



Ghana

Doing business the right way



In Tigo, creating positive change is part of our DNA as we bring the Digital Lifestyle to our customers and communities. We take our responsibilities to the countries and communities in which we work very seriously and strive to deliver positive social impact in our communities.

Tigo Ghana is part of the Millicom Group where to promote responsible business practice, we focus on eight key areas in our CR work: privacy and freedom of information, child protection, anti-corruption compliance, reducing our environmental impact, promoting diversity, health, safety and security of our staff, responsible supply chain management and social investment.



Country facts



- Tigo has been active in Ghana for the past 26 years.
- Our brand tracker survey 2016 June shows customers see us as affordable and innovative.
- We have over 5.339 million mobile customers as of at the end of December 2016, in line with the active subscriber definitions of National Communications Authority (NCA).
- We provide employment directly and indirectly to more than 670 people while supporting an even greater number of staff indirectly through our suppliers and freelancers.
- In Ghana over 1.3 million people have subscribed to Tigo Insurance plan

Partnerships

We believe in the power of collaboration to make things happen. In Ghana, our long-term, trusted partners include Reach for Change to seek and support local social entrepreneurs with digital ideas; UNICEF Ghana and Births and Deaths Registry for mobile birth registration and Ghana Education Service for Shelter for Education initiative.

Tigo Ghana also partnered with J-Initiative, a youth focused non-governmental organization, to educate more than 2,300 school children in 12 schools in the Greater Accra region on the need to stay safe and protected when using the internet. This is part of our ongoing commitment to child online safety and protection.

Our approach to social investment

Our priority is to align our social investment activities with our core business mission and expertise. To that end, our activities are focusing on supporting digital and financial inclusion, education and entrepreneurship – as well as aligning to our material corporate responsibility issues, such as child online protection and supporting diversity.

In 2015, Tigo took a giant step towards digital inclusion for children in rural Ghana by outdoorizing its E-Library on Wheels. The initiative is a partnership with Street Library Ghana, which was founded by 2012 Tigo Digital Change-Maker winner, Hayford Siaw. His initial idea involved travelling around rural Ghana with hard copy books in his mini-van to encourage children to read. Tigo took this innovation further by digitizing the books to allow easy expansion of the library's stock.

The interior of the van has been beautifully fitted with tables, chairs and laptops. It also has additional tables, chairs and laptops to cater for additional children outside the van. Since its launch, the Tigo E-Library on Wheels has benefited over 20,000 children in deprived communities across the country.

Contact us:
info@tigo.com.gh

Find us online and on social media:
www.tigo.com.gh



Tigo Ghana is a subsidiary of Millicom International Cellular S.A.

Performance highlights – 2016

Promoting diversity

GSMA's Connected Women Initiative is working to help the industry to address the barriers in connecting women and reducing the gender gap in the use of mobile internet and mobile money services. In July 2016, Millicom became the first operator to commit all its Africa operations to the initiative, including Tigo Ghana.

To reduce the gap of women customers, we are seeking to rollout an initiative to enable women in the fisheries' sector to experience the benefits of mobile financial services. The initiative aims to increase adoption and penetration of Tigo Cash amongst women. Tigo Ghana is one of two Tigo markets to have a Diversity Committee in place – the other being Costa Rica. The committee loudly acknowledges diversity as a means to attract and retain top talent, raise productivity and strengthen customer focus.

Awards

- Tigo Shelter for Education won the CSR Award for Education and CSR Initiative of the Year at the 6th Ghana CSR Excellence Awards.
- Gifty Bingley, Tigo Ghana's Head of Corporate Affairs, was recognized as the CSR Personality of the Year at the 6th Ghana CSR Excellence Awards.
- Changing Lives award (Automated Birth Registration) at AfricaCom Awards.
- Tigo Shelter for Education won the CSR campaign of the Year at the 6th Ghana CSR Excellence Awards.
- Shelter for Education won the Social Impact Award at the 2016 Ghana Information Technology and Telecoms Awards.

Our people in Ghana

Ghanaian employees	99%	Women in the workforce	27%
Senior managers employed locally	97%	Women in senior manager roles	33%

Spotlight #1: Birth registration

In 2016, Tigo partnered with the Births and Deaths Registry and UNICEF Ghana to launch a new, automated birth registration system. The system, showcased at the UN 71st General Assembly, makes it easy for parents to get a birth certificate with correct information, and creates a robust and cost-effective way to transfer that information to a central data base in Accra. The pilot covers 300 communities in eight out of 10 the regions in Ghana. It is expected that over 670,800 new births will be registered using the system by the May 2017, increasing the national registration rate to at least 70 percent.



Spotlight #2: Improving literacy

The "Literacy 4 Life" reading camps is a project implemented by the 2014 co-winner of Tigo Digital Change-makers' Award, Sheila Osei-Boakyie. The traveling reading camps support teachers by helping to train children to develop the vital literacy skills to become proficient readers. By the end of August 2016, the reading camps had succeeded in visiting all the five rural communities: Afienya, Apollonia, Ashaiman, Otchebleku and Mobole. So far, this project has improved 3,000 children's literacy skills. Literacy 4 Life hopes to eradicate illiteracy among children in Ghana by 2030.