



# Sustainability

## Corporate sustainability at Vodafone UK

Winter 2016/17

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### Smart fire engines to the rescue

**Emergency One**—the UK’s leading manufacturer of fire engines and other special vehicles—has connected its vehicle computer consoles to Vodafone’s 4G-enabled Internet of Things (IoT) network to help keep them running at all times.

Emergency One produces around 150 vehicles a year and supply 82% of all UK fire and rescue services.

The new system complements the current emergency radio system and will allow central command and fleet engineers to better track the

location of individual vehicles—vital in remote areas or in situations where numerous engines are en route to an incident.

The Emergency One console, known as eIFleet, can also relay on board diagnostic information across Vodafone’s nationwide IoT network directly from the vehicle cab to fleet management and to Emergency One.

Elliot Boyce, project manager, Emergency One, said: “Teaming up with Vodafone, we are proud

of our innovative eIFleet Telematics System . We have full time software engineers along with electrical engineers working daily to improve this system for our customers.

“Our system has proved successful in allowing us to continually monitor the fire vehicles and provide a quick response to any issues that may arise. It assists the fire and rescue services with the crucial tasks that they perform all year round.”



### Making some noise in a good cause

Back in the autumn, Vodafone’s JustTextGiving joined forces with **Make Some Noise**, a charity created by media and entertainment group, Global, to improve the lives of disadvantaged children and young people. Global represents eight of the most popular radio stations including Classic FM, Heart and Radio X

and reaches 24 million listeners.

JustTextGiving is Vodafone’s own fundraising platform, supported by the Vodafone Foundation—every penny raised through JustTextGiving goes to good causes. On October 7, we supported a day of celebrity action across Global radio stations, encouraging listeners

on all mobile phone networks to text in their donations.

And to make the day an even greater success, the Vodafone Foundation donated an extra £100,000 to the appeal.



## Update

Vodafone has blocked more than 100 million nuisance calls in the six months since it introduced new barring technology across its mobile network.

The technology, pioneered by Vodafone, blocks bulk nuisance, scam and fraudulent calls from entering its network before they reach customers.

The majority of calls blocked relate to PPI offers and accident claims, missed call scams, or expensive numbers to ring for bogus offers and prizes.

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## A safer life for cattle—a better life for farmers

Vodafone technology and Moocall ingenuity has brought about some surprising benefits for both cows and farmers.

Calving is a stressful and frequently sleepless time for farmers.

With a calf mortality rate of around one in 14, it makes sense for dairy farmers to be up and about and “on call” day and night so they’re ready for the moment a cow goes into labour.

That means not only disruption to the efficient running of the farm but a heavy burden for the farmer and a risk to health and wellbeing.

Now a partnership between **Moocall** and Vodafone has resulted in an ingenious solution.

It’s based on the principle that the movement of a cow’s tail changes when she’s about to calve.



A tail-mounted monitor detects the subtle signs and sends the farmer a text message and an email an hour before the cow is due to calve.

Vodafone’s managed IoT connectivity ensures that the message gets through—even in remote locations.

Not only do the cows benefit from a greater chance of survival during birth, but dairy farmers can relax and enjoy a good night’s sleep knowing that Moocall will wake them when they’re needed.

As Emmett Savage, CEO of Moocall explained: *“When I speak to our customers about why they bought our product, they nearly all tell me that it was for animal welfare reasons. But when I ask them about the benefits they get, number one is always the same: a good night’s sleep.”*

## Please address any feedback or queries to:

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Read more about these and other Vodafone stories on

**Vodafone Social:**

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

## Staying safe on the internet...

In autumn 2016 we printed another million copies of our popular

Digital Parenting magazine. Created in partnership with Parent Zone, it gives parents and carers the tools they need to help children and young people develop digital resilience.

By January all one million copies had gone so we’re

now reprinting a further 500,000 copies.



From our new video

## And to mark Safer Internet Day 2017

on 7 February, we launched a video which shows vividly what young people experience on screen and how it makes them feel.

The video is available on our social media channels and Digital Parenting is also available online.

## And on the road

Keeping our employees safe on the road is a priority, especially at this time of year.

Following the success of last year’s programme we took a **Roadsmart Roadsafe** roadshow to our main office locations, sharing safety information and useful motoring discounts. For employees who couldn’t make it, we’ve also published the sixth edition of Driver News.

