



# Sustainability

## Corporate sustainability at Vodafone UK

Summer 2016

### Bringing 3G mobile coverage to more rural communities

In this issue:

- Bringing 3G to rural communities
- Supporting Stand Up to Bullying
- A partnership with Wounded Veterans
- National Bike Week
- Helping our customers abroad in times of crisis
- Our employees make hanging baskets for a good cause

We've announced the completion of our Rural Open Sure Signal (ROSS) programme

last village to go live on this award-winning programme.



The Bear & Ragged Staff—our first community hub

Building on the success of ROSS, we've launched the Community Indoor Sure Signal (CISS) programme.

CISS focuses on providing indoor 3G

Following a successful pilot at The Bear and Ragged Staff pub in Bransford, near Worcester, we're calling on local communities to be one of 100 communities to gain 3G coverage with the CISS programme.

Pub employee, Lynda Williams, said "We are absolutely delighted with our Vodafone Signal (CISS) Sure Signal—it's providing our business with excellent mobile coverage. Being located in a rural area, this is something we've struggled with, but Vodafone has provided us with a real solution. It was easy to install and within minutes we were connected to the world."

which has brought 3G voice and data to 84 villages and hamlets across the UK for the first time. Thorverton in Devon was the

mobile and internet access to community hubs—this could be the local pub, village hall or doctor's surgery.

### Vodafone supports Stand Up To Bullying

In partnership with Vodafone UK and funded by the Vodafone Foundation, the Diana Award launched the first ever national Stand Up To Bullying day on July 5 this year. The objective was to encourage everyone to take a stand against bullying—whether online or in person—in homes, workplaces, schools and colleges.

A YouGov survey commissioned as part of the campaign,

has highlighted the scale of the problem—nearly a third of young people reported being bullied in schools across England, 29% of people reported having been bullied at work and, through our own research, we found that 68% of the young people polled knew someone who had been cyberbullied.

The popular parenting site, Netmums, has some sound advice for parents: listen to your child

and don't accuse them of telling tales; stay calm and focused and praise them for doing the right thing; get all the facts—who, what, when and where—and check your child's understanding of what bullying is.

The StandUpToBullying campaign has made packs available to schools across the UK—to find them go to: [standuptobullying.co.uk](http://standuptobullying.co.uk)



Read more about these and other Vodafone stories on

**Vodafone Social:**

<http://blog.vodafone.co.uk>



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## A partnership with our Wounded Veterans

We plan to enter the Skiing with Heroes Business Challenge again this year. We're aiming to double the number of entrants and hope to raise more than £40,000 for the charity.

Back in 2015, Vodafone supported the Wounded Veterans Fund Skiing with Heroes Business Challenge which involved a group of our employees escorting wounded veterans on a major skiing challenge in the Alps.

Since then, our partnership has strengthened and we were delighted to

welcome three veterans to join us for a work placement over six months. David Scott (Scotty), Dan Richards and John Boe, who have served in Iraq, Afghanistan and The Falkland Islands between

them, worked to support the Armed Forces community within Vodafone. They have helped to raise awareness and to support



**Armed Forces Day with veteran, Scotty (left) and the team**

wounded veterans in the workplace. This partnership, in addition to Vodafone signing up to the Corporate Covenant in 2015, champions the employment of service personnel, whilst simultaneously helping to reint-

egrate ex-service men and women back into the workplace.

We also supported Armed Forces Day in Cleethorpes in June where our employees provided family activities, agility tests, and a photo competition.

### We mark National Bike Week

We held our own Green Travel Week in June—donating 25p to charity for every minute our employees spent cycling during the week. We're also offering discounts on cycling gear under our Cycle to Work scheme, and cycle loans with repayments taken from gross salary to save on tax and national insurance.

## Helping our customers abroad in times of crisis

At times of crisis our customers need to get in touch with friends and family quickly—and without having to worry about the cost.

Following the terrorist attacks in Istanbul and Nice—as well as the recent earthquake in Italy—we let our customers know that we would credit charges for all calls, texts and data in the days following these incidents.

## Making hanging baskets for a good cause

A joint charity day organised by Mitie Landscapes and Vodafone raised more than £5000 for the Avenue School—a special needs academy in Reading.

The team supplied the materials for employees to make

their own hanging baskets in return for a donation. 320 hanging baskets were completed raising £2,650 which was matched by Vodafone bringing the total to an impressive £5,300.



**Getting creative with hanging baskets**

### Please address any feedback or queries to:

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