

Safaricom PLC



Safaricom commits to driving digital inclusion for persons with disabilities both as a business imperative and a moral responsibility. This aligns with the company's vision to become Africa's leading purpose-led technology company by 2030.

Through strategic partnerships, inclusive design and a commitment to equitable access, Safaricom is embedding disability inclusion across its operations and beyond. Safaricom's approach is built on the belief that disability inclusion is not just a compliance requirement—it is the right thing to do.

About Safaricom

Safaricom is the leading telecommunications company in East Africa, with a purpose to transform lives by connecting people to people, people to opportunities, and people to information.

The company provides extensive connectivity through 2G, 3G, 4G and 5G networks, covering over 99% of Kenya's population. It operates M-PESA, the world's largest mobile payment platform and Africa's largest fintech solution, enabling millions to access financial services.

Safaricom is also expanding its regional presence through its subsidiary, Safaricom Telecommunications Ethiopia, which has deployed a world-class network to support Ethiopia's digital transformation.

An equal opportunity employer, Safaricom actively recruits from diverse backgrounds, reflecting the communities it serves. As part of its commitment to the Sustainable Development Goals (SDGs), the company is also taking steps to reduce carbon emissions, with a target of achieving net zero by 2050.

Disability Inclusion Initiatives

Safaricom is committed to making digital technology more inclusive, accessible and empowering for persons with disabilities. As a Signatory to the GSMA Principles for Driving Digital Inclusion, Safaricom is advancing disability inclusion through workplace representation, inclusive product development and cross-sector collaboration.

“Let us invest in accessible workplaces, track our progress, and ensure that ability, not disability, defines potential. Together, we can remove barriers and create a society that truly includes everyone.”

– **Florence Nyokabi, Chief Human Resources Officer, Safaricom PLC**



Key disability inclusion initiatives to date:

- Workforce inclusion: Safaricom has committed to ensuring that 5% of its employee base is made up of persons with disabilities by 2030.
- Inclusive recruitment and mentorship: The company supports persons with disabilities through inclusive hiring practices and structured mentorship programmes.
- Accessible product design: Safaricom is embedding accessibility principles into the development of its digital products and services.
- Digital skills training: The company offers targeted training initiatives to equip persons with disabilities with the digital skills needed for active participation in the digital economy.
- Collaborative partnerships: Safaricom works with public and private sector actors, disability organisations and academic institutions to collectively advance the disability inclusion agenda.
- Smartphone affordability: By making smartphones more affordable, Safaricom is improving access to digital services and economic opportunities for persons with disabilities.

Planned disability inclusion interventions:

- Digital skills reskilling: Roll out the second cohort of Safaricom’s digital skills training programme for persons with disabilities in June 2025.
- Employee inclusion training: Revamp internal training programmes to deepen employee engagement and foster a more inclusive workplace culture.
- Private sector collaboration: Host the Kenya Business and Disability Network (KBDN) quarterly meeting in June 2025 to promote inclusive employment through cross-sector collaboration.
- Accessible product development: Strengthen strategic partnerships to advance the digital accessibility of Safaricom’s products and services.
- Awareness and advocacy: Celebrate global disability days to embed diversity, equity and inclusion across Safaricom’s culture and community initiatives.