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"We now have over 19 million customers and employ over 7,000 people across the country. Naturally, with that growth comes responsibility. The responsibility to act with integrity and to be a company that customers trust and employees love to work for."

Guy Laurence, CEO, Vodafone UK, in his introduction to the Responsibility Store.

Welcome to the Responsibility Store

Our new CR report is now available online



Guy Laurence, CEO, Vodafone UK

Our new CR report—the Responsibility Store—is now available online at vodafone.co.uk/responsibility. The Responsibility Store looks at how we do business across a range of CR issues. How we develop our network, how we protect our customers' privacy and security, how we support the local community, and how we tackle the issue of climate change.

This year's report majors on the technology we make available to customers, both individual and business. How the services we provide can change the way we work—freeing up time, reducing our carbon footprint and improving work-life balance; and how we use that same technology to

help our own employees work flexibly, remotely, and securely. Guy Laurence, our CEO, says in his introduction to the report: *"Being able to access the internet via mobile has freed us from the tyranny of office desks and fixed locations. Business can reduce office space and car parking, and with less travel, the environment benefits too. We can actually change the way Britain works."*

The Responsibility Store also focuses on the launch of JustTextGiving - a major new text donation service set up in partnership with Just Giving. It means all

charities - no matter how big or small - and individual fundraisers can raise money by text message without any cost to themselves or the charity.

Building on Vodafone's successful World of Difference programme, which has paid salary and expenses for 1,000 individuals to work for charity, JustTextGiving has already been taken up by 13,000 charities and 10,000 individual fundraisers.

More information at: justtextgiving.co.uk



Vodafone UK—The Responsibility Store



Vodafone Guardian

Visit our Responsibility Store
vodafone.co.uk/responsibility

Vodafone Guardian—a new app helps protect young people

We're launching a free Android app which puts protecting young people against unwanted calls and texts, or inappropriate use of the internet, firmly in the hands of parents and carers. According to the independent regulator, Ofcom, 16% of 5 to 11 year-olds use a smartphone rising to over a third of 12 to 15 year-olds.

Vodafone Guardian can be configured to provide standard protection for certain age ranges. For example, the bar designed for 7 to 8 year-olds disables the camera, internet and incoming calls or texts from unknown callers. Features can also be set individually—certain numbers can be barred, or internet access

blocked at certain times of day. The app will be available from the Android Market, Vodafone App Select and Vodafone Updates from December 1. Vodafone Guardian has been developed by the Vodafone Foundation.

RESPONSIBILITY



Our retail stores choose to help save the British coastline

We commit the money we raise through recycling handsets, accessories and devices to support the important conservation work carried out by WWF.

In the summer, we asked our office-based employees to vote for their favourite project. They chose to help protect the ancient forests

of Papua New Guinea.

This autumn, we asked our retail stores advisers across the country to vote and they chose a programme nearer to home: the WWF project to protect the British coastline and marine environment.

The plan is to bring together key stakeholders from anglers to port authorities to find collaborative solutions to help this valuable environment.

Plastic bags raise money for RSPB

Careless disposal of plastic bags is a hazard to the environment—particularly to bird life. From October, the Welsh Government has imposed a 5p charge on all single use bags used in shops. Vodafone has pledged to pass on all money raised in this way from its retail stores in Wales to RSPB Cymru.



JustTextGiving—update

The first ever totally free text donation service has gone from strength to strength—**JustTextGiving** by Vodafone was launched in May this year.

We now have 13,000 charities signed up and over 10,000 individual fundraisers. JustTextGiving has already helped raise many thousands of pounds and—as there are absolutely no charges and 100% of the donation goes to the good causes—even the smallest of charities have benefited.

Some highlights from the first six months:

Cash for Kids in Scotland raised £5,000 for a new teenage cancer unit in Edinburgh.

Holy Trinity Brompton Church raised £7,000 in one evening to support education and community projects.

Former Aston Villa star, Paul McGrath, raised £7,500 for Acorn children's hospices at a Saturday afternoon match at Villa Park.

And from World of Difference—

We asked an independent research company to review our 2011 **World of Difference** programme—an initiative which pays a salary for committed individuals to work for charity for two months in the UK. They found that 84% of charities were 'very satisfied' with the programme. 95% of individuals taking part had positive experiences—a third of them described the experience as 'life-changing'.

JustTextGiving™
by **vodafone**

Fundraising will never be the same again with JustTextGiving by Vodafone.

You can now raise money by text for any UK charity using your very own unique code.

New ways of working

Please address any feedback or queries to:

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We believe in new ways of working at Vodafone—for ourselves and for our customers. It means freeing employees up to work remotely and flexibly, getting rid of fixed desks, reducing office and parking space. It's great for work-life balance but it also leads to environmental benefits. We asked Environmental Resources Management Ltd (ERM) to have a look at the reduction in carbon emissions from our new ways of working—and they've come up with some impressive results.

By working flexibly and remotely, using video and phone-conferencing, we've used 24,000 tonnes less CO₂ this year than in 2005/06—that's a saving of £11.5 million.

What data bundle suits you? Customers have three months to find out

We're inviting all new and upgrading customers to use as much data they like, for whatever they like for a period of three

months. Our Data Test Drive gives customers the chance to experiment with features and play around with apps on their new smartphones without the worry of exceeding their agreed price package.

At the end of the Test Drive, we'll be able to tell the customer how much they've used and help them choose the right price plan for their needs.

