Orange has a strong presence in AMEA

- 25 operations in 2012
- 17 operations in 2009
- 12 operations in 2006

- 84 million clients
- 21000 employees
- € 1.1 billion investment
- € 5 billion turnover
- + 6% turnover growth

our Group provides services for residential customers in 35 countries in the world and for businesses in 220 countries and territories
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 data mining techniques (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

---

**StarAfrica.com**

- Accueil
- Actualités
- Football
- + de sport
- Musique
- Éducation
- Emploi
- Cartes prépayées

---

**Football africain**

- Match de football: Senegal vs. Madagascar
- Réagis à l'article | 0 comments

**Attentat de Marrakech: un responsable judiciaire dément toute arrestation**

- Réagis à l'article | 0 comments

---

**StarAfrica Radio**

- Dodo
- Cartes prépayées

---

**Côte d’Ivoire**

- Diffusion de la demi-finale de la Coupe du monde de la FIFA en Russie 2018
- Réagis à l'article | 0 comments

---

**CN24**

- Couverture de la CAN 2019
- Réagis à l'article | 0 comments

---

**CN24**

- Couverture de la CAN 2020
- Réagis à l'article | 0 comments

---

**CN24**

- Couverture de la CAN 2021
- Réagis à l'article | 0 comments

---

**CN24**

- Couverture de la CAN 2022
- Réagis à l'article | 0 comments

---

**CN24**

- Couverture de la CAN 2023
- Réagis à l'article | 0 comments

---

**CN24**

- Couverture de la CAN 2024
- Réagis à l'article | 0 comments

---

**CN24**

- Couverture de la CAN 2025
- Réagis à l'article | 0 comments
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
Virtual Call Center

1. makes a call to the IVR for registering a question
2. makes a call to the IVR for getting the answer as voice response receiving the SMS
3. FAQ
   - logs voice message data
   - access to FAQ to select an answer
   - answer it self
   - call / email an expert
4. TTS
   - Transcription in Text to Speech
5. Send SMS with a Query ID
6. Vocal IVR
   - List of questions in audio format
7. Radio stations broadcast
   - the "Response 1" if the response is relevant to make a radio show

Radio
France Telecom Orange - contacts

  – Bernard Yvetot: bernard.yvetot@orange.com
  – Julia Nietsch: julia.nietsch@orange.com

→ Orange Labs - Program Support for Collaborative Project 4 Local Innovation
  - Erwan Le Quentrec: erwan.lequentrec@orange.com
  - Ralph Ankri: ralph.ankri@orange.com