



Sustainability

Corporate sustainability at Vodafone UK

Spring 2017

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Celebrating diversity on International Women's Day

To mark International Women's Day on 8 March, Vodafone Group launched the world's largest recruitment programme for women on career breaks. **ReConnect** aims to bring 1,000 talented women, from across 26 mar-

kets where Vodafone Group operates, back into the workplace. Tapping into this talent pool will help us meet our aim to ensure that 30% of all management roles are filled by women by 2020.

Alongside this, we've also launched **Connect**. Women in emerging markets are 14% less like to own a

mobile than men—resulting in a gender gap in terms of the economic and social benefits that access to communications brings. **Connect** aims to bring mobile services to an additional 50 million

this year had our own week-long programme of events to celebrate the importance we place on diversity and inclusion in the workplace. This year we organised a series of webinars for all our employees.

Speakers included successful tech entrepreneur, Dame Stephanie Shirley; Dr Kate Darling, a leading expert in Robot ethics at MIT;

Nithya Ramanathan, who founded a company using the Internet of Things to solve global health problems; and Claire Harvey, captain of the GB Paralympic Sitting Volleyball Team.



women in low income and remote communities by 2025.

International Women's Day

We have long been a supporter of International Women's Day and

Skiing with Heroes

This is our third year of support for the **Skiing with Heroes Business Challenge**—a major fund-raiser for Supporting Wounded Veterans. The charity helps soldiers affected by life-changing physical and mental injury to transition from military to civilian life.

This year four teams from Vodafone entered. To be eligible to ski alongside veterans wounded in Iraq and Afghanistan, each team had to raise a minimum of £10,000. Funds raised by the Vodafone teams will go towards a transformative

ski-rehabilitation programme, specialised pain management, employment mentoring and a much-needed family support network.



LGBT & Friends

We were also proud to support International Transgender Day of Visibility in March, as part of our commitment to create an environment where everyone can be at their best.

This year, the focus for the **LGBT & Friends Network** will be embedding LGBT topics into customer care activities; increasing visibility of LGBT role models; and ensuring LGBT matters are incorporated into training, processes and systems.

Please address any feedback or queries to:

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2,100 new roles created to support our UK customers

This spring we announced the creation of 2,100 new customer service roles across the UK. This is part of a three-year £2 billion



investment programme in our UK network and services which aims to deliver a great experience for our customers. Of the new roles, 800 will be in Manchester, 600 in Newcastle, with the rest in other centres across the UK including Stoke, Newark and Glasgow.

We anticipate the new jobs will have positive wider impacts within the communities involved: our employees benefit from continuous skills training and career path opportunities, an excellent workplace and working culture and

earnings equivalent to the Living Wage or above.

The Rt Hon Karen Bradley MP, Secretary of State for Culture, Media and Sport, said on a visit to our Manchester contact centre:

“Vodafone is one of our country’s great international success stories and it’s fantastic that this global organisation is demonstrating its confidence in the UK by creating new jobs across the north, in the Midlands, in Scotland and in Wales.”

Doing our bit for Comic Relief

This year’s Comic Relief raised a staggering £73 million thanks to the generosity of the public who phoned in their donations.

Such an increased level of activity could put a strain on mobile services but in the background, Vodafone IT Operations teams were hard at work making sure everything ran smoothly. They ensured systems were able to handle the surge in calls, check

the eligibility of the caller to make donations, and make real-time credit deductions. Everything ran smoothly on the night and by 10.00am the next morning, our JustTextGiving* donation service had collected more than £3 million.



Safer internet

We’ve worked with leading educational charities to create BeStrong—a resource for schools to help children learn to be more confident and resilient online. Feedback from schools has shown that 95% of staff and BeStrong Ambassadors felt the training would make a positive change, and help students stay safe online. We’ll be making our BeStrong Parents Pack available later this year.

*JustTextGiving is supported by the Vodafone Foundation

Mentoring students

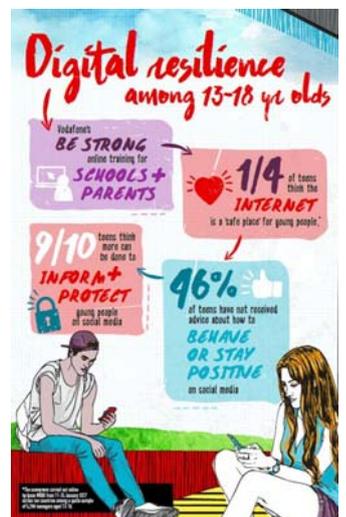
As part of The Diana Award Mentoring Campaign, we’re trialling an employee mentoring programme at our Leeds hub site.

We’re asking our employees to work with secondary school children who are thought to be at risk of not reaching their true potential. Based on the results of the trial, we hope to roll this out to other regional hubs.

Movement to Work

Movement to Work is a collaboration amongst UK employers to create 100,000 placements for young people. The aim is to break the cycle of “no experience—no job; no job—no experience”.

Over recent months, Vodafone has held retail recruitment events for the Movement to Work scheme in Belfast, Newcastle and Sheffield.



Read more about these and other Vodafone stories on

Vodafone Social:

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

