

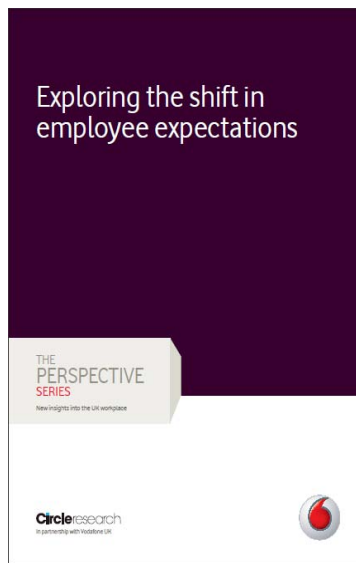
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Spring 2012

Better ways of working —being flexible brings benefits for everyone

Flexible working is the trump card for attracting and keeping top talent



according to the first of Vodafone's new Perspective series which looks at UK working trends. Backed up by independent research and with views from Ashridge Business School and the Chartered Management Institute, the report offers 'real world' guidance and best practice to help businesses of all sizes find innovative ways to stay ahead. The findings indicate that work-life balance is now as important as basic pay to employees; and that half of all managers interviewed across the UK felt that flexible working makes their companies more attractive to new recruits.

85% felt employees now expect greater flexibility, and 60% said it made for a more productive organisation.

And it helps the environment too

An Environment Resources Management (ERM) study commissioned by Vodafone has shown that using our own technology to promote better ways of working with our own employees has helped us save more than 24,000 tonnes of CO2-equivalent emissions and around £11.5 million a year.

ParentPort—new resource to protect children

The UK media regulators—including Ofcom and the Press Complaints Commission—have set up a new resource to help parents and carers protect children from inappropriate material—on the internet, on TV or film, or in advertising.

The new resource—ParentPort—provides an online reporting tool so complaints or concerns can be redirected to the most appropriate body. It also provides information about standards and a "Have your say" section to give feedback. parentport.org.uk.



Vodafone Guardian active hours selection

you have to prove your age before the bar can be lifted.

We also provide a free Android app called **Vodafone Guardian** which can be configured to disable the internet or camera full-time or for specified periods—during school hours for example. It also gives parents control over who can and can't phone their children, and who they are able to contact.

And what we can do to help

Most of the phones we supply come with a bar that blocks any material rated 18+ (BlackBerry devices by RIM are currently an exception) and

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RESPONSIBILITY

The Devil's in Your Details

Vodafone has worked across the telecoms sector to drive support for the National Fraud Authority's [The Devil's in Your Details](#) campaign. The campaign aims to raise awareness of the importance

of protecting personal information and reminds us all to check that whoever we share our details with is genuine—whether this is online, on the phone, or in person. It encourages consumers to suspect anyone or anything they

are uncertain about, to keep asking questions, and to challenge or end an engagement if it feels uncomfortable.

The website provides two informative videos

on YouTube which have already reached 350,000 viewers. The Action Fraud Website saw 82,723 visits in March—up by 27% on their previous 'Highest Unique Visitors Ever'.

Consumers who need advice about fraud should ring Action Fraud on 0300 123 2040 to talk to a specialist adviser. Or they can report fraud using the [online fraud reporting form](#) on the website actionfraud.police.uk/



Guardian debate on the future of giving

The Guardian newspaper invited a select group of business leaders and experts from the not-for-profit sector to a debate about the future of giving in April. Sponsored by JustTextGiving by Vodafone, the debate explored how charities can better engage the next generation of donors. From instant communication and m-commerce to social networking and rolling news, the way in which we interact with each other and the world has changed radically in recent years.

Commercial organisations have been swift to recognise changing consumer behaviour and have responded.

The extent to which charities can do likewise—adapting their fundraising models to reflect the new consumer mindset—will have a critical impact on their ability to raise funds in the next decade and beyond. A report of the discussion will be published in Society Guardian on 16 May.

Race for Life

The award winning donation service, JustTextGiving by Vodafone, is to help boost fundraising this summer as an Official Champion of Cancer Research UK's Race for Life 2012.

Race for Life's 600,000+ participants will be encouraged to use a unique, pre-allocated text donation code to maximise their fundraising efforts and make giving quick and easy for their supporters.

Please address any feedback or queries to:

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Helping our customers stay in touch

Vodafone 155

We've launched a simple, reliable Pay as you go phone with a clear display and large buttons making it particularly useful for older customers or those with impaired dexterity—or for anyone looking for a simple communications solution. The Vodafone 155 also has a dedicated SOS button—by assigning the number of a relative or friend it

becomes a hotline to help when it's held down and makes a loud noise to alert those close by.

Vodafone Buzz Back

Having a mobile phone means you're always in touch with friends and family—as long as you've got credit on your Pay as you go phone. We know parents often give a PAYG phone to their children and it can be a worry if they use all the credit up and can't get in touch. Vodafone Buzz Back lets customers

send a free text message to anyone on any network asking them to call back. There is no charge to send or receive the text and we'll let the customer know it's been safely sent. A customer doesn't have to be out of credit (if they want to keep a little in reserve)—and they can send a Buzz Back text up to twice a day.

