



LET'S INSPIRE

SDGS & INNOVATION

ALBERN MURTY
CEO
Digi



SDGS | A FOCUSED APPROACH



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SDGS | RESPONSIBLE BUSINESS

Our purpose –
**Connecting you to
what matters
most. Empowering
Societies**



“Yellow Heart is committed to
keeping our children safe
through **responsible and
resilient digital citizenry** and
ensuring everyone is
**empowered with access to
internet** to reduce inequality”

Global Partnership with
UNICEF for best
practices

10 REDUCED
INEQUALITIES



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INNOVATION | EQUALITY BY DESIGN



Income growth for
underserved
populations via
digital
empowerment



Digital services and
solutions to address
social economic
challenges



Raising operating
standards and
best practices in
supply chain



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INNOVATION| MORE THAN A MARKETING STRATEGY



- Income growth for underserved populations via digital empowerment
- Telenor use case: countries where women is less likely to own a mobile phones than men
- Combo-SIM for man and wife/daughter and supported by network of trained women sales agents



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INNOVATION | PASSPORT FOR LIFELONG IMPACT



- Digital Solutions to address social economic challenges
- Legal identify as a basic human right
- Inclusion into school, healthcare, welfare and banking services
- Vulnerable to trafficking, child labour abuses, and other risks



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INNOVATION | RIGHTS TO A SAFE WORKPLACE



- Raising operating standards and best practices in supply chain
- All suppliers bound by responsible business conduct
- Close monitoring via 'Permit-to-Work'
- Growing value chain through driving improvements



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Thank you



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