

RESPONSIBILITY

NEWS FROM THE VODAFONE UK CORPORATE RESPONSIBILITY TEAM

Summer 2013

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Building on our graduate programme



Rt Hon Vince Cable MP with some of our grads at Vodafone HQ

We're building on the success of our popular graduate programme, expanding it from 50 a year to bring in 400 new grads over the next five years.

The Rt Hon Vince Cable MP, Secretary of State for Business, Innovation and Skills, made a trip to Vodafone HQ in June to kick start the new programme. He commented: "Graduate schemes like Vodafone's help young people

get started in their careers. They show the value of investing in young people who want to train and gain experience in a successful British business."

Our new grads will spend two months working in our retail stores, then two five-month placements in other areas of the business, followed by a final full year in an area that interests them.

More than 88% of the grads on the existing programme have stayed with us.

"Our graduates bring fresh thinking and energy into our business," explains Vodafone UK CEO, Guy Laurence, "and we can learn as much from them as they do from us."

The Flex Factor

In partnership with independent think-tank, the RSA (Royal Society for the encouragement of Arts, Manufactures and Commerce) we launched a new report called *The Flex Factor* in July. The report explores the benefits that better ways of working can bring—not just to the UK economy—but to motivation, wellbeing, and the resulting improvements in customer service.

The Flex Factor finds that employees estimate they could gain on average five productive hours per week through working flexibly, which equates to around £4,200 per employee per year. The report argues for a renewed commitment by employers to experiment with flexible working arrangements that are more in tune with 21st century working lives.

Our responsibilities—new CR report from Vodafone UK



Vodafone UK's latest CR report—Our responsibilities—is available online at vodafone.co.uk/our-responsibilities.

Our new report explores how we do business across a range of CR issues including giving something back to society, making sure children are

protected online, and how our technology, and the services we provide, can help customers work flexibly—improving work-life balance and reducing environmental impact.

Go to our new CR report to read about how we support our employees' fundraising—and other CR initiatives.

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Witherslack - one of 12 community-led mobile phone networks



Femtocell technology brings coverage to rural areas

Witherslack, in South Cumbria, is one of the first to trial a 'community-led network' that brings Vodafone coverage to homes and businesses in the area.

Working with the local community we've installed ground-breaking 'open femto' technology across the village of Witherslack to provide access to 3G services where there was little

or no coverage from any network before.

The units, about the size of a small suitcase, use existing broadband services to deliver a 3G mobile signal. They have been placed in a number of locations across the village, including the pub and village hall.

Witherslack joins East Garston in

Berkshire, Walls in the Shetlands, Pendine in South Wales, Newcastleton on the Scottish Borders, and Cranborne in Dorset as a triallist in the open femto programme. Another six communities will join them over the coming months.

170 communities applied to be part of the trial.

Our competition winners run seven great charity races



Four races to go! Our Fittest Fundraiser competition winners, Grant Counsell and Sophie Mullins with Vodafone's Dan Bowsher, and fellow runner, Haile Gebrselassie, Ethiopian long distance track and road runner.

Back in April we launched our JustTextGiving Fittest Fundraiser competition to celebrate being the digital fundraising partner for the Nova Great Run series.

The prize was for one lucky member of the public to run seven of Nova International's charity road races in a year. Choosing from such a strong list of contenders was tough, so in the end we settled on two winners, plus Vodafone's own marathon man, employee

Dan Bowsher, to support them every step of the way.

Winner Sophie Mullins was a rising running star but, soon after going from amateur to professional status, her career came to a sudden stop because of a rare blood condition called Mastocytosis. But nothing stopped Sophie joining the team as one of our Fittest Fundraisers.

Our other winner, Grant Counsell, has less experience but with three members of his family affected by cancer, he's determined to raise as much money as possible through JustTextGiving for Cancer Research UK.

Dan's our man on the inside. He's part of the Vodafone UK social media team and, outside of work, he's spent the best part of the last two and a half years getting into running and encouraging others to run with him to raise money for charity.

All told, we thought he'd be a great candidate to take on the challenge too—not to mention contributing to the group's social media know-how and running chat.

And, as he puts it, it's a fantastic opportunity.



Please address any feedback or queries to:

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