

Sustainability of Telecom Operators Orange-CI, MTN-CI, and MOOV Africa in Cote D'Ivoire

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Abstract : The increased demand for digital communications during the COVID-19 pandemic has seen an unprecedented surge in new telecom infrastructure around the world. The expansion has been more remarkable in countries with developing telecom infrastructures. Particularly, the three telecom operators in Cote d'Ivoire, Orange CI, MTN CI, and MOOV Africa, have considerably scaled up their exploitation technologies and capacities in terms of towers, fiber optic installation, and customer service hubs. The trend will likely continue upward while expanding the carbon footprint of the Ivorian telecom operators. Therefore, the corporate social and environmental responsibilities of these telecommunication companies can no longer be overlooked. This paper assesses the sustainability of the three Ivorian telecommunication network operators by applying a combination of commonly used sustainability management indexes. These tools are streamlined and adapted to the relatively young and developing digital network of Cote D'Ivoire. We trust that this article will push the respective CEOs to make sustainability a top strategic priority and understand the substantial potential returns in terms of saving, new products, and new clients while improving their corporate image. In addition, good sustainability management can increase their stakeholders.

Keywords : sustainability of telecom operators, sustainability management index, carbon footprint, digital communications

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