



Sustainability

Corporate sustainability at Vodafone UK

Autumn 2015

In this issue:

- Taking a stand against cyberbullying
- Employee fundraising
- Rural coverage programme continues
- HitReturn—a bridge back to employment

Standing up to cyberbullying

We asked almost 5,000 teenagers from around the world a simple question: have you ever been cyberbullied? In the UK, one in six said they had, with 45% saying they thought it was a bigger problem than drug abuse among young people.

We're all aware of the benefits technology brings but while it helps us all keep connected it has meant a growth in cyberbullying. We recognise there are things we can do to

help so we've launched a range of resources, activities and videos designed to help young people of all ages feel safer and happier online.

Our programme—#BeStrong Online—helps groups of students become 'Tech Trainers', with the skills and knowledge to pass on key messages to their peers. Different modules cover privacy and your digital foot-

print, selfies, social networking, and coding and creativity. More about his at vodafone.com/content/parents/advice/be_strong_online.html

With the help of Dacher Keltner, Director of Psychology at Berkeley University and the psychological consultant on the movie Inside Out, we've designed a range of emojis to show solidarity with anyone suffering from cyberbullying. And every time our special anti-cyberbullying tweet is retweeted or posted on Facebook, The Vodafone Foundation will give 10p (up to £100,000) to charities supporting victims.

Now in its fourth edition, we've launched a new version of our popular Digital Parenting Maga-

zine. The new magazine offers research, advice and guidance for parents to help them help their kids get the best out of the internet – safely and securely. Articles include pieces from digital experts, including psychologist and government advisor, Dr Linda Papadopoulos, and Dr Andy Przybylski from the Oxford Internet Institute, along with useful tips on everything from social networks to digital etiquette.

Produced in conjunction with Parent Zone, Digital Parenting is distributed free of charge to schools, NGOs and government bodies and is available in Vodafone stores around the country—with 300,000 requested so far. It's also free to read or print online at:

vodafone.digitalparenting.co.uk/



#BeStrong: Support cyberbullying victims. RT = 10p donation to charities inc [@DianaAward](https://twitter.com/DianaAward) [@AntiBullyingPro](https://twitter.com/AntiBullyingPro)

Employees step up to the Big Bold Challenge

Over 850 UK fundraisers from across Vodafone joined our Big Bold Challenge this year.

So far, £114,790 has been raised for hundreds of charities close to our employees' hearts. Events on the day included paddle-

boarding, cycling, and walking, with the opportunity to sign up to a duathlon or triathlon.

The fundraisers faced their challenges at two iconic venues, the National Water Sports Centre at Holme Pierrepont in Nottingham, and the world-class rowing and flat-water canoeing centre at Eton Dorney in Windsor.

"What an amazing day. It was great to see so many people come

together to raise money for their chosen charities. The setup at Holme Pierrepont was intimate and gave the crowd a good view of the events. The helpers were helpful, the supporters were supportive, the food was delicious! Brilliant from start to finish!"

Participant, Paula Partington



Sustainability

The pub is the hub when it comes to communications



Our Rural Open Sure Signal—bringing coverage to villages and hamlets across the UK.

Read more about our ROSS programme at vodafone.co.uk/rural

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 666777

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

We're committed to bringing network coverage to 98% of the population over the next few years, but we recognize there are some rural and isolated communities that might never benefit from the services that our traditional masts bring.

Over the summer we've been expanding our activities to bring a signal to rural not-spots using our innovative Rural Open Sure Signal (ROSS) programme.

Working with community leaders and MPs we've used small wall-mounted Sure Signal boxes to bring localized 3G coverage to villages and hamlets that have found it difficult, or even impossible, to use mobile communications before. Our ROSS programme has proved so successful we're now trialing a new project to use the village pub as a centre for

mobile communications, employing the same ROSS technology—but indoors. We worked with Pub is The Hub—a not-for-profit organi-



The Royal Oak in Rhandirmwyn

sation inspired by HRH the Prince of Wales— offering independent advice on rural services, diversification, or the community ownership of pubs.

It was a natural partnership for us when it came to identifying suitable pubs for the pilot scheme. For more information visit: pubisthehub.org.uk

Two Norfolk pubs, The Cross Keys in Dilham, and The Mermaid

Inn in Elsing, are already feeling the benefit of reliable 3G coverage.

Paul Gorthian, landlord at The Cross Keys explained how things have changed for the better:

“We had no signal at all. Vodafone is now the only network around, but before this, trying to use your mobile phone to call or go on the internet was a waste of time.

“We'll definitely get people staying here because of the added mobile signal so it's big news for us. My only worry is people cheating in the pub quiz!”

We've also been working on two more pubs—The Royal Oak, Rhandirmwyn, Llandoverly in Dyfed, which has just gone live, and The Blue Bell in Halkyn, Flintshire, which should be up and running in the next few months.

HitReturn: providing a bridge back to work

Vodafone, Centrica and Mars have joined forces to launch HitReturn – the first cross-company 'returnship' programme. The aim is to provide a bridge back to senior roles for talented professionals who have taken a long career break.



HitReturn, is a 12-week programme, which provides professional assignments and coaching with support and guidance from

Women Returners—experts in supporting professionals returning to senior positions—alongside a paid role with one of the three companies.

Vodafone is offering two specific roles for returners this year.

These are likely to be in the areas of finance, law, customer services or HR but we're planning to be flexible and match the job to the skills and expertise of our applicants.

Tara Benton, Vodafone's Head of

Resourcing, explained: “We ran a returnship for women in technology a couple of years ago and this cross-company initiative is a natural evolution. By coming together, our three organisations can really work to champion returners.”

Eleven of the twelve participants on the initial technology returnship stayed with Vodafone and Tara hopes our two new returners will do the same.

