



# Sustainability

## Corporate sustainability at Vodafone

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Spring 2015

### My Tech Family

We've launched an initiative aiming to bridge the digital divide in families. My Tech Family will help children and parents get confidently connected by understanding their digital learning styles through a Digital Styles Quiz, and by sharing digital activities.

Digital Parenting magazine which has been hugely popular as parents get to grips with digital issues.

Now My Tech Family will encourage discussion in the classroom and around the dinner table in

our increasingly digital lives, and especially as a divide is emerging between generations.

many of the UK's 17,000 primary schools as possible.

So far, over 2,000 schools have signed up – which means we could be reaching a total of 30,000 families – and we've already had several teachers trialling our resources in the classroom.

Kevin Sandall, a teacher at St Katherine's School, Savernake, in Wiltshire said:



My Tech Family means we can share our technological expertise to bring families together in their digital lives. This builds on our

Vodafone Foundation, we've also created free resources for primary schools including lesson plans, presentations and a workbook. We're trying to involve as

Working with The Parent Zone and the

"We had a really nice session in class where the children shared lots of things that they like doing, and then they went home and shared those things with their parents. When they came back, that sharing experience had been really positive."



Vodafone CEO, Jeroen Hoencamp, with Vice Chief of the Defence Staff, Air Chief Marshall Sir Stuart Peach.

**"People who are trained, disciplined, and who understand teamwork."**

Vodafone UK CEO Jeroen Hoencamp on current and former armed forces personnel and our support for the Armed Forces Corporate Covenant.

### Supporting the Armed Forces Corporate Covenant

We signed up to the Armed Forces Corporate Covenant on 15 March. Our CEO, Jeroen Hoencamp, who was himself an officer in the Dutch Marine Corps, has committed to championing the hiring and support of those who are, or were, in the armed forces. Jeroen explains: "It's great for us to be part of this. It means we can proactively work with the armed forces to hire people for all areas of the business.

"There are a lot of really good people in the forces: people who are

trained, disciplined, and who understand teamwork as well as the concept of delivering something that works under tough circumstances. They're all great skills to have, and we want to bring these skilled people into the business.

"We also have people already working here who are, or want to be, part of the Army Reserves,

"Allowing them to go on their training exercises regularly, and giving them the time off and the

flexibility to do so is a great thing to be able to do, but there is another— sometimes forgotten – area, there are a lot of people who work here whose partners are in the forces.

"If your wife, husband or partner goes on a three-month tour, we need to be flexible around giving you leave before and after so you can spend some time with the family. Supporting these people creates better, happier and more engaged employees."

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## Vodafone and Tinder Foundation—update

Last summer, Vodafone UK commissioned Tinder Foundation, a not-for-profit social enterprise which has helped more than a million people in the UK improve their lives through digital inclusion, to deliver a six-month study into the benefits of mobile data and devices for digitally excluded people.

Tinder Foundation deployed the project to a selection of its UK online centres to test how mobile connectivity could improve the lives of people lacking basic digital skills.

The key findings of the project were that 88% of those who took part

improved their digital skills, and 78% felt motivated to go online using a tablet or smart phone, which they found to be more intuitive and easier to use than a laptop or desktop.

The project also helped people overcome loneliness and isolation with 65% reporting improved confidence and self-esteem, and 67% a better quality



of life and increased communication with friends and family. Results of the project were announced at a House of Lords reception on 17 March.

### Buckinghamshire Healthcare Trust

We're working with Buckinghamshire Healthcare Trust to equip community nursing staff with tablet devices so they can access patient records on the move. This increased mobility, using our 4G network, means greater efficiency and more time spent with patients.

## New sustainability team for Vodafone UK

We've announced a new dedicated sustainability team for Vodafone UK. Based at our Newbury HQ, the new team—led by Emer Boulter with Charlie Drake and Vanessa Eadington—will be reviewing our sustainability strategy across the business.

## ROSS 100—our pioneering project to bring coverage to rural communities

Rural Open Sure Signal (ROSS) - our pioneering project to bring reliable 3G mobile signal to 100 'not-spot' communities is well under way.

While work progresses we've been to talking to MPS, village champions and

how access to a good mobile phone signal has changed the way they live.

Owner of the Inn at Cranborne in Dorset, Jane Gould, said:



Jane Gould, owner of the Inn at Cranborne

business owners from the original ROSS pilot of 12 communities to see

people who came to stay and didn't have mobile reception."

Village champion, David Blake, added: "The major benefit is to the 400 people living and working in the village. Because

we have a middle school, a primary school, a doctor's surgery and all those things, being contactable by mobile is really transforming the way we live."

Read more about these and other Vodafone stories on

**Vodafone Social:**

<http://blog.vodafone.co.uk>

"Having a signal has definitely helped my business. I used to have complaints every week from

