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Making our videos accessible for customers with hearing loss

Our You Tube help videos provide a great source of advice and information on new phones and services. Customers can get the support they need clearly, comprehensively – and in their own time. Now we're making them accessible for customers with hearing loss – by subtitling every new help video we make.

This is a first for a UK mobile operator and it means all our customers can benefit from the Vodafone Tech Team's useful tips and advice. Vodafone employee, Blaise Persaud, explains how and why these changes came about: "During my time in the

Vodafone innovation team, I was encouraged to work on projects that I'm interested in— to find any problems in the business and look at possible solutions. As I am profoundly deaf, I decided to look into issues that affect me and other deaf people— I know how frustrating it can be when you want to watch a video, only to find that it does not have subtitles.

"There's so much information available nowadays, and with the constant developments in technology, people are using more innovative ways to communicate

with each other. These methods are great, but when you are part of the minority that can't access them, it can be disheartening. Vodafone is taking steps to include more people and hopefully this will inspire even more changes."

For more information about our subtitled videos, visit

[Vodafone Social.
Vdfn.co/1hS1Lcz](http://Vodafone Social.Vdfn.co/1hS1Lcz)

We launch the new edition of Digital Parenting magazine

Our research shows that over 70 per cent of UK parents believe mobile technology is strengthening the



bond they have with their children. The study, conducted with 1,500 parents and 500 young people, also reveals the extent to which mobile

technology is now woven into the fabric of modern family life. 75% of under 18s believe their relationship with their family is closer thanks to mobile, 69% admit the first thing they do in the morning— and the last thing they do at night—is check their phone. And one in two feel sorry for the dull lives their parents had in the pre-mobile world.

However, despite the overwhelming benefits to family life, a third of parents worry they don't know enough about mobile technology, more than a third of parents of 10-17 year olds admitting their kids know more than they do when it comes to technology.

The research was undertaken to mark the launch of the new edition of Vodafone's Digital Parenting Guide, a free resource to help parents, teachers and those who

help parents and carers work with young people to better navigate and understand the digital world. Launched in 2010, more than one million Vodafone Digital Parenting Guides have now been distributed in the UK.

The latest edition is available for free in Vodafone stores across the country, and online at vodafone-digitalparenting.co.uk

The magazine is also available for schools via [The ParentZone](http://TheParentZone)

In April, we hosted a roundtable with The Guardian and some of the digital world's leading experts on parenting and internet safety to discuss some of the challenges we face. Read more about this on [Vodafone Social.
Vdfn.co/1k1YZCS](http://Vodafone Social.Vdfn.co/1k1YZCS)

RESPONSIBILITY

Late news:

We've signed a partnership with Tinder Foundation to help millions more people benefit from being online in support of the Government's Digital Inclusion Charter.

More in the next edition of Responsibility.

Introducing online sign language support for customers with hearing loss

As well as subtitling our YouTube help content we've also introduced technology from SignVideo to give BSL (British Sign Language) users access to a trained interpreter.

Vodafone is the first mobile operator to offer this service to the estimated 156,000 BSL users in the UK. Now, when customers with hearing loss need help or advice from someone

at Vodafone, they can head to the accessibility section on vodafone.co.uk and click on 'Connect Now'.

The computer needs to be running either Internet Explorer, Google Chrome or Safari, and have a web connection with a speed of at least 256kbps—and a webcam. On a PC or Mac,

you'll need to install a one-off plug-in. You can read more on Vodafone Social Vdfn.co/1kGJCiQ

The service is available Monday to Friday, 8am to 6pm.



We've eco-rated our phones—

Our new eco ratings help customers compare the environmental and social impacts of different mobile phones.

We score phones from zero to five—where five is the most sustainable.

The scoring is based on the analysis of a number of factors and impacts:

- The use of raw materials that have a high environmental impact
- The amount of energy and water used to produce the phone
- The distance and method of transport used from production to Vodafone store
- Features that reduce the environmental impact and how easy it is to recycle at end of life
- Find out more at Eco-rating.co.uk



... and brought wind power to the network

To provide a first class mobile phone service for our customers, we need a network of strategically placed masts. Without a signal from a nearby mast, mobile phones and other mobile devices simply won't work.

They're very low powered individually, but when you have over 14,000 of them across the country, they represent a significant contribution to our energy usage—around 86% of our total in fact.

We're always looking at ways to reduce energy use and now we're looking at wind power to help us.

We've formed a partnership with EnergieKontor which plans to build a small wind farm in Northamptonshire.

When the farm opens in 2015, we're committed to buying all the energy it produces over the next 15 years.

We estimate it will produce enough energy to supply power to five per cent of our network of masts.

As well as the environmental benefits, the less we need to

spend on energy, the more we can invest in the network and on customer services.

What we learn from the project will shape how renewable energy is used by Vodafone operating companies across the world.

Please address any feedback or queries to:

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