

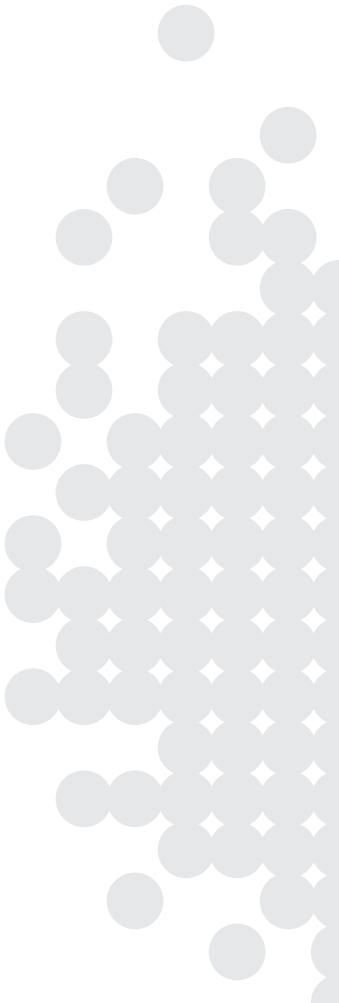
UNGC Communication

of **Progress**  
**2015**



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Ooredoo Maldives became a signatory to the United Nations Global Compact in February 2012. The reporting period is for the year February 2015 - February 2016.

## About Ooredoo Maldives

Ooredoo Maldives provides a wide range of innovative voice and data services tailored to the growing needs of today's consumers and businesses. Guided by its vision of enriching people's lives and its belief that it can stimulate human growth by leveraging communications to help people achieve their full potential, Ooredoo has transformed the telecommunications industry for the people of the Maldives.

Since its inception in the Maldives, Ooredoo has continued to be at forefront of introducing the latest technologies in the global telecommunication market, to the people of Maldives. Ooredoo places topmost priority on empowering customers by providing them with new opportunities for development, powered by the latest innovations in the world. Its networks, services and investments into new growth opportunities all demonstrate the transformative power of Ooredoo for its customers and their communities.

Ooredoo was the first to introduce 2G EDGE, 3G+ & 4G LTE network to the Maldives, thus playing a key role in revolutionizing the country's mobile data market. Their work to drive the local telecommunication market to reach international standards, combined with Ooredoo's aptitude for introducing innovative and beneficial products and services helped the company achieve the favourable position it has in the market today.

With the issuance of an ISP (Internet Service Provider) license in July 2015, Ooredoo is focused on rolling out high speed broadband services across the Maldives. The company is currently in progress of deploying a nation-wide fiber optic submarine cable network, in order to provide internet at optimum speeds to all islands across the Maldives, and effectively address the increasing communication needs across developing islands and new resort locations.

Ooredoo is also working to bring Mobile Money service to the Maldives; an easy-to-use, safe, and affordable alternative to traditional banks. The company was the first to pilot the service in the country, and looks forward to providing the service to communities across the nation, providing a gateway to a world of unmatched convenience, ease and security to the people of Maldives.

In the coming year, Ooredoo will continue to its work to enrich people's lives by expanding into new areas such as Ooredoo Business, Fixed Line Internet, Mobile Money, and Smart City Products, in order to support the needs of the local communities to fully utilise the benefits of the digital age, and connect customers to exciting new opportunities for social and economic development.



## Statement by Chief Executive Officer

I am pleased to confirm that Ooredoo Maldives reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations. We also commit to share this information with our stakeholders using our primary channels of communication.

Sincerely yours

**Vikram Sinha**  
Chief Executive Officer





# Ooredoo: A Community Focused Company that Cares and Connects

As a community-focused company, we are guided by a vision of using our services to enrich people's lives and stimulate human growth. We believe in the power of mobile technology, specifically mobile broadband, as an enabler, to bring about social and economic progress.

In 2015, Ooredoo made a strong commitment to the United Nations Sustainable Development Goals (Global Goals) – a series of 17 ambitious goals to end poverty, fight inequality and injustice, and tackle climate change for everyone by 2030. The reach of mobile technology, particularly into under-served communities, is unprecedented and it can help make a direct

contribution to nearly all of the issues the goals address. Ooredoo is passionate about mobile technology as a tool to effect positive social and economic change, and will continue to work hard in contributing to the sustainable development of the local communities, with special focus on Good

Health, Gender Equality, Infrastructure & Innovation, Quality Education and Climate Action.

Some of the key initiatives and contributions that were carried out over the past twelve months under our corporate social responsibility program includes;

## Good Health

Our focus is on making a difference in three main areas: Women's Health, Children's Health & Wellbeing, and Disaster Response.

### Support to Child Helpline Maldives:

Ooredoo Group raised funds in support of Child Helpline Maldives, and also donated a smart phone and a toll-free number through which children in need can reach out to the Child Helpline. No charges will be incurred by the organisation managing the Child Helpline for the toll-free calls made to the number. This initiative was carried out in association with GSMA's partnership with Child Helpline International (CHI) to protect children and guarantee their right to be heard. Ooredoo is among GSMA's operator members who have pledged to support child helplines in their communities, and is a strong supporter of Child Helpline International's 'Free Our Voices' campaign to generate public support for child helplines across the globe.

### Donation of Life Saving Equipment to IGMH:

Ooredoo Maldives the donation of six LIFEPAK 20e defibrillators to Indira Gandhi Memorial Hospital (IGMH). Defibrillators are used to give an electric shock to the heart, in order to re-establish normal contraction rhythms in a heart having dangerous arrhythmia or in cardiac arrest. With early defibrillation being an essential part of providing effective emergency cardiovascular care, the increased availability of defibrillators across the hospital will support emergency personnel in providing immediate response to emergency cases.

### Support during Times of Crisis:

Ooredoo is an active supporter of GSMA's Humanitarian Connectivity Charter, demonstrating the commitment of the mobile industry to support customers and responders before and during humanitarian emergencies, and have committed to

implement the disaster response initiative to ensure effective and predictable response during times of crisis.

Ooredoo was among the first corporates in the Maldives to volunteer their support in times of crisis; such as the water crisis in Male', the devastating earthquake in Indonesia last year, the mecca crane collapse, the stampede in mina, and the power crisis in Thinadhoo.

The company has contributed both in terms of monetary donations, active participation as volunteers during recovery efforts, and by utilising mobile technologies to provide support to those affected. This includes the provision of free calls to get in touch with friends and family, creating awareness through bulk messaging, using location based technologies to track recovery vessels etc.







# Gender Equality

We champion women, helping them to overcome the barriers which prevent them from pursuing their own economic and social development.

## **Connected Women Program:**

We firmly believe that everyone has the right to access the internet and experience all of the benefits of connectivity, including access to critical information and connecting with one another. In 2015, Ooredoo Maldives endorsed GSMA's Connected Women Program, which is focused on the socio-economic benefits of greater inclusion of women at all points in the mobile industry from consumer to employee to leaders. As a committed partner to the Connected Women programme which accelerates growth of the female digital economy, Ooredoo is working to bring significant socio-economic benefits to all women and to the mobile eco-system of Maldives.

## **Smart Ideas for Women Program:**

As part of Ooredoo's commitment to Connecting Women

across the Maldives, the company launched the 'Smart Ideas for Women' challenge. The initiative was held in collaboration with local NGO, Woman on Boards (WOB) with the aim to further understand key challenges being faced by women across our communities and to create awareness on how technologies can provide smart solutions in tackling these issues.

## **The Conference for Women:**

Ooredoo powered Women on Board's "The Conference for Women" held in Bandos Island Resort last year, which provided breakthrough success strategies and insights for women of all ages. The event was attended by young women from a variety of local corporates, and provided them an opportunity to network with and learn from some of the leading women in the local society.

# Infrastructure & Innovation

Ooredoo is working to close the digital divide, help everyone stay connected all of the time, and power local innovation within

## **Free Basics, in partnership with Facebook:**

Ooredoo Maldives and Facebook have partnered to connect more people in the Maldives to the internet and its limitless opportunities with the launch of Free Basics in the Maldives. Free Basics, a Facebook-led initiative, is aimed at making internet access available to the two thirds of the world's population who have never been connected to the internet before. Free Basics gives Ooredoo the opportunity to connect more people in the Maldives to a range of free basic services like news, health, travel, local jobs, sports, communication via the Free Basics website and mobile application.

## **Smart City Initiative:**

Ooredoo launched Smart City initiative in the Maldives, committing to connect the nation with smart solutions aimed to enrich the lives of the population. As cities across the world deal with a growing range of issues, including over-population, traffic congestion, pollution and high levels of energy consumption, the world is seeing a rise in the number of "smart cities" – urban areas which use ICT solutions to address mobile, transport, energy sustainability, infrastructure, governance, and security issues. Ooredoo unveiled a number of smart solutions that connect Ooredoo customers to Smart Homes, Smart Offices, Smart Schools and Smart Surveillance Systems.

## **Ooredoo Wi-Fi Hangout:**

As part of its Smart City umbrella, Ooredoo introduced Wi-Fi hangout areas across prime spots in the capital city including

hospitals, ferry terminals, youth center, café's etc. The company will continue to expand this service across the country, enabling customers with seamless access to a fast, secure and affordable internet connection from wherever they are. Ooredoo is also providing Free Wi-Fi access at public utility areas such as IGMH hospital, ferry terminals and the youth center. Customers can use 50 Mb of data per day within the Free Wi-Fi service, giving them the opportunity to catch up on news websites or connect with friends and family via social media, email, and social chat platforms such as WhatsApp and Viber.

## **Connected Women Commitment:**

On 25th February 2016 at the Mobile World Congress in Barcelona, Ooredoo Maldives became one of the first GSMA operator members to endorse the Connected Women Commitment Initiative aimed at reducing the mobile gender gap. Together, these operators will seek to increase the proportion of their female customers using mobile internet and mobile financial services. Some key areas that Ooredoo is already focusing on to reduce the mobile gender divide include; improving digital literacy among women and girls through educational programmes and interactive content, strengthening gender diverse policies within the workplace to ensure equal opportunities to women and men, as well as engaging and supporting women and girls to contribute to and succeed in the technology field.







# Education

Ooredoo will work to ensure inclusive and quality education for all and promote lifelong learning, through effective and innovation smart solutions.

## Smart Schools:

Ooredoo has already started using smart technologies to support young people. The company has setup a telecenter's at local schools such as Iskandhar School and Muhyiddin School, and has enabled free access to a number of educational websites, adding to the interactive learning experience of young students.

# Sports

We will continue to build on our global partnerships with Messi Foundation & PSG, as well as local partnerships with Football Association of Maldives and other NGO's, in our mutual aspiration to encourage healthy lifestyles and support young peoples' ambitions.

## Simply Do Wonders, in partnership with Messi:

A young sports fan from Maldives had the chance to meet sporting hero and Ooredoo brand ambassador Leo Messi in Barcelona last year, as Ooredoo's successful "Simply Do Wonders" competition concluded. While visiting Barcelona, the children also saw Leo Messi playing football during an official match.

## Fans Do Wonders, in partnership with PSG:

The winners of Ooredoo's global advertising campaign with Paris Saint-Germain, "Fans Do Wonders", travelled to Qatar to meet the players and be a part of a friendly match between Inter Milan and Paris Saint-Germain on 30 December at Al Sadd Stadium in Qatar. The winner got the chance to watch the match and attend a training session with the players on 28 December in Qatar's Aspire Zone.

## Coaching Clinics by PSG Academy:

The "Paris Saint-Germain Academy brought to you by Ooredoo" coaching clinics took place in Maldives, with special training sessions at the Henviru Stadium. More than 200 six to sixteen year-old young people took part, having been specially-selected from the Football Association Maldives and through Ooredoo Social Media competition.

## Tech Tips Awareness Campaign:

Ooredoo carried out an online campaign on how to use mobile technologies, with special focus on the internet, in a safe and productive manner. The company also carried out a special session for children with disabilities, who are members of Care Society. The session highlighted on how to use internet and social media safely, ensure privacy of information, and how to protect themselves from online bullying from online predators

The sessions provided important insights into a range of topics – from proper training and preparation through to injury management – and will take the aspiring young footballers closer to their dreams of playing professionally. Led by Paris Saint-Germain coaches, the clinics are designed to educate, motivate and encourage young football players, and potentially connect them with a range of new life opportunities.

In addition, Ooredoo and Paris-Saint Germain organised a special training seminar for 36 local coaches of Maldives football clubs sponsored by Ooredoo, as part of the wider investment in supporting football in Maldives.

## Ooredoo Masrace:

Since 2009, the 'Ooredoo Masrace' show has become an important part of local culture during Ramadan, having revolutionized night fishing into a competitive sport across the country.

## Ooredoo Dhivehi Premier League:

Ooredoo Maldives sponsored the rebranded Dhivehi Premier League by Football Association of Maldives for the year 2015. Football brings people together, and through this partnership, Ooredoo & FAM worked to bring Maldivian football to the next level, while developing local footballers and connecting them to their fans.









# The Ten Principles of the United Nations Global Compact

## HUMAN RIGHTS

**Principle 1:** Business should support and respect the protection of internationally proclaimed human rights.

**Principle 2:** Business should ensure that they are not complicit in human rights abuses.

## LABOUR

**Principle 3:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

**Principle 4:** The elimination of all forms of forced and compulsory labour.

**Principle 5:** The effective abolition of child labour.

**Principle 6:** The elimination of discrimination in respect of employment and occupation.

## ENVIRONMENT

**Principle 7:** Business should support a precautionary approach to environmental challenges.

**Principle 8:** Business should undertake initiatives to promote greater environmental responsibility.

**Principle 9:** Business should encourage the development and diffusion of environmentally friendly technologies.

## ANTI CORRUPTION

**Principle 10:** Business should work against corruption in all its forms, including extortion and bribery.

# United Nations Global Compact – Human Rights Principles

## Principle 1

Business should support and respect the protection of internationally proclaimed human rights.

## Principle 1

Business should ensure that they are not complicit in human rights abuses.

### Health & Safety

At Ooredoo we're committed to our employee's health and safety and expect all employees to take appropriate actions and promptly report incidents that are likely to result health and safety concerns. The Company issues personal protective equipment and have safety work instructions for all hazardous activities.

### Fair Treatment & Workplace without Harassment

Our policies and procedures are designed to ensure that everyone is treated fairly and consistent manner, in the context of assigning work, remuneration, career development or other employment related matters.

The Company policy prohibits harassment of any form in the work environment and does not accept retaliation or retribution against any employee who has lodged such a complaint

### Medical Insurance & Retirement Benefits

Ooredoo provides its permanent employees and their immediate family with medical care. Employees are enrolled in the company's medical insurance scheme on completion of probation period. The company has been successfully providing medical insurance to staff since 2005.

#### 4.1 Implementation

- Company policies and procedures are shared with all employees following the signing of employee contracts, and during the induction program that is carried out for all new joiners.
- Annual First Aid Trainings, Maritime Trainings and Fire & Safety Trainings conducted for relevant staff members.
- All employees are given medical insurance, and registered under the retirement benefit fund.

#### 4.2 Measurement of Outcomes

- Introduction of policy on whistle blowing to ensure the receipt, analysis and processing of reports of

violation of laws, regulations, policies, decisions, instructions, code of conduct or ethics in the company, in addition to the problems that occur in the system of internal control, maintain the confidentiality of company information and fraud attempts. This includes any errors that may have a negative impact on the company, group, employees, customers, investors, shareholders or others in general.

- The whistle-blower reporting is controlled by the Internal Audit Department of Ooredoo Maldives, information related to the whistle blower and reported issues will kept confidential.
- No reports have been filed since the system has been implemented.





# United Nations Global Compact- Labour Principles

## Principle 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

## Principle 5

The effective abolition of child labour.

## Equal Opportunity to all

Applicants and employees shall have equal opportunities in employment, training, or promotion irrespective of their race, colour, marital status, parental status, ancestry, source of income, religion, gender, age, national origin or handicap. Maldives is a signatory to the United Declaration of Human Rights, and Ooredoo complies with all local laws and regulations and respect the culture, values and human rights throughout our operations.

### 5.1 Implementation.

- Recruitment, employment criteria and promotions can only be processed as per strict company policies, that are in accordance with the United Declaration of Human Rights and the Maldivian Employment Law. Any changes to policy will need to be approved by the board of Ooredoo Maldives.

### 5.2 Measurement of Outcomes

- Introduction of policy on whistle blowing to ensure the receipt, analysis and processing of reports of violation of laws, regulations, policies, decisions, instructions, code of conduct or ethics in the company, in addition to the problems that occur in the system of internal control, maintain the confidentiality of company information and fraud attempts. This includes any errors that may have a negative impact on the Company, group, employees, customers, investors, shareholders or others in

## Principle 4

The elimination of all forms of forced and compulsory labour.

## Principle 6

The elimination of discrimination in respect of employment and occupation.

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- Employee Engagement Survey carried out on an annual basis, through which employees are able to report any discomforts, distresses or wrongdoings on a confidential basis. The survey is carried out by an external party to ensure its confidentiality, and reviewed by HR, management and Ooredoo group.
- Skip level meetings are held across divisions, in order to provide a safe environment for employees to share concerns and complaints, ensuring that their voice is heard.
- No relevant reports have been filed since the systems have been implemented.

# United Nations Global Compact- Environment Principles

## Principle 7

Business should support a precautionary approach to environmental challenges.

## Principle 9

Business should encourage the development and diffusion of environmentally friendly technologies.

## Principle 8

Business should undertake initiatives to promote greater environmental responsibility.

### 6.0 Implementation

We help to protect our planet by implementing green practices within our business activities.

- Ooredoo Maldives deployed 'Easy Macro', a new technology that enhances user experience while meeting the increasing demand of its customers. Easy Macro is environmentally friendly with a carbon footprint of zero, and will help to improve user experience during high peak hours and high peak locations.
- In helping to protect our planet, Ooredoo was the first company in Maldives to introduce the modern Single Radio Access Network (RAN) equipment which helps save 54% in electricity consumption and 80% in carbon footprint.
- Ooredoo Maldives moved all of its customers to paperless billing 'eBill service' to cut down on paper waste as part of the company's many 'Go Green' initiatives. In helping to protecting our planet and as part of the company's many 'Go Green' initiatives, effective of 1st June 2015 Ooredoo customers receive Bill instead of a printed paper bill. However printed paper bills will be still available on request, but customers will be charged a fee of MVR25 per bill to continue receiving them.

- Company-wide "Go Green" program carried out to encourage environment friendly practices and to reduce wastage of resources such as electricity, water, paper etc. Go Green program well received by employees, leading to a significant reduction in electricity charges.

### 6.1 Measurement of Outcomes

- Introduction of policy on whistle blowing to ensure the receipt, analysis and processing of reports of violation of laws, regulations, policies, decisions, instructions, code of conduct or ethics in the company, in addition to the problems that occur in the system of internal control, maintain the confidentiality of company information and fraud attempts. This includes any errors that may have a negative impact on the Company, group, employees, customers, investors, shareholders or others in general. The whistle-blower reporting is controlled by the Internal Audit Department of Ooredoo Maldives, information related to the whistle blower and reported issues will kept confidential.
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- No relevant reports have been filed since the systems have been implemented.

# United Nations Global Compact- Anti-Corruption Principles

## Principle 10

Business should work against corruption in all its forms, including extortion and bribery.

### **We have various policies' in relate to corruption which includes:**

#### **Suppliers**

Employees must interact with suppliers or vendors with honesty and integrity. Decisions to purchase products and services shall be based on the company's interest, taking into account factors such as quality, price, performance, suitability, and reliability. Employees who are required to engage in dealings with regard to purchasing of assets, items and equipment's or obtaining services from suppliers, vendors and service providers should avoid conflict of interest or appearance of any conflict of interest.

#### **Conflict of Interest**

Employees shall not practice any business or trade, which is in conflict with their duties, or with the Company's interest or which may cause the employee to have direct or indirect interest in any contracts or works related to the Company's activities or to which the Company is a party.

The Company policy requires that employees avoid any situation that creates a conflict of interest between the employee's own interest and that of the Company. Employees shall ensure that their activities during and after office hours do not conflict with their duties or with the company's interest. The employee should inform the management in case any activity or situation creates a conflict of interest.

It is the responsibility of the employee to declare their business interest that may or may not create any conflict of interest.

#### **7.1 Implementation**

- Policies regarding anti-corruption are shared by HR, upon employment offer and contract signing, as well as during induction trainings for new staff.
- Annual Internal Audits conducted to prevent corruption and bribery.
- Disciplinary committee assembled to carry out non biased investigations upon any reports of fraud, bribery or corruptions.

#### **7.2 Measurement of Outcomes**

- Introduction of policy on whistle blowing to ensure the receipt, analysis and processing of reports of violation of laws, regu-

confidentiality of company information and fraud attempts. This includes any errors that may have a negative impact on the Company, group, employees, customers, investors, share holders or others in general. The whistle-blower reporting is controlled by the Internal Audit Department of Ooredoo Maldives, information related to the whistle blower and reported issues will kept confidential.

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