

Orange – e-education

March 2013



e-education for emerging countries

Orange has decided to **place socio-economic development at the heart of its strategy** in emerging countries. Orange believes in **innovative win-win solutions** for the countries where it is present and in co-developing these solutions in partnership with **local stakeholders**.

Orange believes that ICT can contribute to quality education and literacy. The Orange strategy in Africa consists in

- facilitating the digital equipment of educational and cultural institutions
- developing innovative ICT solutions and services for education and culture
- overcoming cultural and cognitive barriers by tailor-made solutions
- promoting the use of ICT for education



Orange's position in the e-education value chain

digital courses

- Orange as provider for mobile and web-based educational courses and apps
- ... in co-operation with French and African universities
- commercially launched language courses: Côte d'Ivoire: English; Madagascar: English, French, Malagasy
- other areas of interest: professional training in ICT; massive open online courses
- analysis of the customer base through (Social Marketing)

connectivity

- connectivity for educational institutions
- high-speed connection of universities to worldwide education networks

e-content

- Orange as aggregator of (local) e-education contents
- educational content on Orange pan-African portal StarAfrica.com
- free access to Wikipedia for all Orange customers in Africa

The screenshot shows the StarAfrica.com website with a navigation bar at the top containing links for 'accueil', 'actualités', 'football', '+ de sport', 'musique', 'éducation', 'emploi', 'cartes prépayées', and language options 'English Français'. The main content area is divided into several sections:

- Accueil:** Includes a search bar, a 'S'inscrire!' button, and a link to 'Pourquoi s'inscrire?'.
- Actualités > Afrique:** Features an article titled 'Attentat de Marrakech: un responsable judiciaire dément toute arrestation' with a sub-headline 'autorités marocaines dans le cadre de l'enquête sur...'. It includes a date '05/05/2011 13:19 GMT' and a 'Réagir à l'article' button.
- Actualité et agenda:** Contains an article 'Mangasport: Fortunes diverses' with a sub-headline 'Le Stade de France salue la démarche fraternelle de la Journée Internationale de la Francophonie avec la Nuit Africaine!'. It includes a date '04/05/2011 17:30 GMT' and a 'Réagir à l'article' button.
- Quoi de neuf:** Lists various content types: Blogs, Logiciels libres, Cartes téléphones, TransfertPays, Interviews, and CAN Orange 2012.
- Événement de la semaine:** Announces the 'Finale: Nigéria 3- Cameroun 2: Le Nigéria au bout du suspense' with a sub-headline 'Cette finale entre le Nigéria et le Cameroun (3-2) sentait le souffre et la poudre. L'ambiance'.
- CAN Orange U-20:** Announces 'BILAN de Afrique du sud 2011' with a sub-headline 'La CAN Orange U20 a pris fin hier dimanche en Afrique du sud avec le 6e sacre du Nigéria. Tandis...'.

At the bottom right, there is a promotional banner for 'retrouvez notre nouvelle chaine football fan club' with an image of a soccer player. The footer includes 'Cartes prépayées' and the date '02/05/2011 16:12 GMT'.

Niger: tablets for secondary schools



In partnership with the French development cooperation agency AFD and the NGO Aide & Action Orange has equipped pupils and teachers of secondary schools in Niger with tablets.

- 1 year pilot with external evaluation conducted in 2 schools (150 pupils)
- schools are provided with 3G and Wifi connection
- if successful, AFD and/or Partners will probably finance pre-generalisation phase: extension to 3000 students in several African countries + generalisation to all pupils in a later stage
- other partners: national Ministry of Education, Orange Foundation, international and local content editors

Tablets: an all-round educational tool

- digital schoolbooks
- other digital books + press articles
- courses and audio/video content prepared by teachers
- references: encyclopaedias, dictionaries, translators...
- calculators
- maps
- solar charger
- Usability Analysis through Probes system implemented on cell phone



Madagascar: training primary teachers through mobile phones



- **IFADEM Madagascar : Partners : French Development Agency (AFD), Agence Universitaire de la Francophonie (AUF), Orange Madagascar**
- Mobile Learning Solution for training of primary teachers
- Pilot for 1 year with 500 teachers followed by an evaluation
- In case of success potential extension to 35 000 teachers in Madagascar + Niger or Ivory Cost

Pilot launch of services M-Education

- Orange Money : Secure Mobile Payment
- Quiz SMS : Evaluate the Teachers Knowledge
- Virtual Call Center : Leave question on IVR and treat via Web
- Push SMS) : Advice and Information
- solar charger for Cell phone
- Usability Analysis through spyware system implemented on cell phone
- Testing OPEN BTS equipment to extend the Mobile Network Access through cell phone for the school located in rural area



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