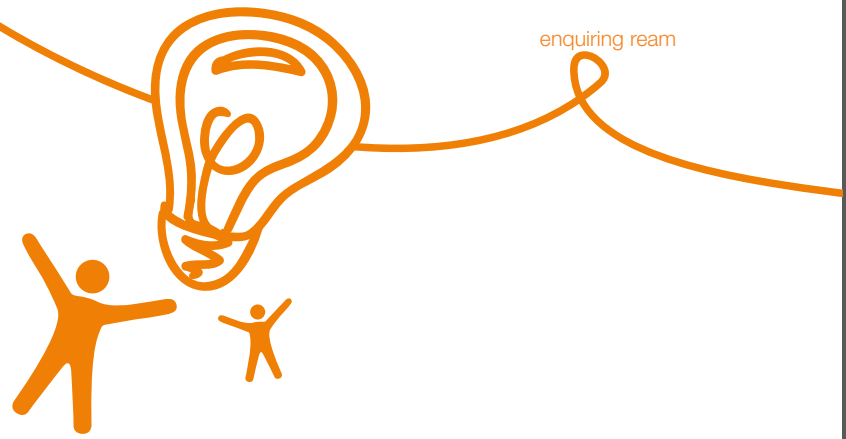
As a modern company, we strive to use new technologies also through dedicated programmes addressed internally. One of the examples of fostering modern and friendly work environment is the Digital Leadership Inside (Orange Digital) programme, which aims at evolutionary adaptation of the organisation to its changing environment.

Programme objectives:

- to increase work efficiency and improve collaboration between employees;
- to offer best experience in the digital world to our employees;
- to support employees as company's best ambassadors.

Three pillars of the programme:

1. raising awareness – providing Orange employees with access to up-to-date, consistent digital knowledge;
2. training – e-learning platform dedicated to digital era challenges faced by Orange and offering structured information about software tools which make everyday work easier;
3. tools / equipment – using digital tools and environment at work.



safety at work

We ensure a safe and friendly work environment for our employees. Workplace conditions are monitored by specialists from our Occupational Health and Safety Department. Each employee has access to OHS training and a broad range of medical services.

We co-operate with our social partners in the OHS Committee and during accident investigation procedures (any team to carry out such a procedure includes one social labour inspector, who represents employees).

In order to ensure safe working conditions, we carry out measurements of the work environment, particularly noise, dust concentration and EMF intensity. The results have complied with the applicable hygiene standards.

The number of work-related accidents in Orange Polska decreased year-on-year, from 67 to 48. One fatal traffic accident was reported, which had been caused by another driver. There were no serious or group accidents.

In 2013, the State Sanitary Inspector decided to recognise an ailment of an employee and a former employee of TP S.A. as occupational disease. In the first case, the decision was simply notified to the employer, owing to the fact that no exposure to the harmful factor indicated as the cause of the occupational disease had been identified in TP S.A. The company appealed against the second decision and the case is pending.

In 2013, 11 incidents were considered accidents at work in OCS (compared to 8 in 2012). As a result, a total of 11 employees were injured. There were no fatal or serious accidents. No cases of occupational disease were reported.

accident frequency rate*	2012	2013
Orange Polska	4.0	3.1
OCS	1.8	2.5
days off work due to work-related accidents	2012	2013
Orange Polska	2,664	1,937
OCS	331	329
accident severity rate**	2012	2013
Orange Polska	40.0	40.4
OCS	41.4	29.9

* Number of persons injured in work-related accidents per 1,000 employees

** Number of days off per accident



telecommuting

Sustained development involves also an ability to maintain harmony between work and private life. New forms of work and the use of mobile phones and the Internet blur the division between time at and off work. However, new technologies can also help to maintain this balance, e.g. by telecommuting.

Promotion of different forms of employment, including telecommuting, in Orange Polska is one of our priorities under the CSR strategy. Employees in custody of children aged four or less or children with disabilities as well as pregnant women are preferred in this scheme.

The unique features of our industry motivate us to implement innovative solutions. Also in the context of flexible employment schemes, we are working on new solutions, which will meet the expectations of our employees.

additional benefits

Our employees are offered full **medical services** at several dozen clinics of the Lux Med Group and CM LIM as well as 1,500 partner medical facilities. Health care is available to all regular employees. We also offer a special leave for sanatorium treatment as an additional paid leave, which is considered the same as holiday leave.

Our employees and retired employees as well as eligible members of their families may use the **Company Social Benefits Fund** as well as **Central Housing/Recreation/Welfare Funds**.

If the company's aid is insufficient, Orange Polska's employees are eligible for assistance by the Orange Foundation under the '**Support One Another**' programme.

Our employees can also seek financing of sports, tourist or cultural events from the **Central Sports, Tourism and Culture Fund** as well as receive FitProfit bonus cards.

Orange Polska's employees are eligible to participate in the **Employee Retirement Plan** (ERP). It is the largest employee pension fund in Poland by both value of assets and number of participants.

In 2013, 83.7% of Orange Polska's employees were covered by the scheme. Since 2011, also Orange Customer Service's employees have been eligible for membership in the Fund. At the end of 2013, 76.3% of OCS's employees were covered by the scheme.

The total value of assets of the Fund reached PLN 1.167 billion at the end of 2013.



6.3 diversity management

Ensuring transparent criteria for evaluating and rewarding employees as well as implementing equal opportunity principles are among the basic conditions to be met by any socially responsible company.



Marcelina Pytlarczyk,
CSR Expert






One of my duties in the CSR Team is to co-ordinate the diversity management area. It is a nice feeling to see a growing number of employees getting interested in this issue and the company's efforts contributing to more diversified and open work environment. One of the initiatives particularly worth highlighting is the 'Yes to Health' programme, which is addressed to our employees with disabilities. The programme is to foster corporate culture based on respect for persons with disabilities; it is also a clear indication that each employee matters to us.

Initiatives outside the company are also important for us. We became the main partner of the Diversity Charter in Poland for the second time. I have a pleasure to participate in the work of the 'Lewiatan' Confederation's Diversity Council as its member.

In addition, it is important to participate in workplace diversity surveys. Therefore, we have taken part in the first edition of the nationwide Diversity Barometer / Diversity Index survey. Our score is 65%. Though it is high, we still face a number of challenges, which we will make our best to meet.

Differences between employees, such as age, gender, life attitudes, beliefs or professional profiles, widen our horizons, increase the efficiency of our teams and contribute to better understanding of the needs of our customers. We believe that competent workplace diversity management creates new opportunities for everyone.

The development of a culture based on mutual respect for differences between us is a key priority for us. As we believe that education is crucial to achieve it, we disseminate knowledge about this issue among our employees. We have also included 'diversity management' in the manager competence assessment.

employees by gender		2012	2013
	% of women in the workforce	44.4%	42.7%
	employees in managerial positions	3,729	3,656
	female managers	1,019	1,008
	male managers	2,710	2,648
	% of women in managerial positions	27.3%	27.6%



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Ensuring equal access to positions in the company, regardless of gender or age, is a major priority for us. We have added a special clause to our recruitment procedure, providing for an obligation to recommend candidates of both sexes to all positions. A major challenge for us is to promote the professional activity and development of women and to increase their percentage in management. Therefore, we have set specific goals in this area, such as to maintain the percentage of women in managerial positions at 35% by 2015 and increase the percentage of successor groups with at least one woman for TOP 350 positions to 65% (it was 41.7% in 2013).

We believe that co-operation with leading experts within the international community will help us to look at the issue of diversity in a broader context. Therefore, we participate

in the [Platform for Knowledge and Experience Exchange](#) funded by the European Commission.

We contributed to the “Assessing Diversity Impact in Business. By the European Union Platform of Diversity Charters” report, which was published in October 2013. Among other companies, such as Sodexo, Deutsche Telekom or Hewlett-Packard Austria, we shared our approach to diversity management and its impact in our business.

Furthermore, our company actively engaged in the development of the Diversity Index as an indicator of diversity management in business, and subsequently submitted to the survey itself.



Małgorzata Lelińska,
Diversity Index Project Co-ordinator,
'Lewiatan' Confederation

The development of the Diversity Index and the organisation of the Diversity Barometer, a nationwide survey of companies with this innovative tool, has been, and still is, a great challenge for the 'Lewiatan' Confederation. Diversity management is still a novel concept in Poland and companies regard it with mistrust. Strong stereotypes persist that not everyone can perform equally well and there is even no place for some people in the labour market. The involvement of companies such as Orange, still very few in Poland, in our projects which promote diversity management is particularly valuable, as it enables us to get knowledge about corporate initiatives in this area as well as related difficulties and successes.

Nothing is more effective in persuading others to accept new ideas or practices than positive experience of the market leaders, which are admired for their business successes and imitated. Orange has been steadily building a workplace which attracts the greatest talents and encourages personal development, energetic actions, creativity and dedication. We believe that it happens also because of diversity recognition, appreciation and strengthening. These efforts are very effective, as demonstrated by the Diversity Index, one of the highest among the medium to large companies which have used this tool so far. A lot to congratulate!

The importance we attach to diversity is confirmed by the fact that for two years Orange Polska has not only been a signatory of the Diversity Charter, but also its main partner in Poland. The content of the Polish Charter was developed by working groups composed of representatives of business, administration and NGOs. A major element of the process involved consultations with organisations

representing various social groups, including the disabled, elderly people, parents or sexual and religious minorities. For us, being a signatory and the main partner of the Charter is a commitment to promote diversity principles and motivation to seek constant development and improvement within the company.



Ewa Wojsławowicz,
Diversity Charter Manager,
Responsible Business Forum

The Diversity Charter in Poland, co-ordinated by the Responsible Business Forum, is a document signed by employers who commit themselves to ban discrimination at the workplace, promote diversity and engage all their employees and business partners in these efforts. The Diversity Charter encourages employers to use the latent potential of diverse teams. Companies, institutions, NGOs and universities which implement this tool contribute to social cohesion and equality.

The Diversity Charter is an international initiative carried out under the umbrella of the European Commission and present in twelve EU member states. Orange Polska has been the main partner of the Diversity Charter in Poland since its development in 2012. It was among the initiators of the Charter and got actively involved in its development, consulting its content. In addition, the company supports the Charter on a daily basis and is an ambassador of the Charter values.

We are glad that Orange Polska has decided to become a patron of the Charter; it proves that the diversity management ideals are close to the company. It not only implements them internally, but is also ready to share its experience with other employers.

Orange Polska has engaged in the establishment of EPWN (European Professional Women's Network) Warsaw. Its main purpose is to support the equality of women and men and promote equality of opportunity through all stages of professional career. Networking is an major formula of co-operation within the organisation. Together with representatives of other companies we want to share our knowledge and experience in equality issues.

In 2013, we decided to launch a programme addressed to our employees with disabilities, 'Yes to Health', The programme aims at building an open and friendly work environment, particularly for people with a confirmed disability. In the programme, our employees who submit a certificate of disability are eligible for an additional package of medical services in LUX MED centres.

Diversity issues are addressed in our Code of Ethics, which determines procedures enabling employees to report any irregularities, particularly related to discrimination or mobbing. Our staff portal explains what mobbing and discrimination behaviours are like, while presenting the related regulations and indicating how to report any violation of our rules (particularly via an application which guarantees anonymity of reports). In order to effectively prevent any discrimination and build friendly atmosphere at work we provide for proper managerial training. All our managers

have to complete an e-learning course in discrimination and mobbing prevention.

transparent remuneration policy

We follow a uniform and transparent remuneration policy based on equal treatment, fair assessment and non-discrimination. In 2013, the ratio of the basic salary of women to that of men was 90.9% in managerial positions and 76.7% in non-managerial positions.

Our employees are offered salaries adequate to the market level of wages in Poland. The remuneration policy adopted by Orange Polska aims at the following:

- to provide transparent and competitive principles of employee remuneration;
- to increase employees' involvement and responsibility for performance of the tasks and objectives assigned to them;
- to retain highly-competent employees and enable their further development;
- to attract competent people with high professional skills from the external market;
- to set clear and transparent rules for determining basic salaries.



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6.4 sustainable development

We have implemented an annual appraisal process, 'Development & Assessment', making a connection between each individual's evaluation results and their career development plans. In 2013, we expanded the process to include new elements: one guaranteed training for each employee; monitoring of planned actions throughout the year; and the incorporation of Orange values into the assessment style.



18,219 (97%) employees took part in the evaluation process



Grzegorz Steinke,
Recruitment and
HR Development Director

I believe that a socially responsible company cares about its employees and their development. The telecommunication industry is one of the most dynamic and innovative sectors. It demands non-standard ideas, which may be put forward only by people who are curious about the world and pursue personal development. Curiosity is an essential element for a company to grow and offer innovative solutions.

We draw additional strength from our diversity, as many of us have unique experience, competence, skills and perspective. Curiosity and diversity are often a source of inspiration and energy to pursue professional fulfilment. These factors are the DNA of the Orange brand and its values.

HR development is not limited to training; it is also about fostering friendly environment for sharing knowledge and pursuing one's life passions and interests. This is our task.

In 2013, the evaluation process was for the first time based on the Orange manager competence model, balancing task performance and human relations competence.

Another new element in the process was an opportunity to recommend employees to an expertise sharing programme.

In 2013, we invited our employees for the third time to provide feedback to their managers on a 360° feedback basis. The 360° feedback model facilitates the development of a common culture of work, communication and management. Over 2,300 Orange Polska's managers took part in the process.

The annual evaluation procedure is followed by **succession planning**, that is a process of identification and development of employees who are candidates for taking key positions in Orange Polska. The process aims at ensuring the continuity of management in key positions, while getting the best from the managerial potential inside the company.

In order to attract and retain employees of high professional potential, and to provide them with qualification and competence development opportunities, we have developed a mobility policy in the company and offer transfer benefits to employees who change their workplace; in addition, the existing employees are preferred in recruitment for positions in various Orange Polska companies. Over 1,000 job offers appear in Orange Polska's internal labour market annually.

We have also launched the **Development Navigator** programme to assist our employees in determining their strengths, development areas and further career paths in Orange Polska. Meetings with professional development advisors facilitate an objective assessment of competences gained so far in order to set reasonable goals to be achieved.

international mobility

Our employees are also offered international career opportunities within the **International Mobility** programme. It aims at strengthening business collaboration and sharing best experiences in all areas of activity of our global organisation. The programme increases mobility of employees within the Orange Group and facilitates identification and retention of people with high professional qualifications and great development potential.

We assist the programme participants in the workplace change as well as ensure their security and health & social insurance security in their new country of residence.

In the annual evaluation process, any employee can declare their interest in personal development outside Poland. As part of short-time mobility, on a 'talent sharing' basis, we support the achievement of business objectives in projects which involve more than one country. A total of 20 employees made use of this opportunity in 2013 (and 227 since the start of the programme in 2004).

Long-term mobility involves travelling not only to European countries, but also exotic ones like Vanuatu. Orange Polska promotes unique competence of its employees in roll-out of telecoms in developing countries.

We regularly present Orange Polska's employees on the International Mobility Review forum. Thinking globally, we organise international events for both Orange employees and students from all over the world.



Corina Ghiatau,
Organisational Development Consultant,
Orange Romania

During the six months I spent in a new workplace I had two objectives. The first task had been entrusted to me by the company. It involved the appraisal of the Orange Polska talent management programme, particularly diagnosing current activities, identifying strengths and weaknesses and designing changes together with the entire HR Team in such a manner as to make the new talent management process support both HR management efforts and the company's business strategy.

The other, more personal, goal was to gain new experience and learn as much as possible not only about Orange Polska, but also about the history of Poland, places, people and even language, which is considered one of the most difficult in the world. In my pursuit of both objectives I was supported by kind and cordial people, who not only made my work easier, but turned it into a great adventure.



Marta Niewęglowska,
R&D Expert

In the Talent Sharing programme, I had a chance to participate in the work of Orange Labs in Grenoble. This trip is still paying off through joint workshops, experience sharing on a daily basis or new business relations. During my three-month stay in Grenoble, I could take part in a project carried out in Toulouse, Montpellier, Biarritz and Paris.

It was a unique opportunity to meet other people, a different culture and an excellent cuisine. The trip broadened my perspective and enabled me to better understand the principles guiding the work of the French team. In addition, I had a chance to meet people of various cultures and form friendships. It also encouraged me to continue travelling and searching.



enquiring
team



attachments

available training

We carry out a number of training programmes aimed at developing competence and preparing people to meet the strategic challenges faced by the company. Our employees improve their specialist and language skills and are eligible for co-financing of graduate or post-graduate studies, including MBA.

	2012	2013
 total employees trained (in '000)	21.4	17.7
 total hours of training (in '000)	606.8	605
 average number of training hours per employee per year	28.2	32.3

In various business areas of the company we carry out **Professional Schools**, which provide opportunities for development of professional skills and competence. The teachers in the Schools are company's experts. There are 16 Professional Schools with 90 experts.

We carry out a programme for identification and development of managerial talents, **Talent Review**, which supports people full of initiative and with tangible achievements and the managerial potential, who build constructive relations with other people, act in compliance with Orange values and are committed and willing to take up new challenges. People from the Talent Group are considered first during recruitment to managerial positions. They can be covered by dedicated development programmes or get a chance to participate in the company's key projects.

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. The programme is based on a model of development through sharing experiences. Orange Campus has three international training centres in Poland, France and Spain. Training focuses on the management style, stressing concern for the quality of human relations, good communications, co-operation, focus on the customer care quality and friendly atmosphere at the workplace.

The underlying principle of all training courses is their distinctive style: interactivity and promotion of diversity. Training groups are composed to support diversity and co-operation between managers. Each group is a meeting place for managers representing different business functions, different management levels and, in the international version of the programme, different countries.

Also employees departing from the company are offered training in active job seeking, auto-presentation or preparation of application documents. Organisational changes within the company involve active participation of the Competence Development Centre advisors, who hold group informational meetings and individual meetings with employees leaving the company.

We use the **Development Products Library**, available on the training portal, which offers e-learning courses for the development of personal, professional and specialist skills. There are e-books, films, suggested development tasks, training e-materials, information about courses and workshops as well as a number of other proposals in the library, which currently contains over 10,000 educational items.

As befits a telecommunication company, we broadly use e-learning tools for training.

Our portfolio includes over 5,600 electronic products, including interactive training courses in ethics, corporate social responsibility or non-discrimination principles.

Our employees and partners can use our educational web portal, which is accessible also outside the workplace. They are also invited to attend **mini-internship**, i.e. a few days on-the-job training in another team of Orange Polska.

We also organise integration training. One of its options, which goes beyond typical team-building tasks and has been gaining popularity, is combining training with commitment to others. The **'Integration by Helping'** is one of the voluntary work proposals prepared by the Orange Community. To the teams which plan an integration event we propose co-operation with an NGO or a social institution. Our educational offer to employees includes **anti-stress training**, which presents methods for coping with emotions and difficult situations at or outside the workplace.

In 2013, we launched the 'Fibre-optic Line of Knowledge as a source of motivation for expertise sharing' project, which had been prepared for the Polish Agency for Enterprise Development's competition. Our 'HR Solutions of Tomorrow' project was granted financing from the European Social Fund in the Human Capital Operational Programme, Sub-measure 2.1.1. "Development of human capital in enterprises."

The project aims to improve the availability of expertise gathered within the organisation by development of innovative and effective tools for knowledge and motivation management.

In the project, we have developed an expert identification, development and motivation system consisting of HR and IT tools. The system supports expertise sharing and exchange between experts and other employees. The designed solution is based on the social media model.

In terms of methodology, the 'Fibre-optic Line of Knowledge' will include: (i) HR products (templates of questionnaires, reports and manuals) for identification of strategic knowledge within the organisation, development of Knowledge Centres as well as development and stimulation of the activity of Experts, and (ii) IT Products for knowledge transfer based on the social media model.

Currently, the project is in the testing stage. The 'Fibre-optic Line of Knowledge' methodology will be implemented in eight medium to large enterprises, including Orange Polska. In addition, four Competence Centres will be established and the project expertise will be disseminated among other companies.

The HR and IT tools developed in the project will be transferred to the Polish Agency for Enterprise Development, which will subsequently make them available for other enterprises interested in the implementation of such solutions.

more at:
<http://swiatlowodwiedzy.orange.pl/>



recognising and honouring good employees

We strive to recognise outstanding employees. Every year we organise the 'Orange Stars' contest. The purpose of the contest is to select employees who promote teamwork through their conduct, are ready for challenges and best performance, and act in line with the ethics and values of Orange, while their work, communication and management style is respected by their colleagues and co-workers. The winners are an important opinion group and are invited to join the key projects implemented within the company.

We also encourage people to be creative and look for interesting solutions to streamline the company's activities. The 'Telecreator' contest promotes innovation and inventiveness, seeking practical ideas from our employees and partners.

for students

We have our own student training programme in Orange Polska. In 2008, we launched the 'Your Perspective' educational programme for students of technical and economic faculties. It has been carried out in conjunction with the Polish Human Resources Management Association and the Business for Society. The programme involves workshops, a competition, an ambassadorship project, Orange Student Clubs and paid student training in Orange Polska.

A major part of the programme is the nationwide 'Your Perspective' competition addressed to young people who are fascinated by modern technologies and their use in new business areas and everyday life. The contest is held in stages and divided into three categories: telecommunications, information technology and marketing & management. 'Your Perspective' involves also an ambassadorship programme, which is based on the company's close co-operation with universities via Orange Polska ambassadors, who are students selected according to strict criteria.

The programme responds to labour market challenges faced by young people and helps students to expand their practical business knowledge. For the company, it is an opportunity to attract people well prepared for their profession. It is a unique programme within the telecommunications industry. We are also one of the permanent partners of the 'Play for Internship' competition.



passion and commitment

In the **Orange Passion** programme we enable our employees to share their life passions and interests. On the intranet we have created a place where we can all promote our music, film, sport or photography passions. We also hold internal events to help employees pursue their hobbies, organising

photographic or music competitions and a contest in which the winning projects are granted financial support. Each year, there are auctions of paintings and photographs of our artists and the proceeds go to social causes.



Lidia Kwinta,

initiator and organiser of open-air painting events, Chairman of the Culture Section of the National Sports, Culture and Tourism Committee in Orange Polska

There is a group of non-professional painters in our company. The community of telecommunication employees and retirees interested in painting has an almost twenty-year track record of activity.

It all began in 1995 in the Telecommunication Unit in Kielce, where the 'PasTel' painting section was established. The section started organising open-air painting events and painting exhibitions, effectively attracting the company's employees from other towns in subsequent years.

So far, with the company's assistance, we have held seventeen open-air painting events as well as a number of exhibitions and charity auctions of the paintings created during those events. Our events have been also attended by representatives of telecommunication companies from other European countries: Slovenia, Estonia, Malta, Sweden, the Netherlands, Italy and Portugal.

As a result of auctions, we have been able to donate almost PLN 63,000, through the Orange Foundation, to people in need.

Today, the Orange Polska Painters Club is a group of 30 people. Our common passion is noticed also outside the company, gaining prestige. For three years, the President of the Office of Electronic Communication has been the honorary patron of our annual open-air painting events.

Through the '**Orange Community**' programme we promote any individual or group social initiatives of our employees. We invite them to join our corporate volunteering programme and participate in the implementation of the Orange Foundation projects or the organisation of community events. We support charity concerts, exhibitions and auctions and organise blood donation campaigns. We inform our volunteers about any new projects or aid initiatives on a current basis.

For our employees and their families, we have launched the '**Offer for You**' programme, which offers discounts on products and services of Orange Polska or our partners, particularly our telecommunication services on preferential terms, discounts on insurance and transport services as well as attractive offers in the area of education, tourism and sports.



enquiring team



attachments

6.5 corporate volunteering

Among us, there are a lot of socially sensitive people, who eagerly and selflessly share their knowledge and good energy with others; these are volunteers.

	2012	2013
 number of volunteers	2,120	3,524
 number of hours worked by volunteers (estimated)	16,020	25,850
 number of local projects (supported through grants/competitions)	70	171

Orange volunteers engage in community projects all year long. Often, people volunteer for the programme inspired by their colleagues. When acting in teams, they select the leader and split tasks themselves, often using the project methods they know from their daily work.

Our volunteers primarily join the **social and educational programmes of the Orange Foundation**:

- **Education with the Internet** – They educate children and young people how to use the Internet safely. Our volunteers use their knowledge about the new media and their presentation skills to develop the competence of young Internet users. They conduct classes based on the educational materials and lesson plans developed by the Orange Foundation and the 'Nobody's Children' Foundation. They visit schools, hospitals, children's homes, after-school community centres and Orange Studios.
- **Orange for Libraries** – In libraries, our volunteers help elderly people to learn how to use a computer and the Internet with the *ABC of the Internet* materials.

- **Orange Educational Islands** – Our volunteers perform technical supervision over the multimedia stations installed by the Foundation for hospitalised children in various parts of Poland. Currently, we are preparing lesson plans connected with the games and applications available on the stations, which will be used by our volunteers to conduct classes for children.

- **Phone to Mum** – Our volunteers have taken an initiative to refurbish hospital play rooms and transform them into colourful 'Fairy Tale Corners'. They have already prepared over 180 such Corners in Poland. In addition, each Christmas season, in the 'Orange Santas' campaign, they visit little patients, sharing gifts with them and organising their free time by holding contests and performances.

We constantly work to improve our corporate volunteering programme, carrying out surveys of employee satisfaction and expectations. We also collect information from our beneficiaries and local communities to make our projects best suit their needs.

grant competition

Since the beginning of our corporate volunteering programme, Orange Polska's employees have been offered a chance to develop their own original volunteering projects and seek grants for their implementation. If they see the need for help, whether in a children's home, hospital or NGO, they can submit a grant application and implement the project. In such case, together with the Orange Foundation, they diagnose the local needs, describe the assumptions and objectives, determine the budget, develop the time schedule and cost estimate, and, finally, report the outcome.

So far, Orange volunteers have completed over 330 projects of their own design in various corners of Poland. Owing to their efforts, a number of local communities, schools and organisations have received a new playground, sports field or play room, or the kids in their care have gone on an educational trip.

For several years, our employees have been offered a chance to bring help together to schools, kindergartens, children's homes or hospitals during their training events. In the 'Integration by Helping' campaign, instead of traditional team-building activities, they can take part in a charity project in the region where their training event is held. This enables team integration, while producing measurable benefits for the local community they help.



competence and campaign volunteering

The projects carried out in Orange Polska's corporate volunteering programme can be divided into two main categories: competence volunteering and campaign volunteering. Competence volunteering is related to the company's profile and involves activity in the company's areas of expertise, whereas campaign volunteering includes all other volunteering initiatives of the company's employees, not directly related to the telecommunication industry but equally important and needed.

In case of Orange, competence volunteering involves education about new technologies, development of the digital competence of the Polish society and selfless knowledge sharing to raise people's awareness and improve their skills in using digital tools. Another form of commitment is social campaigns, which are joined on a regular basis by our employees – and in which they do not necessarily use their professional experience related to the company's business – such as refurbishment of schools, sports fields or hospital play rooms for children, organisation of events for people with disabilities, etc.

Each year, on the Orange Foundation Day, we honour the most active people with the 'Together for Others' badge. In 2013, the jury selected further 13 candidates out of 41 entries. They are all socially involved volunteers, open and effective, who by their example encourage others to join the volunteering programme; who develop project partnerships; and who demonstrate innovative thinking.

Furthermore, since 2011, we have organised the 'Volunteering Week in Orange', when our employees can learn more about our social projects and join them; they can also submit their own proposals and encourage their co-workers to join. In 2012, the initiative expanded into 13 other countries in which Orange is present.



attachments

in 2013:



535 volunteers implemented their own unique projects pursuant to the grant competition



87 volunteers taught children about the on-line safety

975 volunteers were integrating through volunteering



24 employees

joined the programme during the Volunteering Week, and a further 120 declared their willingness to join various initiatives in the programme



653 volunteers

refurbished play rooms in paediatric wards, transforming them into colourful and cosy 'Fairy Tale Corners'



1,250 volunteers

dresses as Santas visited children in hospitals, sharing gifts

promoting e-volunteering

We show that the Internet is also a space for social and charity initiatives. On-line volunteering is multifaceted, including free on-line consultation, establishment of support and mutual help groups, collaboration in promotion, translation or graphical projects, social e-campaigns, knowledge base development, assistance in foreign language learning or e-tuition.

The **e-volunteering** project aims at the development and promotion of virtual volunteering in Poland.

The www.e-woluntariat.pl portal provides up-to-date information about volunteering and charity campaigns carried out on the Internet as well as educational articles on how to organise such initiatives or become an e-volunteer. In addition, the portal contains a database of e-volunteering organisers in Poland and up-to-date offers for virtual volunteers. The project is carried out by the Good Network Foundation and the Orange Foundation in conjunction with the Polish-American Freedom Foundation.

As part of the project, we carry out the annual '**Discover e-volunteering**' competition, through which we award Poland's most interesting volunteering initiatives which use the Internet. At the same time, the competition enables us to gather and disseminate knowledge about e-charity best practices.

Since 2011, our competition has had a European formula. Through the European edition of the 'Discover e-volunteering' campaign we encourage organisations from across the European Union to present their best practices related to volunteering on the net. In 2013, a total of 72 entries from 24 European countries were submitted.



Izabela Kręgiel,
Volunteering Co-ordinator,
Orange Foundation

In 2013, together with the Good Network Foundation, we organised the first hackathon for e-volunteering, which accompanied the 'Discover e-volunteering' competition. It was a two-day programming event, during which programmers, NGO representatives and freeware enthusiasts developed applications to make the activity of foundations, associations and other NGOs more effective. A fantastic team of Orange volunteers helped in the hackathon organisation.

During the two-day event, the participants developed four web applications: a volunteering management system, a book sharing platform, a fundraising flash animation and a Facebook application for sharing events held by NGOs. All the applications are available under open licences. We plan further hackathons, as we see how useful modern on-line tools can be in the third sector.



supporting the development of volunteering

Together with other companies and the Academy for the Development of Philanthropy, we established the 'CEO-Volunteers' coalition, whose members, presidents of companies, are volunteers and share their time and experience in order to support important social initiatives. They also promote corporate volunteering and involvement of employees in such campaigns within their business organisations. In December 2013, the 'Volunteering as a Path to Responsible Leadership' conference was held, with Orange as a partner and active participant.

We also collaborate with the Volunteering Centre Association and we are actively involved in the Business Volunteering programme. We readily share knowledge with companies willing to introduce their own corporate volunteering programmes. Owing to our support, the Volunteering Centre has been operating a toll-free line, 0 800 300 594, for receiving applications from volunteers willing to join social initiatives. Another line, 0 800 444 131, has been provided for the PROJECTOR student volunteering programme.

In 2013, Orange Polska's Corporate Volunteering Programme was awarded in the 'Benefactor of the Year' competition (for the second time in a row). Both the jury and on-line voters recognised our strategic approach to the programme implementation and a broad range of charity projects which are joined by our employees.

We believe that the achievement of our business objectives is possible only as a result of the commitment of people who make up our company. Owing to them, Orange employees, and their work, expertise, experience and the kind of people they are, we can succeed and meet the challenges the market and customers place on us.



our Report

This Report has been developed with reference to the key opportunities and challenges presented by 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.

This Report aims to address issues of particular relevance to our stakeholders, which have been identified during a comprehensive dialogue with them.

The Report covers the period from January 1 to December 31, 2013. It is the Company's sixth independent sustainable development report based on the G3 Guidelines of the Global Reporting Initiative (GRI.G3). It is also consistent with the Global Compact principles.

Orange Polska publishes its CSR Reports annually. Our previous Report was released in 2013 and covered the period between January 1 and December 31, 2012. In addition, Orange Polska develops annual summary reports together with other companies of the Orange Group. Our next CSR Report will be released in 2015.

The financial data contained in this Report are consistent with the data presented in Orange Polska's financial statements. Other quantitative data have been provided by the company's reporting units.

This Report covers the Group's major companies: Orange Polska (formerly Telekomunikacja Polska and PTK Centertel) and Orange Customer Service. The scope of the presented information has been clearly specified. Such a division results from the company's internal reporting regulations. There are no other limitations as to the data contained in this Report.



The compliance of the data contained in this Report with the actual state of affairs has been confirmed by the company's Management Board. In addition, all indicators derived from company's employees or internal calculation systems have been subject to an independent external review by the auditing company Deloitte (see the Independent Assurance Report on p. 115). Any changes in reporting related to the GRI guidelines result only from differences in the functioning of Orange Polska's in-house reporting system and are properly marked.



methodological note

methodological note

The workforce data presented in this Report have been collected using the HR-Info system, which accounts for variables such as employee's gender or position. The data fed to HR-Info are based on the data contained in the HR systems of the member companies of Orange Polska and are reported in line with the Orange Group's standards.

managers (employed under employment contracts as at the end of the reported period)

The management rate refers to middle to top managers employed under employment contracts. Employees are classified as "managers" on the basis of their employment groups, according to their competence profile, in line with the Orange Group's standards.

accidents at work

This rate corresponds to the number of occurrences that were classified as accidents at work during the reported period. Under Polish regulations, this is ultimately determined by the date of the employer's decision to recognise an occurrence as a work-related accident rather than the date of accident itself; e.g. if an accident occurs in December, but the accident report is not approved before January, it will not be accounted for in the given year, but rather in the following year. In statistical terms, until the accident investigation procedure is completed and the report is approved, an occurrence is not considered an accident at work.

transportation

All business trips of Orange Polska's employees are registered in the Optidoc system. The distances travelled are estimated according to the orthodromic distance (the shortest distance between two points on the surface of the Earth). The distances travelled by train are calculated according to the Polish State Railways' data on the relevant railway routes.

In case of air travel, CO₂ emissions are calculated according to the GHG Protocol (180 g CO₂ per passenger km), which is applied to all short and long distance flights.

The CO₂ emissions from railway transport are determined using the Bilan Carbone® method, if it is available for the particular country; otherwise, a standard rate of 100 g CO₂ per passenger km is applied.

energy

Electricity consumption in Orange Polska's buildings is determined using a statistical method devised by an Orange Labs' statistician, while for Orange Polska's base stations, it is estimated using the expert method. This scheme of determining energy consumption has been approved by both Orange and external auditors. Fuel consumption refers to the total consumption of all fuels (heating oil, diesel oil, petrol and heavy fuel oil), excluding motor vehicles.

environmental data

Environmental data are based on reporting to the INDICIA database. In 2013, Orange Polska reported an average of 100 environmental indicators on a quarterly basis.

CO₂ emissions

For electricity consumption, the emissions are calculated according to the GHG Protocol (2009) with the most recent update (2012).

Emission factors for fuels (gas, fuel oil, coal, petrol, diesel oil and LPG) are derived from the GHG Protocol (2007).

electronic and electrical waste collection

The "E-waste collected from customers" corresponds to the total amount of handsets, desktop telephones and multimedia devices delivered to sale outlets, sent by mail or collected by service providers. This also accounts for waste mobile phones of Orange Polska's employees as well as batteries and chargers collected. This indicator is not used in the Group companies which do not have the relevant channel for e-waste collection and recycling.

LBG model

London Benchmarking Group methodology is used to manage, measure and report the effectiveness of corporate community investment. This model enables a company to determine the total value of its community initiatives, that is express its total inputs in financial terms.

corporate volunteering

The costs of volunteers' work are determined as the estimated time worked by volunteers, in hours, times the average remuneration per hour in the company.

independent assurance report



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Independent assurance report pertaining to the 2013 Orange Polska Corporate Social Responsibility Report

To the Management Board of Orange Polska S.A.

We have reviewed the 2013 Orange Polska Corporate Social Responsibility Report ("CSR Report" or "Report") developed by Orange Polska S.A. with the registered address in Warsaw, at Al. Jerozolimskie 160 ("Company"), with respect to indicators reported on the basis of G3 Sustainable Development Reporting Guidelines for B level issued by Global Reporting Initiative (GRI). The assurance works covered the period from 1 January 2013 to 31 December 2013 with relation to quantity and quality of available evidence.

The Management Board of the Company is responsible for reliable, correct and fair information and for correct preparation of the documentation. Our task was to issue an independent assurance report based on the CSR Report.

Our procedures did not include assessment of the fairness, correctness and completeness of documents provided by the Company, nor did they constitute an audit of the internal control system implemented therein. Therefore, we do not express an opinion regarding correctness of the system. Our procedures did not constitute an audit of financial statements as defined in the Accounting Act. Therefore, we do not express an opinion concerning the auditor's Report nor do we make statements regarding the financial statements of the Company as determined in regulations applicable to certified auditors.

Planning and performing our works had the nature of a limited assurance engagement performed in line with ISAE 3000 (Assurance Engagements Other than Audits or Reviews of Historical Financial Information), which requires us to plan and perform the engagement in a manner which allows for limited assurance that the CSR Report does not include significant misstatements. The scope and methodology of a review of the CSR Report significantly differ from those applied during an audit, which is aimed at expressing reasonable assurance. The purpose of the review is not to issue an opinion on correct, true and fair nature of the CSR Report, and therefore no such opinion has been issued. The procedures followed during the review of the CSR Report comprised:

- Identifying issues and results significant for the content of the Report from the viewpoint of the corporate social responsibility strategy followed by the Company and stakeholders' expectations;
- Comparing data included in the CSR Report to those presented in the Financial Statements of Orange Polska for 2013;
- Interviewing individuals in charge of the implementation of the corporate social responsibility strategy in the Company and of the preparation of Report;
- Verifying the information included in the Report for compliance with the internal documentation of the Company;
- Assessing the level of compliance with Sustainable Development Reporting Guidelines and GRI Reporting Framework.

Based on the scope of our work and the assurance procedures we performed, we have concluded that for the fully reported GRI indicators presented in the 2013 Orange Polska Corporate Social Responsibility Report nothing has come to our attention to suggest that the data is materially misstated.

Deloitte Advisory Sp. z o.o.

Warsaw, 01 July 2014

GRI index

GRI index					
Lp.	Guidelines	Was reported?	ISO 26000 index	Global Compact index	
1. STRATEGY AND ANALYSIS					
1.1	Statement from the most senior decision-maker of the organization.	YES	6.2		p. 5
1.2	Description of key impacts, risks, and opportunities.	YES			p. 8-23, 113
2. ORGANIZATIONAL PROFILE					
2.1	Name of the organization.	YES			p. 8
2.2	Primary brands, products, and/or services.	YES			p. 8-9
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	YES	6.2		Consolidated Annual Report 2013, www.orange.pl/for investors/ the company
2.4	Location of organization's headquarters.	YES			p. 123
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	YES			p. 11
2.6	Nature of ownership and legal form.	YES			p. 14
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	YES			p. 8-9
2.8	Scale of the reporting organization.	YES			p. 8
2.9	Significant changes during the reporting period regarding size, structure, or ownership.	YES			Consolidated Annual Report 2013, www.orange.pl/for investors/ the company
2.10	Awards received in the reporting period.	YES			p. 26-28
3. REPORT PARAMETERS					
	REPORT PROFILE				
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	YES			p. 113
3.2	Date of most recent previous report (if any).	YES			p. 113
3.3	Reporting cycle (annual, biennial, etc.)	YES			p. 113
3.4	Contact point for questions regarding the report or its contents.	YES			p. 123
3.5	Process for defining report content.	YES			p. 28-29, 112
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). See GRI Boundary Protocol for further guidance.	YES			p. 8, 113
3.7	State any specific limitations on the scope or boundary of the report (see completeness principle for explanation of scope).	YES			p. 113
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	YES			www.networks.pl
3.9	Data measurement techniques and the bases of calculations, including assumptions and techniques underlying estimations applied to the compilation of the Indicators and other information in the report. Explain any decisions not to apply, or to substantially diverge from, the GRI Indicator Protocols.	YES			p. 114

3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/ periods, nature of business, measurement methods).	YES			no adjustments
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	YES			no changes
GRI CONTENT INDEX					
3.12	Table identifying the location of the Standard Disclosures in the report.	YES			p. 116-121
ASSURANCE					
3.13	Policy and current practice with regard to seeking external assurance for the report. If not included in the assurance report accompanying the sustainability report, explain the scope and basis of any external assurance provided. Also explain the relationship between the reporting organization and the assurance provider(s).	YES	7.5.3		p. 115
4. GOVERNANCE, COMMITMENTS, AND ENGAGEMENT					
GOVERNANCE					
4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	YES	6.2	Principle 1-10	p. 14-16
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	YES			does not apply to Orange Polska
4.3	For organizations that have a unitary board structure, state the number of members of the highest governance body that are independent and/or non-executive members.	YES			p. 16
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	YES			p. 14
4.5	Linkage between compensation for members of the highest governance body, senior managers, and executives (including departure arrangements), and the organization's performance (including social and environmental performance).	YES			The remuneration of Board members is fixed but the bonus system depends on the economic performance of the Company
4.6	Processes in place for the highest governance body to ensure conflicts of interest are avoided.	YES			p. 16
4.7	Process for determining the qualifications and expertise of the members of the highest governance body for guiding the organization's strategy on economic, environmental, and social topics.	YES			p. 14-15
4.8	Internally developed statements of mission or values, codes of conduct, and principles relevant to economic, environmental, and social performance and the status of their implementation.	YES			p. 11-12
4.9	Procedures of the highest governance body for overseeing the organization's identification and management of economic, environmental, and social performance, including relevant risks and opportunities, and adherence or compliance with internationally agreed standards, codes of conduct, and principles.	YES			p. 14-15
4.10	Processes for evaluating the highest governance body's own performance, particularly with respect to economic, environmental, and social performance.	YES			The remuneration of the Supervisory Board is determined by the General Meeting of Shareholders. The remuneration is fixed



attachments

COMMITMENTS TO EXTERNAL INITIATIVES					
4.11	Explanation of whether and how the precautionary approach or principle is addressed by the organization.	YES	6.2.	Principle 7	www.orange.pl /for investors/ corporate governance
4.12	Externally developed economic, environmental, and social charters, principles, or other initiatives to which the organization subscribes or endorses.	YES		Principle 1 -10	p. 20-27, 35, 61-64
4.13	Memberships in associations (such as industry associations) and/or national/international advocacy organizations in which the organization: <ul style="list-style-type: none">• Has positions in governance bodies;• Participates in projects or committees;• Provides substantive funding beyond routine membership dues; or• Views membership as strategic.	YES			p. 17
STAKEHOLDER ENGAGEMENT					
4.14	List of stakeholder groups engaged by the organization.	YES	6.2		p. 28-30
4.15	Basis for identification and selection of stakeholders with whom to engage.	YES			p. 28
4.16	Approaches to stakeholder engagement, including frequency of engagement by type and by stakeholder group.	YES			p. 28-30, 92-93
4.17	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns, including through its reporting	YES			p. 28
ECONOMY					
ECONOMIC PERFORMANCE INDICATORS		YES	6.2, 6.8	Principle 1, 4, 6, 7	p. 14-16, 20-23, 45, 76
	ASPECT: ECONOMIC PERFORMANCE				
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments	YES	6.8, 6.8.3, 6.8.7, 6.8.9		p. 10
	ASPECT: INDIRECT ECONOMIC IMPACTS				
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, inkind, or pro bono engagement	YES	6.3.9, 6.8, 6.8.3, 6.8.4, 6.8.5, 6.8.6, 6.8.7, 6.8.9		p. 40, 46-60
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts	YES	6.3.9, 6.6.6, 6.6.7, 6.7.8, 6.8, 6.8.5, 6.8.6, 6.8.7, 6.8.9		p. 45-46
ENVIRONMENT					
ENVIRONMENTAL PERFORMANCE		YES	6.2, 6.5	Principle 7, 8, 9	p. 79, 84
	Aspekt: SUROWCE/MATERIALY				
EN1	Materials used by weight or volume	partially	6.5, 6.5.4	Principle 8	p. 86-88
	ASPECT: ENERGY				
EN3	Direct energy consumption by primary energy source	YES	6.5, 6.5.4	Principle 8	p. 86
EN4	Indirect energy consumption by primary source	YES			p. 86
EN5	Energy saved due to conservation and efficiency improvements	YES		Principle 8,9	p. 81
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	YES			p. 81-82

	Aspect: ISSUES, SEWAGE AND WASTE				
EN16	Total direct and indirect greenhouse gas emissions by weight.	YES	6.5, 6.5.5	Principle 8	p. 85
EN17	Other relevant indirect greenhouse gas emissions by weight.	YES			p. 85
EN22	Total weight of waste by type and disposal method.	YES	6.5, 6.5.3		p. 87-88
	ASPECT: PRODUCTS AND SERVICES				
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation	YES	6.5, 6.5.4, 6.5.6, 6.7.5	Principle 7, 8, 9	p. 80-84
EN27	Percentage of products sold and their packaging materials that are reclaimed by category	partially	6.5, 6.5.4, 6.7.5	Principle 8, 9	p. 83
	ASPECT: TRANSPORT				
EN29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce	YES	6.5, 6.5.4, 6.5.6	Principle 8	p. 85-86
	LABOR PRACTICES AND DECENT WORK				
	LABOR PRACTICES AND DECENT WORK PERFORMANCE	YES	6.2, 6.4, 6.3.10	Principle 1, 3, 6	p. 91-93
	ASPECT: EMPLOYMENT				
LA1	Total workforce by employment type, employment contract, and region.	YES	6.4, 6.4.3		p. 91
LA2	Total number and rate of employee turnover by age group, gender, and region.	YES		Principle 6	p. 94
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	YES	6.4, 6.4.3, 6.4.4		p. 93, 97
	ASPECT: LABOR MANAGEMENT RELATIONS				
LA4	Percentage of employees covered by collective bargaining agreements.	YES	6.4, 6.4.3, 6.4.4, 6.4.5, 6.3.10	Principle 1, 3	p. 93
LA5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements.	YES	6.4, 6.4.3, 6.4.4, 6.4.5,	Principle 3	30 days
	ASPECT: OCCUPATIONAL HEALTH AND SAFETY				
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region.	YES	6.4, 6.4.6	Principle 1	p. 96
LA9	Health and safety topics covered in formal agreements with trade unions.	YES			Health and safety topics are covered in Multi-establishment Collective Labour Agreement
	ASPECT: TRAINING AND EDUCATION				
LA10	Average hours of training per year per employee by employee category.	partially	6.4, 6.4.7		p. 103
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	YES	6.4, 6.4.7, 6.8.5		p. 101-104
LA12	Percentage of employees receiving regular performance and career development reviews.	YES	6.4, 6.4.7		p. 101



attachments

ASPECT: DIVERSITY AND EQUAL OPPORTUNITY					
LA13	Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity.	YES	6.3.7, 6.3.10, 6.4, 6.4.3	Principle 1,6	www.orange.pl /for investors/ corporate governance
LA14	Ratio of basic salary of men to women by employee category.	YES	6.3.7, 6.3.10, 6.4, 6.4.3, 6.4.4		p. 100
HUMAN RIGHTS					
HUMAN RIGHTS PERFORMANCE			6.2, 6.3	Principle 1, 2, 3, 4, 5, 6	p. 12-13
ASPECT: INVESTMENT AND PROCUREMENT PRACTICES					
HR2	Percentage of significant suppliers and contractors that have undergone screening on human rights and actions taken.	partially	6.3, 6.3.3, 6.3.5, 6.4.3, 6.6.6	Principle 1, 2, 3, 4, 5, 6	p. 36
HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	YES	6.3, 6.3.5		p. 12
ASPECT: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING					
HR5	Operations identified in which the right to exercise freedom of association and collective bargaining may be at significant risk, and actions taken to support these rights.	YES	6.3, 6.3.3, 6.3.4, 6.3.5, 6.3.8, 6.3.10, 6.4.3, 6.4.5	Principle 1, 2, 3	the company has not identified such activities
ASPECT: CHILD LABOR					
HR6	Operations identified as having significant risk for incidents of child labor, and measures taken to contribute to the elimination of child labor.	indicator is not reported indicator with due regard to the materiality principle	6.3, 6.3.3, 6.3.4, 6.3.5, 6.3.7, 6.3.10	Principle 1, 2, 5	
ASPECT: FORCED AND COMPULSORY LABOR					
HR7	Operations identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of forced or compulsory labor.	indicator is not reported indicator with due regard to the materiality principle	6.3, 6.3.3, 6.3.4, 6.3.5, 6.3.7, 6.3.10	Principle 1, 2, 4	
ASPECT: INDIGENOUS RIGHTS					
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken.	indicator is not reported indicator with due regard to the materiality principle	6.3, 6.3.6, 6.3.7, 6.3.8, 6.6.7	Principle 1, 2	

SOCIETY					
SOCIETY PERFORMANCE			6.2, 6.6, 6.8	Principle 10	p. 21-22, 24
	ASPECT: CORRUPTION				
SO3	Percentage of employees trained in organization's anti-corruption policies and procedures.	YES	6.6, 6.6.3	Principle 10	p. 12
	ASPECT: ANTI-COMPETITIVE BEHAVIOR				
SO7	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes.	YES	6.6, 6.6.5, 6.6.7		p. 36
	ASPECT: COMPLIANCE				
SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	YES	6.6, 6.6.7		p. 36
PRODUCT RESPONSIBILITY					
PRODUCT RESPONSIBILITY PERFORMANCE			6.2, 6.6, 6.7	Principle 1,8	p. 24, 45, 67
	ASPECT: CUSTOMER HEALTH AND SAFETY				
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	YES	6.7, 6.7.3, 6.7.4, 6.7.5, 6.7.6, 6.7.9	Principle 8	p. 36
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	YES	6.7, 6.7.4, 6.7.5, 6.7.6, 6.7.8, 6.7.9		p. 31-33
	ASPECT: MARKETING COMMUNICATIONS				
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	YES	6.7, 6.7.3, 6.7.6, 6.7.9		p. 34
PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.	YES			p. 36
	ASPECT: CUSTOMER PRIVACY				
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	partially	6.7, 6.7.7	Principle 1	p. 71
	ASPECT: COMPLIANCE				
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	YES	6.7, 6.7.6		p. 36



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Owing to all of you, Orange Polska's 2013 Corporate Social Responsibility Report is now available to our employees, customers, investors, suppliers and social partners as well as the media and the general public.

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