



# Sustainability

## Corporate sustainability at Vodafone UK

Autumn 2016

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### New edition of our popular Digital Parenting magazine

Last month we began distribution of a million copies of the latest edition of Digital Parenting magazine. Created in partnership with Parent



Zone, this fifth edition provides parents and carers the tools to help children develop digital resilience.

Research shows that 67% of five to seven year olds, and 91% of eight to eleven year olds have frequent access to the internet, but more than 60% say they wouldn't know how to cope with online pranks, dares or cyberbullying.

**Launched alongside the magazine is a new e-safety game—Stay Safe Online**—a collaboration

between the Vodafone Foundation, the Scouts, Sponge UK and We Are Digital.

Aimed at children between six and ten, the game is an interactive

'campsite' providing important dos and don'ts in an engaging and entertaining way. Digital Parenting and the new game will help ensure that young people have the skills they need to cope with a connected world.

More information on the Digital Parenting Magazine can be found here: [vodafone.com/content/digital-parenting](http://vodafone.com/content/digital-parenting)



From Stay Safe Online

Vodafone UK is the first telecommunications company to receive the Telephone Preference Service Assured accreditation having passed an extensive audit of its outbound call centres by the Direct Marketing Association.

It means we comply with both the laws and best practice governing tele-marketing and do not conduct any marketing activities that could be detrimental or distressing to customers such as cold calling or misleading sales techniques.

### Nuisance calls barred on the Vodafone network

We've installed new barring technology across our mobile network which prevents nuisance and scam calls reaching our customers.

PPI offers, accident claims, competition prizes with expensive-to-call numbers can cause annoyance and distress. Worse, many of the calls are made by sophisticated criminal gangs giving false and misleading company names and offering bogus rewards or incentives to trick our customers into returning the call.

The calls are typically generated by dialler machines capable of making thousands of simultaneous call attempts a second to numerous numbers across the networks.

This new technology blocks most of them from ever getting through without our customers having to take any action. In one day alone, we were able to block 425,000 of these calls.

Mark Hughes, Head of Corporate

Security at Vodafone, said: "Fraudulent calls are a scourge on society, inflicting great anxiety for victims. The protection of our customers is paramount and we have invested heavily in our network and technology to help stamp out this practice."

Read more about these and other Vodafone stories on **Vodafone Social:**

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

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## Vodafone Military Insight Day

“Having attended several Military Insight Days throughout the year, this event was so much more than I had expected. The day was extremely educational and beneficial, the CV brief was excellent—well done Vodafone.”

Insight Day participant

We held our first Military Insight day in October at our Newbury headquarters. The event was organised by our interns from the Wounded Veterans fund—a partnership between two charities, Walking with the Wounded and Supporting Wounded Veterans.

As a signatory to the Armed Forces Covenant, Vodafone is fully committed to supporting military veterans with a proactive recruitment programme for military



veterans and reservists. Service personnel who attended the event learnt how their transferable skills were a match for the needs of the corporate world, listened to the experiences of people who have made the transition, and picked up tips on the best way to ‘civilianise’ a CV for the greatest impact.

The day was a great success and we’re already planning a second event before Christmas.

## Our graduates scoop Naomi House and Jacksplace award

Vodafone graduates have been recognised at the Naomi House & Jacksplace Corporate Awards 2016 for their outstanding effort in raising over £47,000 for the charity. They were named Store

Wars Champions of the year after 78 grads took part in a charity shop takeover to support the Hampshire hospices for young adults and children.

The graduate community take on the Store Wars challenge every year and this year more grads than ever before took part. Over a month they raised funds in seven

Naomi House stores with bake sales, Mad Hatter tea parties and dance mats.

The grads raised an impressive £23,867 which, with matched funding from the Vodafone Foundation, raised a total sum of £47, 734 to help provide care for more than 340 life-limited children.



## Helping out at the Youlbury Scout Activity Camp

Building on our strong links with the Scouts, Vodafone employees have worked with them on a practical level this autumn by helping out at the Youlbury Scout Activity Camp near Oxford.

The camp is an important resource locally—not just for Scouts and Guides—but also for many local schools, team building events, and outdoor skills training.

The team at Youlbury pride themselves on building confidence, and fostering leadership and

teamwork skills with a range of than 60 activities across the site.

Taking advantage of the three days paid volunteering leave we

offer every employee, the Vodafone team refurbished the accommodation block, storage facilities and surrounding outdoor areas.

The camp is over 100 years old, covers 42 acres and is completely managed on a day-to-day basis by volunteers. The Vodafone team have promised to go back in a few weeks to finish the job and put up some much-needed fencing.



Volunteering at Youlbury

Please address any feedback or queries to:

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

Email:  
Jane.frapwell@vodafone.com  
01635 693693

