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Patrick Laine, WWF-UK

Old phones to help WWF projects

Vodafone announces new recycling partner

Recycling unwanted phones and accessories has always been a key part of our environmental programme. Over the last five years, we've reused or recycled over a million phones—almost 300 tonnes of useful nickel, cadmium, metals and plastic.

We aim to keep old phones out of landfill where previously harmless elements and substances can degrade and cause damage to wildlife and the environment.

Our new partnership with WWF-UK means the environment benefits twice. For each old phone we get back, we'll give around £9 to WWF to help them in their conservation efforts and to tackle big issues like climate change.

Patrick Laine, Director of Corporate Partnerships for WWF-UK said *"We are delighted to be the beneficiary of Vodafone's recycling scheme. We look forward to directing the funds to some of our priority projects throughout*



Vodafone's new handset recycling bin

our 50th year." Vodafone retail stores will take back phones from any network or you can post them free of charge to Freepost Vodafone Recycling.



SAFER INTERNET DAY 2011

8 FEBRUARY

We support Safer Internet Day

With more and more people using their mobile phones to access the web, Vodafone is keen to help customers, especially parents, make sure they understand the risks—and the benefits—of digital technology.

We were very pleased to support Safer Internet Day on February 8. Organised by Insafe, a body co-funded by the European Union. Internet Safety Day promotes a safer and more responsible relationship with online technology and mobile

phones across more than 60 countries.

This year, the theme was our virtual lives with the focus on social networking, and addressing the risks young people run by going virtual in online games. The key message from Insafe is *"it's more than a game, it's your life."*

To help protect our customers, our content control bar blocks access to 18-rated material and we work closely with Myspace and YouTube to make sure inappropriate material

can be removed from their mobile services quickly.

We've also worked with online parenting experts, Mumsnet, to launch The Vodafone Parents Guide to help parents get to grips with the technology, and there's a useful magazine called Digital Parenting to go with it, with real-life stories from parents and grandparents.

For more information go to vodafone.co.uk and click on **Help for Parents.**

RESPONSIBILITY

"We're proud to have been recognised for the role we, and our award-winning network, play in enabling smart meter deployment in the UK."

Enterprise Director, Peter Kelly

500 prepare to make a World of Difference

Vodafone's World of Difference programme goes from strength to strength. with 11,000 people applying to win a place in the 2010 charity programme.

In January, 500 committed and energetic individuals learnt that they will get the chance to get paid by Vodafone to work for their chosen UK charity for a two-month period.

This is the second year that Vodafone has run the UK programme and of last year's 500 winners, over 60% have continued to support their charity.

You can find out more at vodafone.co.uk/worldofdifference or follow the programme on [facebook.com/worldofdifference](https://www.facebook.com/worldofdifference) or twitter.com/WOD-UK.

Vodafone pays the charity £2,500 from which tax and national insurance is deducted, the balance going to the World of Difference winner.

Vodafone scoops smart metering award

In February, we won our first smart metering award at the annual Smart Metering UK & Europe Summit

event. We beat Atos Origin, CEZ, Cambridge Consultants and ADD Semiconductor to scoop the Network and Communications Award.

Smart metering means people no longer have to wait in for someone to read a meter. And because Vodafone's network sends real time data back to the energy provider, customers only get billed for what they use. It also means householders can monitor their usage and reduce costs and environmental impact.

Vodafone's Enterprise Director, Peter Kelly, said *"These new awards highlight the growing importance of smart metering in the UK. We're proud to have been recognised for the role we, and our award-winning network, play in enabling smart meter deployment in the UK."*

Some of last year's winners



Inside story: news about Vodafone people

A new way of working

Vodafone's Newbury HQ has undergone some changes over recent months. Changes in our marketplace meant we wanted to work more flexibly, encourage collaboration, and become simpler and faster in everything we do.

We've done away with fixed desks so whilst everyone has a 'home zone' where their team is usually located, people can sit where they like or join another team for the day if it makes sense.

Getting rid of bulky fixed desks makes more room for bookable meeting

We're also making sure we use technology to its best advantage. We take laptops to meetings to cut down on printing; we use instant messaging and document sharing; video conferencing and conference calls. We've even got three libraries with no talking zones for those times when you need silence.

Please address any feedback or queries to:

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Employees at work in a creative lounge

rooms with VC equipment, project rooms, huddle zones, breakout areas and relaxing lounges to encourage creative thinking.

The picture shows one of our creative lounges.

A new layout restaurant, deli and coffee points throughout the campus, a gym and a range of therapies look after the inner man and woman; and there are showers and lockers on every ground floor of our seven HQ

buildings for cyclists and joggers to freshen up.

