

Our commitment to Global Goals

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Ooredoo is committed to the United Nation's Sustainable Development Goals, which aim to eradicate extreme poverty, improve the lives of people and create an all-round healthier world for tomorrow.



We believe in the power of mobile broadband to enrich people's lives.



We will go above and beyond to respond to this ambitious post-2015 agenda, focusing our efforts on the following areas:



We work hard to stimulate human growth and contribute to the sustainable development of the communities we operate in.

GOAL 3: Good Health

GOAL 5: Gender Equality

GOAL 9: Innovation & Infrastructure



GOAL 3

Ensure healthy lives and promote well-being for all at all ages

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



Did you know?

In Indonesia ~10.2 million children are seen as vulnerable to infectious diseases, because of diet and lack of access to healthcare and education.

We offer an immediate response to some of the serious health issues being faced by people in underserved communities across our global footprint.



HEALTH & NUTRITION

Ooredoo's Mobile Health Clinics provide free medical treatment and consultations to rural communities.

The Clinics are operated in partnership with the Leo Messi Foundation and aim to reach more than 2 million young people in Algeria, Indonesia, Myanmar and Tunisia by 2016.



DEVELOPING AWARENESS

The Clinics also play an educational role, teaching parents and children the importance of a healthy lifestyle and disease prevention.



DIGITAL INNOVATIONS

'MayMay' is a maternal healthcare app that ensures that pre- and postnatal maternal health and infant wellness information is readily available to women across Myanmar.



HUMANITARIAN & DISASTER RESPONSE

Ooredoo also provides immediate assistance, free access to services, and recovery efforts to those affected by natural disasters and humanitarian emergencies in our markets.

Our Smile for Peace initiative in Iraq aims to keep communication alive within Iraq's conflict zones, providing refugees and IDPs with the means to connect with their families and receive information from the outside world.

Ooredoo actively supports the GSMA's Humanitarian Connectivity Charter as part of our commitment to support customers and first responders before and during humanitarian emergencies.



GOAL 5

Achieve gender equality and empower all women and girls

The empowerment of women is a serious commitment for Ooredoo, and sits at the heart of our corporate culture.



Did you know?

Bringing 600 million additional women and girls online could boost global GDP by up to US\$13-18 billion.

Ooredoo's companies are proud to take the lead in providing award-winning services for women in markets ranging from Iraq to Indonesia, bringing more women online, boosting national GDP and helping create fair and equal access.



CHALLENGING WOMEN TO DO MORE

Helping women across our global footprint to optimize their use of ICT and become financially independent by becoming womenpreneurs, or sales agents.



PROVIDING FINANCIAL, EDUCATIONAL AND OTHER SUPPORT

INSPERA uses mobile technology to offer Indonesia's womenpreneurs functional training, working capital and guidance for how to become more independent and financially resourceful.



WOMEN IN THE WORKFORCE

Ooredoo is one of the World Bank Group key partners in the 'She Works' initiative, which was launched in 2014 and promotes female inclusion in the work place. Within two years, the aim is to improve opportunities for more than 300,000 women.

In Qatar, Ooredoo has partnered with national community 'How Women Work' to provide opportunities which empower women with a particular focus on female entrepreneurs, executives, employees and jobseekers.



UNDERSTANDING CULTURAL NORMS AND WORKING TO BREAK BARRIERS DOWN

Tailoring products such as Iraq's 'Almas Line' or Myanmar's 'Phay Phay' to overcome the cultural norms which can limit female mobile use.



ADVANCING THE ROLE OF WOMEN AND BUILDING AWARENESS ON A GLOBAL STAGE

Ooredoo's Chairman is on the Advisory Board of the World Economic Forum's gender parity programme, which is committed to promoting women's leadership and gender parity across the globe.



DEEPENING OUR UNDERSTANDING

Ooredoo has joined the GSMA to study the socio-economic benefits of greater access to mobile technology for women and develop ways to increase female access to the digital economy.

Ooredoo creates tailored products and services for women's everyday needs. In Iraq, our female-dedicated Almas line has connected more than 2 million female customers.



GOAL 9

Build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation

Ooredoo is working to close the digital divide, help everyone stay connected all of the time, and power local innovation in each of our markets.



Did you know?

For every 10% increase in a country's mobile broadband use there is an accompanying GDP growth of approximately 2%.

Across our footprint, we are passionate about growing the global digital economy, driving economic progress and supporting innovation.



MOBILE INTERNET AS A TOOL FOR SOCIAL & FINANCIAL INCLUSION

Mobile Education
Our Mobile Academy service offers more than 50 courses on a wide variety of subjects and has over 350,000 customers.

Our Najjahi service in Tunisia offers mobile learning and employment services to over 400,000 people.

We play a pioneering role in the provision of mobile education, with Ooredoo's Mobile recently launching 'Learn English' services in Palestine.

Mobile Money
Ooredoo's mobile financial services serve more than 3.5 million transactions a month in Qatar, Indonesia and Tunisia.

In support of the World Bank Group's goal to achieve universal financial access, we have committed to providing 17 million people across our global footprint with mobile financial services by 2020.

mAgri Solutions
The Farmer, Ooredoo's mAgri service in Myanmar, will (when launched) help farmers across the country increase productivity, easily obtain the latest agricultural information and share proven farming practices.



POWERING INNOVATION

Across our footprint we are passionate about powering innovation and supporting entrepreneurs in all stages of growth and development:

- Algeria**
 - Algeria's first iStart mobile app store
 - The GeekFour developer summit
 - Oobarmijoo startup incubator
 - iStart supporting startups
- Indonesia**
 - IWIC developer competitions and hackathons
 - Ideabox startup incubator
 - SB ISAT investing in growth stage startups
- Myanmar**
 - Ideabox startup accelerator
 - Supported the country's first-ever series of Hackathons
- Tunisia**
 - The Startup Factory, startup incubator
 - Intilaq, Tunisia's first-ever Innovation and Business hub
- Qatar**
 - Arab Mobile App Challenge



SUPPORTING CUSTOMERS' INCREASINGLY DIGITAL LIFESTYLES

Through the introduction of affordable smartphone devices, and by continuing to create and nurture partnerships with major technology and content players, we are making mobile services an integrated part of our customers' everyday activities.

Internet.org
Over one million people in Indonesia have accessed the internet using internet.org, a mobile broadband service launched exclusively in partnership with Facebook.

Google Play store™ carrier billing
Expanding digital access by enabling customers to pay for digital content from the Google Play store in just one click with phone credit.

Mobile Connect
To help our customers in Indonesia protect their identity online we launched Mobile Connect, the GSMA's standard for secure access to mobile and digital services, in partnership with Ericsson.



SMARTER INFRASTRUCTURE

Ooredoo's smart solutions offer the potential for us to reduce energy usage, enable greater automation and provide more people with faster access to a world of information and educational material.

Our next-gen smart solutions include:

- Smart City Services
- Smart Learning
- M2M/IOT Technologies
- Smart Stadium Technology

The Global Goals set an ambitious agenda, yet they are heavily reliant on the private sector's pledged commitment to achieve their targets.

Above we have outlined some of the ways in which we are already working to transform these mission statements into a reality.

Our commitment is that we will build on these, further their reach and continue to innovate as we work to create a better tomorrow for all.

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