

Promotion Internet Safety in Schools

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Safer Internet Forum

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CSR Strategy

- One of the priorities of FT Group within its CSR strategy for 2009-2012 is to promote a safe and responsible use of our services: protect and inform customers about risks generated by our services (privacy, childhood protection...)
- In order to achieve this commitment Orange Spain promotes:
 - Self Regulation actions to foster and encourage responsible use of new technologies. Spain was the first European country in signing a national Code of Conduct in December 2007
 - Parental Control and filtering solutions to enable customers to avoid or block access to undesirable and risky contents
 - Awareness raising campaigns. In light of the very rapid development of new technologies, filtering cannot eliminate all risks. Orange therefore works with experts to raise awareness among parents and children



Awareness Actions

- We have published a parent 's guide to promote the good use of mobile phones and internet by children. Developed in collaboration with Protegeles and Unicef this guide is now available on our website and in our sales points.
- We also comply with our responsible marketing guide to ensure that our advertising campaigns are in line with international codes of conduct and our commitments to corporate responsibility and do not target children
- We deliver conferences in schools to raise awareness among children and parents to ensure a safer use of Internet



Parents Guide



Child Protection volunteers

- Child protection volunteers are Orange employees who have a personal interest in online child protection issues as being parents or having a personal experience and skills in this topic from their career
- All volunteers are trained for this role by the Spanish NGO Protegeles who provides us the presentation used by our employees in schools



- Our messages always focus on safe and responsible use of internet by minors; we do not mention in our conferences the mobile phone use by children because of the social alarm that exists in some schools due to the phone masts.



Alliances

- Besides our collaboration with Protegeles and in order to reach the schools we signed an agreement with the Town Hall of Pozuelo de Alarcon (Madrid) as Orange Spain is based in this community. They were very concerned about the use of new technologies by their younger students and were therefore very interested in supporting our initiative



- Thanks to this collaboration they selected for us the 12 schools where our 12 volunteers went to deliver lectures

Results


- We launched the program in April 2009 and we achieved collaborations with 9 schools and 300 children of the age 11-12 years. We are planning to relaunch the program in november 2009 and to involve more communities and employees



summary

- Our objective for 2009-2012 is to become the leader in child safety issues in the telecoms industry
- The industry has a key role in helping young people to use internet technologies in a safe and responsible way
- We will continue to develop partnerships with more actors involved in child protections issues (Ministry of Education, NGOs, Parents Associations...)
- We have a volunteer programme that is a success and we are proud of
- Increased stakeholders attention and dialogue (community, customers, employees...) on safety online issues



A photograph of three people in business attire standing on a train platform, looking at a blurred high-speed train passing by. The train is moving from left to right, creating horizontal streaks of light and color. The background is a clear blue sky with some light clouds. The overall mood is one of anticipation and movement.

thank you &
questions