

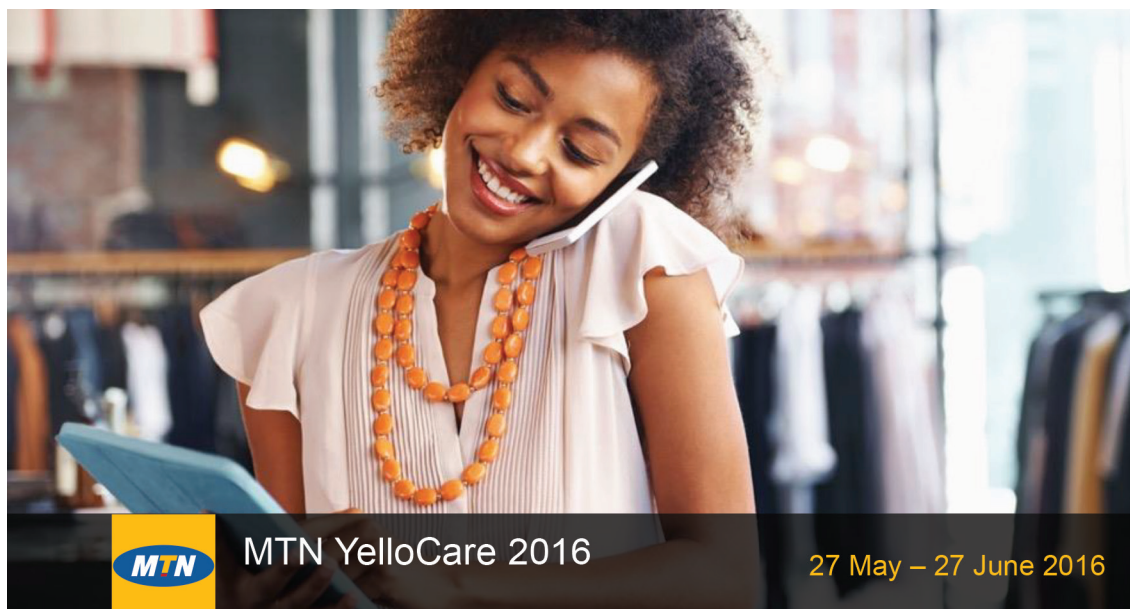
Case Study

Agency: Internal and local media agencies

Brand: MTN

Format: Amplification of staff programme

Our project partners: Internal and stakeholders



robotics and coding camps for school learners in Swaziland, to the establishment of a computer lab at an orphanage in Afghanistan, and the laying of fibre to enable school connectivity in Kenya.

Y'ello Care 2016 is estimated to have impacted more 140 000 people.

All MTN operations that participate in the programme stand in line to win monetary prizes, which are then invested in local CSI or community upliftment programmes. These include the Group President & CEO prize of US\$100 000 and three Vice President Regional Awards of US\$30 000 each. The winners were announced in October.

Overall Winner – MTN Ivory Coast
SEA Regional Winner – Swaziland
MENA Regional Winner – Sudan
WECA Regional Winner – Cameroon

21 Days of Y'ello Care

The premise

21 Days of Y'ello Care is MTN's annual staff volunteer programme, which runs across the company's footprint for 21 days, from 1 to 21 June, and encourages all employees to volunteer in support of community upliftment initiatives.

From its humble beginnings in 2007, 21 Days of Y'ello Care has grown to become one of the highlights on the MTN calendar.

The thinking

Due to the lack of access to quality education and infrastructure in some of its markets, MTN has chosen to focus its CSI efforts primarily on education. In line with this strategy, the theme for 21 Days of Y'ello Care is 'Investing in Education for All' and all projects undertaken as part of the programme are guided by the principles of focussing on initiatives that have a lasting impact, and that positively impact the lives of the communities where MTN operates.

The application

2016 marked the 10th edition of Y'ello Care and saw over 10 500 MTN staff from 22 countries participate. Almost 3 000 MTNers changed their profile picture on social media to a customised 21 Days of Y'ello Care solution..

The impact

#YelloCare generated 31 000 mentions during June, and a further 10 000 mentions across related hashtags. A highlights video of the programme has garnered one of the highest engagement levels on MTN Group's LinkedIn page. The campaign has been shortlisted for the 'Most innovative use of Social Media' in the 2016 New Generation Social Media and Digital Awards.

The effect

The team in MTN's South African operation kicked off their 21 Days of Y'ello Care campaign with the 21 km half-marathon, themed "Walk or Run for ICT in Education". Thousands of runners participated and the proceeds

from the marathon were donated towards the establishment of a state-of-the-art computer lab at Christel House School in the Western Cape. Across MTN's operations, the projects embarked on by staff were equally impactful and diverse. These ranged from

