



We're  
championing  
equality

Business is a driving force in the push for equality

2018 has been a big year for women's rights. #MeToo coincided with 100 years since British women won the right to vote, sparking global debate and putting gender inequality firmly back in the spotlight.

Gender is not the only dividing line in the push for equality. Race, ethnicity and sexuality still influence the type of experiences and opportunities people have in life and work.

We believe business is an important driving force in the push for equality. Millions of people connect with our business every day and this gives us a great opportunity to encourage change. This starts within Vodafone, with our employees. We then use our people, products and brand to champion equality within society.



## Helping women break through the glass ceiling

Gender inequality plays out most noticeably in work, at senior levels. There's about **half as many women are in top positions as men,**<sup>1</sup> as women often leave to have children and returning can be hard.

ReConnect is helping women push through this glass ceiling. It's the world's largest programme to get people back to work after a career break. From India to Ghana, to the UK, it's running in all our markets and **we plan to recruit 1,000 people via ReConnect by 2020.**

Most **(80%) ReConnectors are women** and we focus on recruiting senior people to improve the gender balance at the top of our business. We're also sharing our experience of ReConnect with suppliers and customers to address the gender gap in business more broadly.

[Find out about ReConnect](#)

## The world's best employer for women

We want to be an employer whose track record for attracting and retaining female talent is so strong that by 2025 we will be considered the world's best employer for women.

### A top 50 employer for women



ReConnect was called out for setting us apart as a company that's transforming what it means to be a woman in the workplace.

[Find out more](#)

### Goal of 35% senior women



We're on track to hit our global goal with 33% of women in senior leadership positions in the UK.

[Download Gender Pay Gap \[PDF: 1.31MB\]](#)

### Global maternity policy



We were one of the first companies in the world to offer a maternity policy to all employees globally of at least 16 weeks' full paid leave and phased return to work.

[Find out more](#)

## Inspiring the next generation of women into our industry

Telecommunications, like many STEM<sup>2</sup> industries, tends to be male dominated. The issue starts in secondary school with **only 35% of girls** choosing to study STEM subjects. Fast forward a few years and the gap is even bigger. For every 100 men in STEM careers, there's only 13 women<sup>3</sup>.

To inspire the next generation of female talent into our industry and help build the skills needed for us to be a digital business of the future, we launched **Code Like a Girl**. This one-week immersive workshop helps girls (14-18 years) learn basic digital skills, including how to code a website.

So far, around 85 girls have completed the training in the UK and over **520 globally**. The programme is running in 18 countries in Europe, India and the Middle East with around **1,000 girls set to benefit by the end of 2018**.



## Flying the flag for the LGBT+ community



In our push for equality we also stand firmly behind the LGBT+ community. We're incredibly proud to be a **Stonewall top 100 LGBT+ inclusive organisation** and work hard to make Vodafone a place where LGBT+ people feel confident to be open about who they are.

Our research<sup>4</sup> found over half (58%) of people are still not open about their sexuality at work. So we've scaled up our LGBT+ and Friends Connect programme adding a buddying scheme, training for managers and employees, and more.

[Download LGBT+ research \[PDF:2.98MB\]](#)

We're also **using our brand to champion a pro-LGBT+ message**. Our people proudly flew the rainbow flag at Pride festivals and this year, our VOXI brand got involved too, marching under the slogan 'Endless love'. VOXI also created exclusive phone cases and t-shirts, so our customers could show their support for equality too.

**Our LGBT+ Friends Network was Stonewall's top LGBT+ network of 2018**



## Helping people at risk of domestic abuse

In the UK, **one in four women will experience domestic violence** in their lifetime. Men are also victims and it affects every aspect of a person's life, including their children.<sup>5</sup> It's happening everyday but most people don't know how to deal with it.<sup>6</sup>

The Vodafone Foundation (UK registered charity 108962) has been working with domestic violence charity, Hestia, to create the **Bright Sky app** for people in abusive relationships, or concerned friends or family. The app helps users work out how safe their situation is and links them to specialist services to get help.

Find out more about [Bright Sky](#) or download it at the [Apple App Store](#) and the [Google Play Store](#)



The Bright Sky app follows years of work developing TecSOS - a mobile device that connects people at the highest risk of abuse directly to the police. [Find out more about TecSOS](#)



<sup>1</sup> [McKinsey Global Institute video 2016](#)

<sup>2</sup> Industries or roles in which an education in Science, technology, engineering, maths is needed

<sup>3</sup> [The power of parity: Advancing women's equality in the UK, McKinsey Global Institute, 2016](#)

<sup>4</sup> Study by research firm, Our Now of 3,200 young LGBT+ people in 15 countries

<sup>5</sup> [The Metro, 2018](#)

<sup>6</sup> Research by Opinion Highlights commissioned by Hestia, 2018