

Ethicals considerations & innovations for older people

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content

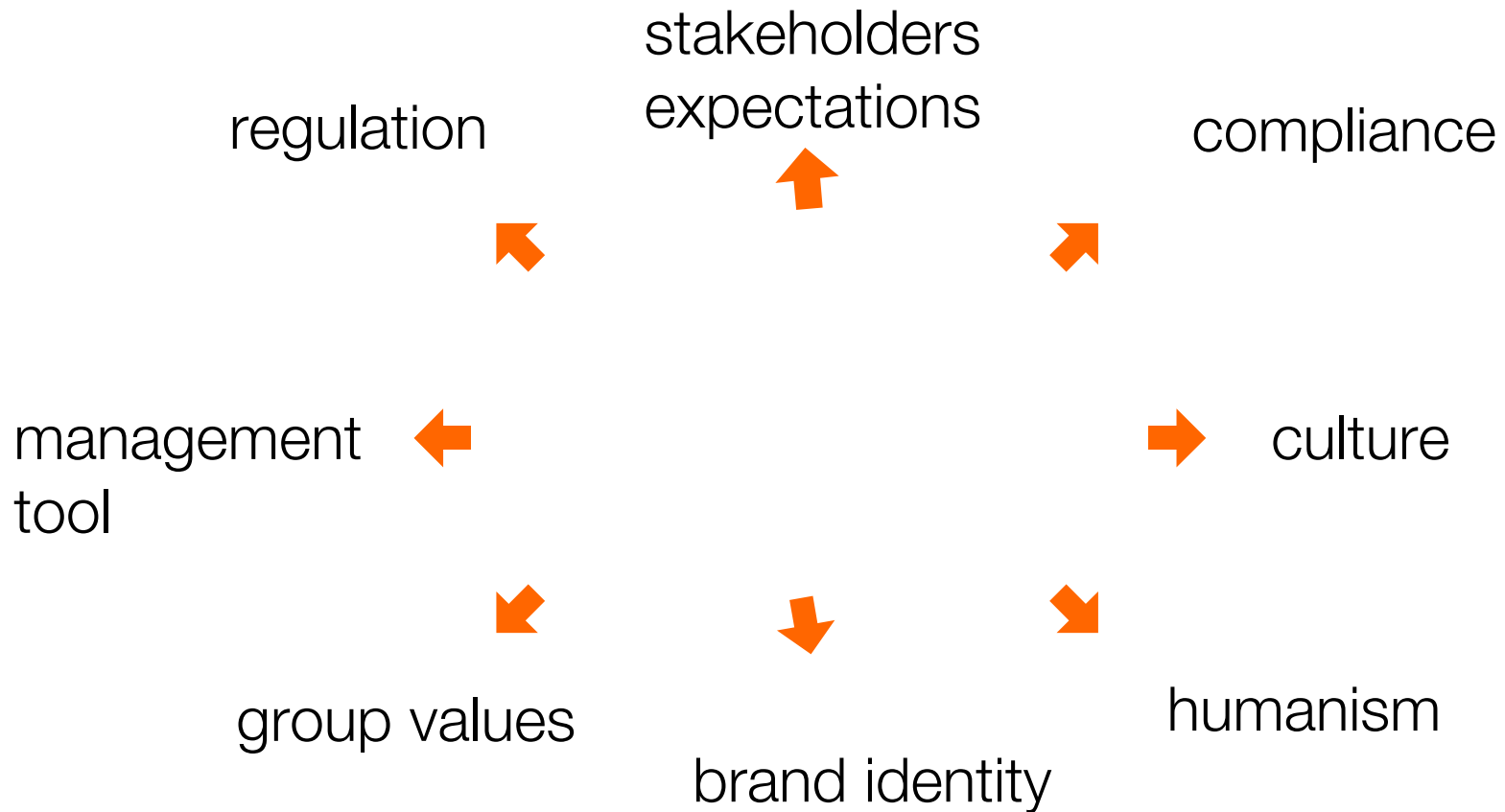
- part 1 what is the relation between ethics & accessibility to the communication for older people?
- part 2 the accessibility and design for all strategy
- part 3 overall common background
- part 4 a consistent and groupwide approach
- part 5 the accessibility disposal

1 – what is ethics all about ?

- ethics is more than :
 - being in fashion and following the herd
 - being compliant with laws and regulations
 - creating value by doing business “the right way”

- ethics is important because it is based on :
 - shared values, action principles and personal behaviour for the benefit of our clients, shareholders, employees, communities and countries
 - the effort to safeguard the environment and the needs of future generations

1 - what is ethics all about ?



1 - what is accessibility to the communication for elderly people?

- accessibility is :
 - the fact a product **can be used by all** and any of our customers
 - a **forward-looking process** with a simplification of access, great ergonomomy, a straight-forward use
 - a **duty and an opportunity for all the employees** : be performant and take in account the needs of the elderly people (brand value, innovation...)
- stakes :
 - **introduce a differentiation** versus our competitors, by addressing a huge market including the ageing population
 - **avoid specific cost** adaptations and legal adaptations by integrating a total accessibility up-stream (Design for All)
 - **increase use and loyalty** : a better proximity with our customers
 - the opportunity to sell « life services » by our salesforce and to give more to society than just a product »

2 – the accessibility and design for all strategy

- our commitments :
 - set up a policy of « Design For All » integrating accessibility from the very beginning into the creation process
 - making the direct and indirect distribution channels accessible
- accessibility strategy : accessibility integration into the Group's processes (from R&D to delivery) by :
 - screening all the Home, Personal and Technocenter current and new offers
 - conceiving dedicated solutions, to be extended to all customers, in terms of ergonomy, simplicity and technology thanks to the « Design for All » concept (avoid specific cost adaptations and legal adaptations by integrating total accessibility up-stream)
 - adapting the at distance and retail shops distribution network

3 - overall background

- quickly evolving market, from a public service monopoly to a hard competition market, a dominant position in many countries, growing pressure on management and teams to reach ambitious targets, common values : transparency, proximity to our customers...

→ Ethics

- in 2040, 33% of the European population will be over 60 years, ICT for inclusion, digital citizens rights, customers needs, innovation and NTIC
- legal aspects : European directives regarding access to NTIC and the information society, France : new concept of accessibility introduced by the law of 11/02/2005 on equality of chances
- more than 48% of the population over 50 in Europe declares that their needs are not met by manufacturers and service providers
- a rocketing market with increasing needs

→ Accessibility to the communication



4 - a consistent groupwide approach

- **corporate social responsibility**
 - key element of our business improvement process
- **ethics**
 - behaviours
- **governance**
 - processes
- **accessibility**
 - reconciliation of CSR, ethics, processes & marketing and performance for the benefits of the elderly people and the Group
 - the accessibility disposal



4 - the group code of ethics

- guidelines governing the Group's relationships / accessibility footprint

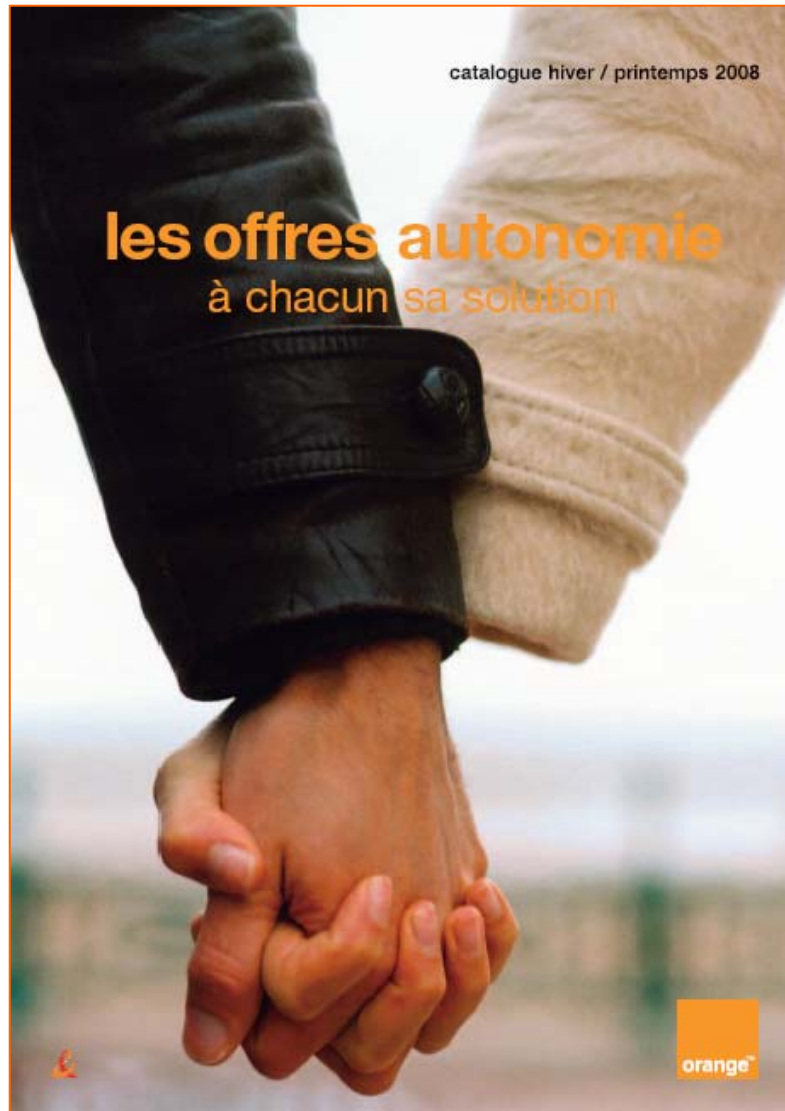
clients	▶	“France Telecom constantly evaluates and improves its products, services, technologies and methods”
shareholders	▶	“it provides shareholders with intelligible, relevant and reliable information on a regular and timely basis“
employees	▶	“ in particular, it strives to prevent all forms of discrimination in employee hiring and promotion”
suppliers	▶	“France Telecom strives to build lasting relationships with suppliers”
competitors	▶	“playing fair, being honest, and winning on the strength of product and service quality”
environment	▶	“France Telecom respects the natural and cultural environments of the countries in which it operates”

5 - the Group's accessibility organisation and disposal

a transversal department

- a **dedicated** team of 10 people and its own **Accessibility 3P** + 9 **regional delegates**, as well as **correspondents** in every pertinent entity of the Group
- **R&D** teams in favour of accessibility : identification and conception of new services, tools and use, reach the Group's goals, meet the **customers' needs**
- **operational marketing, communication & information, regulatory and european affairs**
- **distribution network**
 - 151 **shops** labelled “Solutions handicap ” and 3 fully dedicated ones called “Arc-en-ciel”
 - a dedicated **free toll number** with 4 sales representatives : advice, after sale help for a part of the products (usage), sales.
 - 2 **websites** : francetelecom.fr/autonomie & autonomie.francetelecom.com

products & services : the 7th edition of the catalogue



audition
hearing



vision
sight



parole
speech



mobilité
mobility



cognition

5 – products & services : a few examples



CL 600



BB 500



Doro easy 316C



Siemens E365



Photophone



indicateur d'appel



amplificateur d'appel

L'internet haut débit

Orange Messenger by Windows Live

mes MMS en langue des signes

unik

TALKS

ZOOMS

dixit⁽¹⁾



voice assistant
SPV C100



Nokia N95

