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Text Santa adds to Christmas joy

Our JustTextGiving campaign with ITV

We launched the Christmas ITV Text Santa campaign with a record-breaking longest cracker pulling chain at the Vodafone HQ. Across our offices we dressed up, baked

Donations from the public during the ITV shows raised £2.6 million which, together with matched funding from the Government and other donations, brought the total

to £4.2 million for nine good causes: Samaritans; Crisis; WRVS; Carers UK; Help for Hospices and four children's hospitals. Our JustTextGiving



Record-breaking cracker pull

cakes, and held quizzes raising £5000 plus an extra £4000 through company phone donations.

service worked flawlessly handling 16,000 donations a minute at its busiest. More at JustTextGiving.co.uk.

From our CEO—a prediction for 2012:

"The new crop of smartphones will not just enable people to engage with events such as London 2012 – and the music festivals we are supporting through Vodafone VIP – they will increasingly enable users to access the new mobile payment and m-commerce services that will start to appear, in part as a result of our joint venture with Everywhere and O2."

Guy Laurence, interviewed by Mobile News, 23 January 2012

Vodafone Foundation Smart Accessibility Awards 2011



Smart technology—improving the lives of people with disabilities.

We announced the winners of our first Vodafone Foundation Smart Accessibility Awards in December.

Smartphones offer significant benefits to people with disabilities and now the Vodafone Foundation has partnered with AGE Platform Europe, and the European Disability Forum to encourage app developers to focus on customers with different needs.

Four app developers will share a £200,000 prize fund for their innovative apps including:

Help Talk

Help Talk is designed for people who are unable to communicate by speech. The application presents a set of commands represented by icons which speak out a basic need or desire—"I'm thirsty" or "I am in pain".

Wheelmap

Wheelmap uses crowdsourcing to facilitate accessibility ratings for

cafes, museums, and other public places. In one month, 1,200 users registered for the app and 180,000 places were reviewed.

Neelie Kroes, European Commissioner for Digital Agenda, said: "I congratulate the winners of the Awards and the Vodafone Foundation for helping bring the benefits of smartphones to all Europeans. Everyone can gain from the digital revolution."

"Vodafone is committed to doing all we can to empower consumers of all ages and abilities: we want to extend the smartphone revolution to as many communities as possible."

Vittorio Colao, Vodafone Group CEO.

Visit our Responsibility Store
vodafone.co.uk/responsibility

RESPONSIBILITY

"It's simply not necessary to always trudge to and from meetings when modern technology allows you to circumnavigate the globe virtually from the comfort of your front room or local coffee shop. Working flexibly can help increase productivity as well as employee wellbeing, not to mention dramatically reducing our carbon footprint. This interactive portal can help businesses reap these rewards."

Transport Minister, Norman Baker at the launch of *Anywhere Working online*

Anywhere Working Consortium launches online portal

Anywhere Working Consortium has launched an online portal (www.anywhereworking.org) to help UK organisations take a smarter approach to flexibility in the workplace.

Vodafone is among a prestigious list of members who have contributed. The site, a resource for both



provides training, guidance, case studies and product offers, helping businesses to establish new and innovative ways of working. It includes a useful calculator to measure how much time, money and

energy they can save by moving to a more flexible working pattern.

The initiative is supported by the Department for Transport

(DfT), Transport for London (TfL) and the Trades Union Congress (TUC). It's another great example of how we're helping to change the way Britain works.

Supporting WWF with recycled phones—and a little help from our employees

It's been a year since we joined up with WWF to support them with funds raised by recycling old handsets. So far we've been able to donate more than



£528,000 to various conservation projects.

We're now asking our employees to vote for the WWF project

they think should receive the next £100,000 of funds.

It could be a project to protect endangered species like the black rhino in Namibia, work on Climate Change, or a scheme to improve the health of the Rio Conchos in Mexico.

And some news from World of Difference—

Another group of enthusiastic and committed individuals are

about to join the Vodafone World of Difference programme. Five hundred people—including 13 Vodafone employees—have been selected to work for a charity of their choice, either for two months full time, or four months part-time, with Vodafone paying their salary and expenses. The group start work at the beginning of March. You can follow their progress: worldofdifference.vodafone.co.uk

Please address any feedback or queries to:

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Inside stories

Olympic Torchbearers

WE asked our employees to nominate their colleagues to carry the Olympic torch for a stage of its tour around the UK.

We wanted to reward some of our customer heroes—employees who know the importance of putting customers first and act on it all of the time. From hundreds of replies, with some inspiring stories, we've selected 45 employees to carry the flame this summer.

Vodafone People Survey—

Results from our annual People Survey indicate a great response rate of 88 per cent. Our Employee Engagement score rose from 69 to 74 per cent and 79 per cent of us feel that our managers support a good work-life balance—up from 77 per cent last year.

Our Stakeholder Roadshow

Finding what our stakeholders think about us is a priority.

We're always looking for ideas to improve how we do business and how we communicate our CR initiatives.

This year, we're on the road with focus groups in London, Leeds and rural Derbyshire to find out what's important to our customers, and to individuals living in the communities where we operate our network. We'll publish the results in the spring newsletter.

