



RESPONSIBILITY

NEWS FROM THE VODAFONE UK CORPORATE RESPONSIBILITY TEAM

Summer 2014

In this issue:

- Bringing mobile coverage to remote, rural communities
- Vodafone partners Tinder Foundation
- 150 new Vodafone shops planned
- Encouraging our employees to volunteer—
- —and join us in a fundraising extravaganza

Vodafone brings mobile phone coverage to 100 rural ‘notspots’

We’ve launched a national programme to bring mobile phone coverage to 100 rural communities. We’re planning to work with local communities, and their MPs, to install our Rural Open Sure Signal technology in villages and hamlets and bring Vodafone 3G mobile coverage to the area.

Operators sometime struggle to deliver coverage to rural and remote areas by traditional means. This could be because of the geography of the area, or difficulties getting planning permission for traditional full-scale masts. Our Open Sure Signals are small—about the size of a

domestic broadband box and can be installed on village halls, pubs, shops and homes across the community to ensure widespread coverage.

We’ve already carried out a trial with 12 rural communities across the UK from Walls in the Shetland Isles to Newton St Cyres in Devon.

Ed Vaizey, Minister for Culture and Digital Industries, said: “Mobile coverage can make a huge difference—particularly to more rural and isolated communities.

“Vodafone’s Open Sure Signal technology offers communities the chance to transform their lives by bringing them the technology so many of us take for granted.

“I urge people to work together with their MPs to take this opportunity and bring mobile coverage to their homes.”

For more information on the programme and details of how to apply, go to vodafone.co.uk/rural or read more on our blog—vdfn.co/ROSS100

We’ve signed up to the Government’s Digital Inclusion Charter and look forward to working closely with them to build on opportunities to broaden inclusivity using smartphones

Bridging the digital divide with Tinder Foundation

We’ve launched a national partnership with Tinder Foundation—a not-for-profit organisation which has helped more



than one million people gain the skills they need to use the internet confidently.

Our partnership will mean we can provide the Foundation with a range of practical and pragmatic

solutions to support their objectives. We’ll initially provide Vodafone smartphones, tablets, SIMs and Mobile Wifi hotspots to

Tinder Foundation centres across the UK.

We’ll also distribute 10,000 copies of our new Smartphone Guide to the online centres. The Guide is specifically targeted at those who are

new to smartphones and helps them understand some of the issues that can put off newcomers to smartphone technology.

And finally, we’ve sponsored a course which will be launched on

Tinder Foundation’s [Learn My Way](http://LearnMyWay) website and will promote the benefits of using mobile devices and how to use them to access the internet.

Launch of the partnership coincides with the publication of an independent report funded by Vodafone:

[Mobile: A powerful tool for Digital Inclusion](#)

The report highlights that 6.7 million people (13.8% of the population) have never used the internet. Another 4 million of those notionally online may lack the basic digital skills to make the most of their internet access.

RESPONSIBILITY

Investing in communities with 150 new Vodafone shops

We're ramping up our UK investment programme with the opening of 150 new shops bringing the total number of local stores to more than 500.

Vodafone UK CEO, Jeroen Hoencamp said: "We're committed to putting our brand and our people where our customers want us: right at the heart of their high street and shopping centre."

We want to be part of the community so as well as creating 1,400 local jobs, we've asked the team in each new shop to forge links with a local charity and build a lasting partnership with them.

We'll give each one a community fund of £1,000 to support their charity in the way they think best.

You can more about this on our blog—bit.ly/1kulQV6



Our new shop in Coventry

Volunteering in the community—getting our employees involved

We've started a campaign to get more of our employees to make use of the paid three days' volunteering time we offer every year. Using our skills and energy to give something back to the communities we live and work in can be life-changing—and it's a great opportunity to step outside the daily routine.

Ten per cent of our employees have volunteered so far this year and we're hoping to build on this with a



Steve Gilbert on a volunteer day

new dedicated volunteering website. Employee Steve Gilbert, a regular volunteer, said: "I love the variety and friendship you get with volunteering. Giving your time not only makes a big difference to others, it can be an amazing adventure for you too." Here's Steve using a volunteering day to work for DEBRA—a charity that supports young people affected by the skin condition Epidermolysis Bullosa (EB).

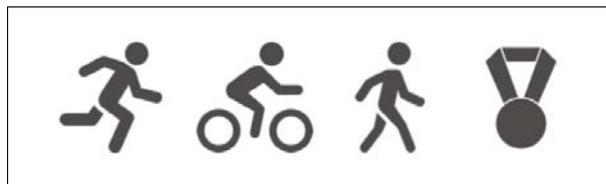
Vodafone's "big bold challenge"

We're asking our employees to join our big bold fundraising challenge by running, walking or cycling to the Olympic Park in London from our offices in Newbury and Paddington. Not everyone will be doing whole

ranging from a scenic walk to a gruelling duathlon—a thirteen mile run combined with a 70 mile cycle.

We're asking them commit to raising at least £100 for their favourite charity and we'll match

the funds raised up to a maximum of £350.



distance but our aim is to complete a collective 20,000 miles in a range of events over the day. Employees can choose from a different packages

The plan is to meet at the finish line in the Olympic Park for a celebratory drink by the Aquatic Centre with the ArcelorMittal

Orbit as a our backdrop.

This is not just a fundraiser—it's chance for employees to have fun and celebrate our achievement in providing the strongest signal in London making it the most 'connected place in the UK'.

The big bold challenges takes place on 25 September.

Please address any feedback or queries to:

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