



RESPONSIBILITY

NEWS FROM THE VODAFONE UK CORPORATE RESPONSIBILITY TEAM

Vodafone UK

Autumn 2010

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"The progress made by Vodafone towards achieving the One in Five Challenge has been impressive during this year. We would like to continue to work with Vodafone to promote new ways of working that involve less flying and to endorse Vodafone's corporate leadership in this area."

WWF One in Five Challenge First Progress Report

Our Responsibility Store

Our new online CR report available

Vodafone UK's seventh annual CR report is available at vodafone.co.uk/responsibility from 24 November.



Bike sheds at the Vodafone HQ—part of the green travel plan

A totally online resource, the new Vodafone UK Responsibility

Store reviews how we've done business over the past year, and looks at some of the challenges ahead.

We meet our WWF challenge

We've achieved—and exceeded—the WWF One in Five Challenge to reduce flights by 20% in just one year instead of five. An audit shows our employees took 3,700 fewer flights in 08/09 (26% less) saving 617 tonnes of CO₂.



LED trial in retail stores

Saving energy makes sound business and environmental sense. We've made great strides with our network and offices, now we're taking a look at our retail estate to see what improvements we can make there.

A study by Pike Research shows that 17.5% of global electricity consumption is accounted for by lighting so any savings we can make across our 400 retail stores will positively impact our

total carbon footprint.

A trial of LED lighting in one of our retail stores showed that LED lighting, whilst more expensive initially to install, would reduce energy used for lighting by 73% over the



Retail store with trial LED lighting

year. Simon Angel, Energy Manager for Vodafone UK, said:

"The trial has shown us some really significant energy and maintenance savings."

"We're now working with our partners to explore how low energy lighting can be deployed more widely across our retail estate."



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Close the door in retail stores!

LED lighting could be a useful long term contributor to energy saving in stores but an obvious quick win is to institute a closed-door policy. It's estimated that UK retailers waste around £300 million a year paying to heat or



cool the pavements. We think we could make some great savings.

With a few exceptions—stores located within shopping malls for example—we're asking our 400 retail managers to keep the door shut when the air conditioning or heating is on.

Accessibility

Vodafone has set up and trained a team of 20 skilled customer advisers to help customers with disabilities or special needs get the best out of Vodafone.

The new team can advise on products and services, functionality and different literature and billing formats. The team can be reached on a dedicated number—08700 733222.

Keeping information secure

In September we were awarded the globally recognised ISO 27001 Information Security Management System Certification. ISO 27001 provides verifiable assurance of effective information security management in our processes.

Jeni Mundy Chief Technical Officer for Vodafone UK said: *"It demonstrates that we continue to deliver the most reliable and secure information system for our customers on the UK's best network."*

Going Digital—helping parents with new technology

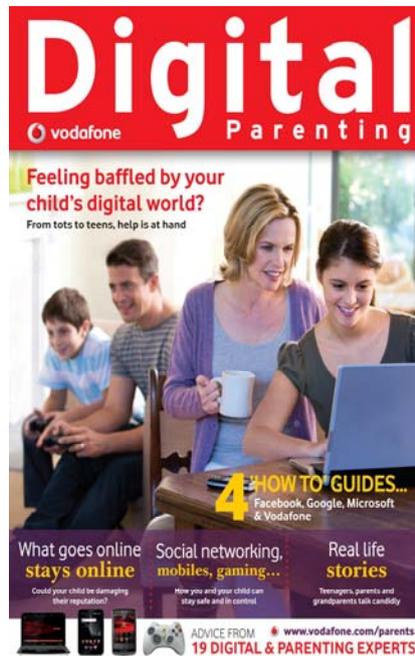
A useful guide to help parents get more involved with the technologies their children use has just been published by Vodafone Group.

Digital Parenting supports the Parents' Guide website (Vodafone.com/parents) which was developed in collaboration with Mumsnet.

It covers a range of subjects including cyber bullying, mobile costs, protecting your personal reputation online, security, privacy and what to do about excessive usage.

Contributors include Professor Tanya Byron and Dr Sonia Livingstone but there are also helpful articles written by teenagers, parents and grandparents. Go to:

<http://bit.ly/9kK5H2>



can text a £5 donation to disaster relief simply and quickly by texting 'GIVE' to a special short code.

The £5 donation is added to the customer's bill but 100 per cent of the donation goes to disaster relief with no charge for the text message.

Red Alert appeals will be reserved for major emergencies which cannot be dealt with using normal coping mechanisms and where agencies need additional funds fast.

Red Alert—responding to disasters

Red Alert is new emergency SMS fundraising facility set up by The Vodafone Foundation to react quickly to disasters.

It means customers and employees

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