

SPEECH BY THE FIRST LADY

LAUNCHING CEREMONY OF THE "ORANGE COLLECTE" PROJECT

**Thursday, September 10, 2015
SPEECH OF THE FIRST LADY**

Ladies and Gentlemen,

I am very happy to be here today in response to the **Orange Group invitation, for the official launch of its new "Orange Collecte" project.**

I would first like to greet **Mrs. Axelle Lemaire, the French Secretary of State to Digital and her delegation,** who traveled to Abidjan from Paris. I wish you the traditional Akwaba in Côte d'Ivoire. I'm very pleased to welcome you in Abidjan.

I also welcome **Mr. Bruno KONE, our dynamic Minister of Post, Information Technologies and Communication,** who has closely followed this beautiful project.

I would also like to extend my warmest greetings to Mr. **Stéphane Richard, the CEO of Orange Group,** and also a longtime friend of Côte d'Ivoire.

Dear Mr. RICHARD, I want to thank you especially for your commitment to Africa, and your willingness to support the most deprived sectors of the population, notably through the Orange Foundation.

I would also like to greet the **Ambassador of France in Côte d'Ivoire, Mr Georges Serre, Dear members of the diplomatic corps, and the General Managers of Financial Institutions** and all those present at the ceremony.

Thank you all for being here with us today.

Ladies and Gentlemen,

At this stage of my remarks, I want **to welcome the initiative of the Orange Group**, which, in its desire to contribute to creating a more equitable world, initiated **the design of this crowd-funding tool for the use of Foundations, NGOs and charitable associations.**

As you know, gaps and unmet needs, are many in social field in Côte d'Ivoire, Africa and everywhere around the world. Also, it's all together, hand in hand: **economic operators, public authorities, financial institutions and social actors** that we will succeed in shifting the lines.

To save a life, to give back a smile to a child, there is no little contribution. All donations count and many people

need them. Even a drop in the ocean can make the difference.

Ladies and Gentlemen,

In the framework of Children of Africa Foundation's humanitarian actions, we intervene not only **in Côte d'Ivoire**, but also **in ten (10) other African countries**. To this end, the "**Orange Collecte**" service is an amazing innovation that will raise awareness and encourage the involvement of many donors, regardless of their geographical location.

I therefore encourage, NGOs and Associations to use this tool as part of their activities, to promote self-help, and help build a better world.

While reiterating my congratulations to the Orange Group, I wish full success to this great social project.

Thank you.