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Summer 2011

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"We're pleased to be the first mobile network operator to partner with the Foreign Office to deliver this trial."

Jayne Rees, from Vodafone, on the trial service to alert overseas travellers in the event of a crisis

Vodafone UK works with the Foreign Office to help travellers in a crisis

This month we launched a trial service with the Foreign Office to deliver text messages to travellers who find themselves caught up in a major national crisis overseas.

Travellers will receive a free text giving safety travel advice from the Foreign Office in the event of a natural disaster or civil unrest.

The trial applies currently to Vodafone customers, those roaming temporarily on the Vodafone network, and also to customers of providers who use the Vodafone network including Asda Mobile, Lebara, Talk Talk and BT Mobile.

Foreign Office Minister, Jeremy Browne, said: "We will soon have the ability to send text messages to all affected British nationals registered on our crisis database." Jayne Rees, Vodafone's Head of Central Government, said: "We know how essential

mobile phones are for keeping in touch with friends, family and colleagues—as well as being one of the things people won't leave home without, whether at home or abroad.

"This new service will exploit the ubiquity of mobiles and use the technology to support UK nationals abroad and provide them with information when they need it most. We look forward to supporting the Foreign Office with this and further initiatives."

The trial will last for 12 months.

Vodafone sponsors the Institute of Fundraising Convention

Vodafone was a headline sponsor of the Institute of Fundraising Convention, Europe's largest fundraising event, which attracted 2,240

delegates from 458 charities.

In his keynote address to the Convention, Vodafone CEO, Guy Laurence, described the extraordinary success of our new JustTextGiving initiative and talked about moving beyond 'chequebook' charity by harnessing the power of our own technology to mobilise communities and bring about social change.

Better deal for Vodafone Northern Ireland customers

Vodafone customers living or working in Northern Ireland can now use their price-plans minutes with no additional roaming fee whilst travelling in the Republic. Ireland Plus costs £5 a month.

Vodafone—Mumsnet app

Vodafone and the parenting website, Mumsnet, have launched a new app giving parents on the move easy access



to the ever-popular Mumsnet Talk section of the famous website. Accessing Mumsnet on a mobile is increasingly popular accounting for a quarter of the monthly 1.5 million visitors. The new Vodafone—Mumsnet app means instant access to the most active section of the website. Talk notches up over 25,000 hilarious, helpful or down-

right controversial posts a day on subjects as varied as coping with the in-laws to searching for the perfect pushchair. As families embrace the great outdoors this summer, they're never far away from peer-to-peer wisdom and advice.

RESPONSIBILITY

mHealth Professional—helping healthcare workers support patients

We're using our expertise in mobile technology to support the healthcare sector—bringing improved patient care and greater efficiencies. mHealth Professional is a suite of tools, services and applications which include remote access to patient records, a system

to electronically record hand-written notes, and lone worker safety options. More about the services, tools and applications at Vodafone.co.uk/health



Using data abroad with confidence

We've made changes to our Data Traveller package which means customer can now access more data abroad without having to pay more, and not just in Europe—but all over the world. 25 MB in Australia now costs £5 compared with £40 on O2.



Jamal Tariq

"We found someone with the skills and ability to hit the ground running."

Simon Clarke, CEO
Aimar Foundation

Calling all charities—join us to make A World of Difference

We're looking for more charities to register with our **World of Difference programme**. Delivered by the Vodafone Foundation, our programme pays people to work for a charity for two months full time, or a little longer on a part-time basis.

Around a thousand people have worked on the programme and hundreds of charities have benefited. The Aimar Foundation, for example, worked with Jamal Tariq from Reading for two months. CEO, Simon Clark, said "It's very

difficult to find all-round technological resources in the marketplace. What we found through this programme is someone with the skills and ability to hit the ground running." And Jane Corry, CEO and artistic director at Norden Farm Centre for the Arts in Maidenhead, sang the praises of volunteer, Iain Donaldson: "He brought a fresh perspective, lots of new ideas and got us thinking about how we could do things in quite a different and original way." The Vodafone Foundation pays the charity £2,500 with the winners

getting the balance when all tax and NI have been paid. The charities also receive £250 towards any expenses associated with offering the placement.

The 2011 programme will be launched in the autumn with placements starting in spring 2012.

To find out more, or to register an interest in taking part, visit the World of Difference website at vodafone.co.uk/worldofdifference.

News in brief

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We won two prestigious awards at the Mobile Industry Awards in June. Pictured here our CEO Guy Laurence, who won Mobile's Person of the Year Award and Jeni



★ ★ ★

Mundy, our Chief Technology Officer, who picked up the award for best network.

We held a New Ways of Working road show at the Heritage Motor Centre in Gaydon. Our business customers—including Halcrow, First Rate and Southend Borough Council—talked about Vodafone solutions and how we are leading new and better ways of working in the 21st century.

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We're making life easier for our visually impaired customers. In the past, anyone wanting to have our Talks screen reader technology installed when they buy a

new phone or upgrade their handset would have to wait while the handset was sent away to have the software installed. From next month, we've made it possible for the install to be carried out in-store.

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We invited 20 CR opinion leaders and influencers to join us for lunch to talk about our initiatives and reporting. Their input will help frame our future activities.



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