



Sustainability

Corporate sustainability at Vodafone UK

Spring 2016

The Vodafone Foundation celebrates 25 years

In this issue:

- 25 years of the Vodafone Foundation
- An award for our fleet management
- Latest from the Women's Network
- Celebrating Shakespeare
- Community Connections

The Vodafone Foundation celebrated its milestone 25th birthday in May this year. Operating in 27 countries, the local foundations have invested a combined \$1 billion dollars over the years, using digital technology to improve people's lives through health programmes, education and disaster relief.

In the UK, we've supported thousands of Vodafone employees to raise millions of pounds

for charities through our matched funding scheme, as well as invest-

ing around £30 million in innovative programmes.



Vodafone Foundation

Vodafone UK Foundation programmes

Our long-term partnership with **The Scout Association** was launched in January this year,

establishing a Digital Manifesto which will empower thousands of young people to make more of the opportunities to explore their digital potential.

In partnership with Parent Zone, we developed **Digital Parenting** magazine, to help young people stay connected safely, and to manage their online time constructively.

One million copies of the fourth edition were distributed to schools, government bodies, charities and to our retail stores this year.

Working again with Parent Zone, **My Tech Family** provides resources for UK primary schools to inform families about the digital world—the benefits and the risks. Since we launched the programme in 2014, 5,200 schools have signed up.

JustTextGiving, launched in May 2011, is a partnership between the Foundation and Just Giving. It allows people to make charity donations via a free text message. So far, £37 million has been raised for thousands of charities, with nearly 250,000 fundraisers using the service.

Our **TecSOS** technology, developed in 2010, is designed to provide victims of domestic violence with immediate connection to the police at the touch of a button on a specially-designed handset. More than 70% of police forces now use TecSOS.

And between 2009 and 2012, our **World of Difference** programme provided the salary and expenses for 1000 people across the UK to spend two months working for their favourite charity.



The Vodafone Foundation is a UK registered charity (registered charity number 1089625)

2016 Fleet Environmental Award winners!

We were proud to be the winners of the national 2016 Fleet Environmental Award in April. The award recognizes our work to reduce the carbon emissions from our company cars, and also our employee "Road Smart, Road Safe" initiative promoting road safety and fuel efficiency.

Vodafone UK Women's Network

To celebrate Women's Week, the guest speaker at our Women's Network event in Manchester was Jo Fairley, founder of Green and Black's chocolate. Jo told us her story—from a Portobello bedroom to a global ethical brand with a starting fund of just £20,000 of her own money.

She said her greatest satisfaction is the impact the company has had on the Central American producers who supply the Fairtrade chocolate for the brand. When they started, no children went to secondary school—now, thanks to Fairtrade, 90% of their children benefit from a secondary education.

Read more about these and other Vodafone stories on **Vodafone Social:** <http://blog.vodafone.co.uk>

Sustainability

Shakespeare for everyone—Vodafone and the British Library create a Digital Library of first editions

To mark the 400th anniversary of Shakespeare's death, Vodafone and the British Library created a Digital Library using



The Digital Library on the beach at Bournemouth

Literature website, revealing more about the world of Shakespeare and his plays, from King Lear and madness, to the violence of Romeo and Juliet and the life of the Bard himself.

The Digital Library's first official appearance was at the St George's Day celebrations in Trafalgar Square on the 23 April—the 400th anniversary of Shakespeare's death—followed by a tour of cities, towns and villages

across the UK. To bring this initiative to an even wider audience, we've also made 400 rolls of the digital wallpaper available for families and schools across the UK to win.

Adrian Edwards, Head of Printed Heritage Collections at the British Library, said:

"The look of the Digital Library is inspired by the shelving of the iconic King's Library Tower in

St Pancras London. The extraordinary collection housed there includes a number of Shakespeare's original quartos containing the earliest record of some of his most famous plays.

"The quartos were designed to be read by the broadest possible audience, and so it is extremely fitting to share them digitally in the 400th anniversary via the Digital Library tour with Vodafone."

Helen Lamprell, Vodafone UK's Director of Corporate and External Affairs, said:

"Mobile technology is playing an increasingly vital role in bringing culture and communities together and this wonderful initiative with the British Library builds on our global campaigns supporting young people's constructive use of digital technology."

Please address any feedback or queries to:

Jane Frapwell
External Comms Team
Vodafone UK
Vodafone House
The Connection
Newbury
Berkshire RG14 2FN

vodafone.co.uk/our-responsibilities

Email:
Jane.frapwell@vodafone.com
01635 693693

specially designed wall-paper illustrating some of the earliest and rarest editions of his plays. The spine of each virtual book features a QR code which allows anyone to download fourteen of his plays from the British Library collections including A Midsummer Night's Dream, Hamlet, and Romeo and Juliet. The Digital Library also provides links through to the British Library's Discovering

Community Connections

We have over 500 retail stores across the country and, as part of our local community



initiative, every month five stores can invite local charities, clubs and organisations to apply for a £1000 award to support the work they do locally. Since we started the scheme in 2014, we've made 74 Community Connections awards through our local retail stores—including 20 this

Spring. Our latest donation went to the Nuneaton and Bedworth Sea Cadets. Their current home had become bleak and uncomfortable for the cadets following two years of harsh weather. The £1000 will go towards a new home.

