

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



VEON AND THE SDGs

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS



VEON AND THE UN SUSTAINABLE DEVELOPMENT GOALS

THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGs) GUIDE VEON'S EFFORTS TO DRIVE SOCIO-ECONOMIC DEVELOPMENT IN THE TEN COUNTRIES WHERE WE OPERATE.

Each of the United Nations' 193 member states has committed to using the SDGs to coordinate efforts with NGOs and the international business community to end poverty, fight inequalities and tackle climate change.

VEON fully supports these efforts, and has chosen four SDGs in particular where our business can have the greatest impact. These are Quality Education; Decent Work and Economic Growth; Gender Equality; and Industry, Innovation and Infrastructure.

As a leading provider of communications and digital services, VEON is uniquely positioned to help local communities develop.

Access to connectivity not only contributes to local economic growth but also helps to combat inequality. Our expertise and technology infrastructure mean we are well positioned to help local communities access the information superhighway.

In addition, providing access to digital services and training beneficiaries on their use fosters digital entrepreneurship and opens up a whole new world of employment opportunities.

The information in this booklet illustrates VEON's commitment to making a positive impact on society and demonstrates our acknowledgement of our role in fundamental social needs such as education, healthcare, security and employment.

In the context of COVID-19 and the widening inequalities it has triggered, this role has become even more important.



“ THE POSITIVE IMPACT OF VEON ON THE COMMUNITIES WHERE WE OPERATE HAS NEVER BEEN CLEARER. COVID-19 HAS REINFORCED THE FUNDAMENTAL ROLE THAT OUR OPERATING COMPANIES PLAY IN CONNECTING PEOPLE AND PROVIDING VITAL DIGITAL SERVICES.

VEON REMAINS FULLY SUPPORTIVE OF THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGs). AS A RESPONSIBLE COMPANY OPERATING IN TEN DEVELOPING COUNTRIES, WE VIEW THE SDGs AS AN OPPORTUNITY TO DRIVE SOCIO-ECONOMIC DEVELOPMENT IN OUR HOST COUNTRIES ”

SERGI HERRERO AND KAAAN TERZIOGLU
VEON'S CO-CHIEF EXECUTIVE OFFICERS



SDG 4 QUALITY EDUCATION



THE PROVISION OF QUALITY EDUCATION IS VITAL FOR IMPROVING LIVING STANDARDS AND ACHIEVING SUSTAINABLE DEVELOPMENT IN OUR OPERATING COUNTRIES.

According to UNICEF, more than 617 million young people will grow up lacking basic literacy and maths skills. Classified as an 'educational emergency', a lack of investment in education has led to an acute shortage of adequately trained teachers and few education opportunities outside big cities.

There is a clear gender gap in education as well, with girls vastly less likely to receive a full education than boys.

Technology continues to play an integral role in propagating good quality education. Edtech enables interactivity that drives engagement and remote learning, which has become more important than ever in 2020. In several of VEON's operating countries, the percentage of public schools with access to computers and the internet for teaching purposes is under 40%.

To equip young people with the skills to navigate the digital world, we have established many well-equipped ICT labs at partner schools, provided free educational software and run expert-led workshops on digital skills.

We do not limit the scope of our initiatives to children's education. Our operating companies run programmes that focus on upskilling adults. This is based on the belief that for the workforce of the future, skills will be more important than degrees.



ACHIEVEMENTS IN THE PAST YEAR



15 MILLION

PEOPLE

have been reached by Kyivstar Ukraine's Online Smartphones for Seniors campaign, which increases digital literacy in older people to combat loneliness.



59,711

STUDENTS

in Georgia have benefitted from Khan Academy lessons including computer programming, thanks to a translation project carried out by Beeline Georgia. Content in their native tongue offers young people exciting new career opportunities.



133,370

VIEWS

of live classes streamed through Banglalink's partnership with edtech start-up Teachit mean children in Bangladesh have been able to continue learning throughout the COVID-19 crisis.



VEON



banglalink



Beeline



DIEZZY



JAZZ



KYIVSTAR

PAKISTAN: PROMOTING 'ACTIVE' AND 'CREATIVE' LEARNING

THE JAZZ SMART SCHOOLS PROGRAMME PROVIDES OVER 38,000 SCHOOLGIRLS IN PAKISTAN WITH INTERACTIVE DIGITAL LEARNING OPPORTUNITIES, SIGNIFICANTLY IMPROVING LEARNING OUTCOMES AND ENGAGEMENT.



38,000
FEMALE
STUDENTS



1,000
TRAINED
TEACHERS



75
PARTNER
SCHOOLS



60%
LEARNING
PERFORMANCE
IMPROVEMENT

Since participating in the Jazz Smart Schools edtech programme, Faria Iqbal has gained a whole new perspective on learning. What was once a “passive” experience has been transformed into something “active and creative”. “Jazz Smart Schools has gifted us a new way to engage with our curriculum that contrasts with the typical textbook-based approach,” says the 10th grader. “It has created a great sense of interest and motivation among my classmates and I. And the videos, games, and assessments have really helped us improve our [English] vocabulary and pronunciation.”

According to Pakistan’s 2018 Education Statistics Report, almost 23 million school-age children – including 12 million girls – are not in any form of education. Basic numeracy and literacy skills often lag behind international benchmarks. To help improve the poor levels of digital skills and literacy among female students, Jazz – VEON’s operating company in Pakistan – launched the Jazz Smart Schools programme in 2017. Using laptops supplied by Jazz and loaded with its learning management software, the programme deploys mobile technology to improve teaching quality and accountability with techniques such as app-based performance dashboards and web-portals to track results.

In addition to providing a vital service to society, the initiative is also helping Jazz meet business goals.

Jazz is exploring expansion options with project partner Knowledge Platform (KP), with provision of tablets and connectivity to other schools likely to unleash new business opportunities. Moreover, integration of the JazzCash payment facility into the learning platform’s online version is helping to promote financial inclusion amongst the largely unbanked population of the country.

“WE UNDERSTAND THAT DIGITAL EDUCATION IS THE FUTURE OF LEARNING. THIS IS WHY WE DESIGN INITIATIVES THAT HELP DIGITISE PAKISTAN’S YOUTH BULGE AND EQUIP THEM TO ACCESS ENTREPRENEURIAL OPPORTUNITIES WHEN THEY ARE READY”



AAMIR IBRAHIM CEO JAZZ

Since 2017, more than 38,000 female students, along with 1,046 female teachers across 75 public-sector schools in Islamabad have benefitted from the Jazz Smart Schools programme. Assessments have shown significant improvements in learning outcomes, teaching quality, student engagement, technology use and performance monitoring.

Moreover, to support students to continue working from home during the pandemic, Jazz has launched a low-cost mobile education bundle to help students access the online learning platforms.



SDG 5 GENDER EQUALITY



SDG 5 AIMS TO PROVIDE WOMEN AND GIRLS WITH EQUAL ACCESS TO EDUCATION, HEALTHCARE, DECENT WORK, AND REPRESENTATION IN KEY DECISION-MAKING.

Balanced gender representation fuels sustainable economies and benefits societies and humanity at large. In many of VEON's operating countries, women are underrepresented in most social and professional roles. Out-dated local cultural norms inhibit their participation in society and the economy. Gender inequality is further exacerbated by women, particularly those in rural areas, being less likely to receive higher education than their male counterparts.

This further reduces their chances of securing good jobs and being economically empowered. The success of our diverse workforce confirms that women's participation in business results in more creativity, innovation and, ultimately, greater profitability. To ensure continued representation of women in leadership roles at VEON, our top female employees are invited to join a specialised development programme.



We also recognise that technology and connectivity can play a vital role in bridging the gender divide. Hence, VEON decided to track and report on SDG 5 for the first time in 2019. VEON is well-positioned to invest in and promote women's empowerment, not only through running events, initiatives and programmes, but also by advocating for the importance of gender equality across all spheres of society, and supporting women to enter, re-enter or remain part of the workforce, particularly after becoming mothers.

ACHIEVEMENTS IN THE PAST YEAR



200
WOMEN

work as sign-language interpreters through the DeafTawk platform. DeafTawk is a start-up supported by the National Incubation Centre in Pakistan, which is part-funded by Jazz.



100
STUDENTS

took part in an International Women's Day-themed hackathon co-run by Djezzy. Their task was to create innovative web or mobile apps to promote diversity and inclusion.



84

FEMALE ENTREPRENEURS

have been supported by Jazz Pakistan's National Incubation Centre (NIC). A day-care centre has made running a business easier for those with children.



BANGLADESH: HARNESSING SOCIAL MEDIA FOR SOCIAL GOOD

THE LEARN MORE, BE MORE PROGRAMME PROVIDES FEMALE GARMENT WORKERS IN BANGLADESH WITH VITAL LIFE SKILLS INCLUDING DIGITAL LITERACY, HELPING TO ERADICATE THE DIGITAL DIVIDE.



16,000
FEMALE
PARTICIPANTS



30,000
NEW DATA
USERS



90%
GROWTH IN
DATA USAGE

For Afroza, who lives in Gazipur, central Bangladesh, the power of social media has been a revelation. “I didn’t know anything about Facebook,” says the Learn More, Be More graduate. “But this programme made me realise that you can learn so much through the platform.” Afroza, is one of more than four million mostly female workers employed in the country’s ready-made garments industry. Many migrate to the city from under-served rural regions and often lack basic life skills, including digital literacy.

This has important social and economic ramifications, according to a report by the Bangladesh Institute of Development Studies; it finds a positive correlation between mobile phone ownership and women’s employment, access to markets and purchasing power. Now, thanks to Learn More, Be More, a joint programme from VEON operating company Banglalink and Facebook, at least 16,000 female workers have received free training on using Facebook and navigating the digital landscape in a safe and responsible way. They also participated in workshops on health, safety, nutrition, child education and household finances, with certified training supplied by Banglalink.

Additionally, participants were on-boarded to a community-based knowledge-sharing Facebook group called Amader Sathi. Here, more than 27,000 members are actively engaged on topics such as health, safety and nutrition. In 2020, 1,500 of these women are expected to be trained as independent Banglalink retailers, specialising in sales and digital literacy training for female garment industry workers. In this way, Banglalink reaps commercial rewards by attracting a new segment of data users.

“We believe that one of the most effective ways of eradicating the digital divide is to ensure women’s participation in the digital movement,” says Saurabh Prakash Khare, Marketing Director of Banglalink.



“ENSURING ACCESS FOR WOMEN TO DIGITAL FACILITIES IS AN IMPORTANT PART OF EMPOWERMENT. I’M PROUD THAT BANGLALINK, IN COLLABORATION WITH FACEBOOK, PLAYED A ROLE IN ENCOURAGING MORE WOMEN TO ACTIVELY PARTICIPATE IN THE DIGITAL ECONOMY”

ERIK AAS CEO BANGLALINK



“We are empowering them with the practical skills they need to explore the world of the internet and embrace a digital way of life.”

The programme supports UN Sustainable Development Goals 5 (Gender Equality) and 8 (Decent Work and Economic Growth) by empowering women with the digital skills they need to play a productive role in the economy.



SDG 8

DECENT WORK AND ECONOMIC GROWTH



THE AIM OF SDG 8 IS TO PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT, AND DECENT WORK FOR ALL.

SDG 8 aims to increase labour productivity, lower unemployment and improve access to financial services. All three are essential to achieving inclusive and sustainable economic growth.

VEON is dedicated to providing fulfilling employment opportunities. Our Make Your Mark initiative supports and creates co-working spaces, business accelerators and digital incubators.

This enables us to help launch new businesses, create hundreds of jobs and attract sizeable investments for start-ups.

The World Economic Forum expects the COVID-19 pandemic and ensuing lockdowns will cause the loss of 305 million full-time jobs by the end of 2020. Creating new employment paths and opportunities will be a vital tool in ensuring economic recovery.

Access to payment instruments and financial services is another crucial factor for economic growth. Millions of people in our operating countries are currently unbanked, and more people possess a mobile phone than a bank account.

By offering a wide array of reliable and readily available financial services, we play an important role in building digital financial ecosystems.



ACHIEVEMENTS IN THE PAST YEAR



30,000
SMALL BUSINESS OWNERS

benefit from Beeline Kyrgyzstan's AYA Master CRM app, which allows people without computers to run their business from their smartphone.



43,000
PEOPLE

applied for jobs on the Kormo platform through Banglalink. The app allows candidates to apply for jobs and provides e-learning courses on how to strengthen their applications.



25
SOCIAL INSTITUTIONS

that support children and adults with disabilities receive free high-speed internet from Beeline Kazakhstan, which supported their pivot to online services throughout the lockdown.



VEON

RUSSIA: ADDRESSING INCOME INEQUALITY

THE EVERLAND PROGRAMME TRANSFORMS THE OPPORTUNITIES AVAILABLE TO PEOPLE WITH DISABILITIES IN RUSSIA THROUGH PROVIDING TRAINING IN PROFESSIONAL SKILLS.



569
PARTICIPATING STUDENTS



157
GRADUATES

“We’ll get back to you” is a phrase Everland student Svetlana Pavlikova hopes to hear less of in future. A graduate in Information Security from Moscow’s National Research Nuclear University, Svetlana, who has cerebral palsy, describes the casual brush-off, “then silence”, as depressingly familiar during past job searches.

“I can’t say refusals came because of my disability – employers have no right to say so – but I think people were afraid of potential problems.” Now, with a qualification in Multimedia Content achieved through the Everland programme, Svetlana feels positive about the future and “the opportunity to find a steady job, earn decent money, gain experience and make progress”.

The 29-year-old counts herself as fortunate in having a fulfilling career in her sights. Of the approximately 12 million people living with disabilities in Russia, only a third of those of working age have jobs, with many of the country’s disabled college graduates lacking the professional skills needed to improve their employability.

To address this need, the Everland platform, supported by VEON operating company Beeline Russia, enables graduates with disabilities to boost their digital skills, with a focus on media and communications.

Through the online platform, and supported by personal mentors – many themselves disabled – participants in Russia and in some other CIS countries can take courses in web design and development, video production, internet marketing and content creation. The programme helps to support UN Sustainable Development Goal 8 (Decent Work and Economic Growth) by facilitating inclusive employment.

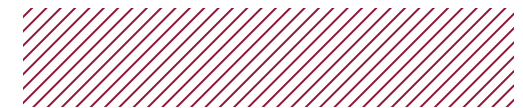


Beeline Russia completed the pilot phase in 2019, training 224 participants, of which 38 had graduated at time of writing. Beeline Russia is also providing pro-bono support including advisors, mentors, SEO specialists and web designers, in addition to training materials and marketing.

“ AT BEELINE, WE BELIEVE THAT INNOVATION SHOULD SERVE THE GOOD OF ALL PEOPLE. AND WE PUT A LOT IN THESE WORDS. THANKS TO OUR COOPERATION WITH LIZA ALERT, WE BREAK NEW GROUND IN HELPING PEOPLE THROUGH TELECOMMUNICATIONS ”

GEORGE HELD EXECUTIVE VICE PRESIDENT, DIGITAL DEVELOPMENT AND NEW BUSINESS, BEELINE

“The project’s global mission is to eliminate inequality regarding disability. The platform will enable distance working both independently and as part of an expert team and contribute to serious progress in solving this important issue nationwide,” says Evgenia Chistova, Head of Sustainable Development, VimpelCom PJSC (Beeline).



SDG 9

INDUSTRY INNOVATION AND INFRASTRUCTURE



THE AIM OF SDG 9 IS TO BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALISATION, AND FOSTER INNOVATION.

Our contribution to SDG 9 covers a variety of initiatives aimed at enhancing productivity, promoting innovation and combatting digital exclusion. These efforts help to break down the 'digital divide' and support the developing countries in which we operate to grow sustainably through social investment. The development and maintenance of our digital services and network infrastructure in our host countries is our fundamental contribution to SDG 9.

We are committed to improving digital access, coverage and connection speeds through continual investment, including expanding our network coverage in rural areas to connect isolated villages and boost local businesses.

The 5G trials we ran in many of our operating countries in 2019 are another example of VEON's commitment to advancing infrastructure.



This next-generation network technology has limitless potential to accelerate socio-economic development in the countries where we operate.

Our digital financial services products also play a role in sustainable development. JazzCash, a digital financial services application offered by our operating company in Pakistan, allows its customers to access a range of banking services from their phones, putting basic banking into the hands of many for the first time.



ACHIEVEMENTS IN THE PAST YEAR



1,300
RESIDENTS

of rural villages in Georgia can enjoy internet access for the first time, thanks to a rural expansion scheme by Beeline Georgia that expanded network coverage into remote mountain areas.



17,500
MISSING PEOPLE

found alive by Liza Alert, a non-profit organisation in Russia powered by Beeline Russia's AI- and 5G-powered image recognition platform.



3.1 MILLION
ACTIVE CUSTOMERS

receive affordable health insurance and healthcare services through Jazz Pakistan's BIMA Sehat platform.



VEON'S SELF-CARE APPS: PROVIDING EFFICIENT, FLEXIBLE SELF-SERVICE

IN 2019, VEON LAUNCHED OR EXPANDED SELF-CARE APPS IN A NUMBER OF OUR OPERATING COUNTRIES. THE FLEXIBILITY THEY OFFER HAS BEEN MORE IMPORTANT THAN EVER DURING THE COVID-19 PANDEMIC.



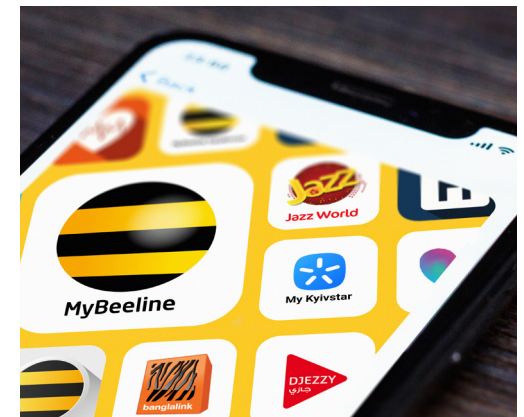
Self-care apps allow our customers to purchase additional products, manage their accounts, upgrade their plans and much more, all without visiting a store or speaking with a call centre customer service representative, which has been more important than ever during the pandemic.

More than 23 million customers now use self-care apps provided by VEON's operating companies.

Beeline Russia's MyBeeline app now has more than 10 million monthly active users (MAUs). It incorporates gamification to promote a healthy lifestyle. Customers receive daily bonuses for activities such as walking 10,000 steps and getting eight hours sleep. The app also provides partner offers based on Big Data insights, including music and infotainment.

In Pakistan, the Jazz World self-care app now has more than six million monthly active users, making it the leading app of its kind in the country.

This is in part due to the rich variety of content it offers to its users, including a large number of games and retail discounts. Jazz World also improves customer experience through an AI-enabled Chatbot and customised offers.



Banglalink also introduced a self-care app which includes interactive features to boost engagement such as 'Shake to Reveal', where customers shake their devices to receive a special data or voice offer. The Beeline Armenia self-care app also includes smart features including an integrated tool to check internet connection speed.

Self-care apps are also the medium through which we plan to offer our customers a variety of applications and resources matched to their individual needs. This will include services which aim to provide vocational, professional and socio-economic opportunities.

Just as our JazzCash app in Pakistan is providing millions of our customers access to financial services for the first time, we see opportunities to connect customers with medical services, vocational opportunities and educational resources using our self-care apps.

MyBeeline
Russia

10m+
MONTHLY
ACTIVE USERS

Jazz
World

6M+
MONTHLY
ACTIVE USERS

MyBeeline
Kazakhstan

1.2m
MONTHLY
ACTIVE USERS