



# Vodafone Ireland Sustainable Business Report 2018





# Sustainable Business

## Definition

To work with our colleagues, customers and communities to deliver positive social, environmental and economic outcomes – especially in relation to Diversity and Equality, Energy and Environment, Youth Skills and Jobs, and ensuring we act responsibly and with integrity in everything we do.



"I am so encouraged with the growing network of companies in Ireland that are committed to working together on the sustainability agenda.

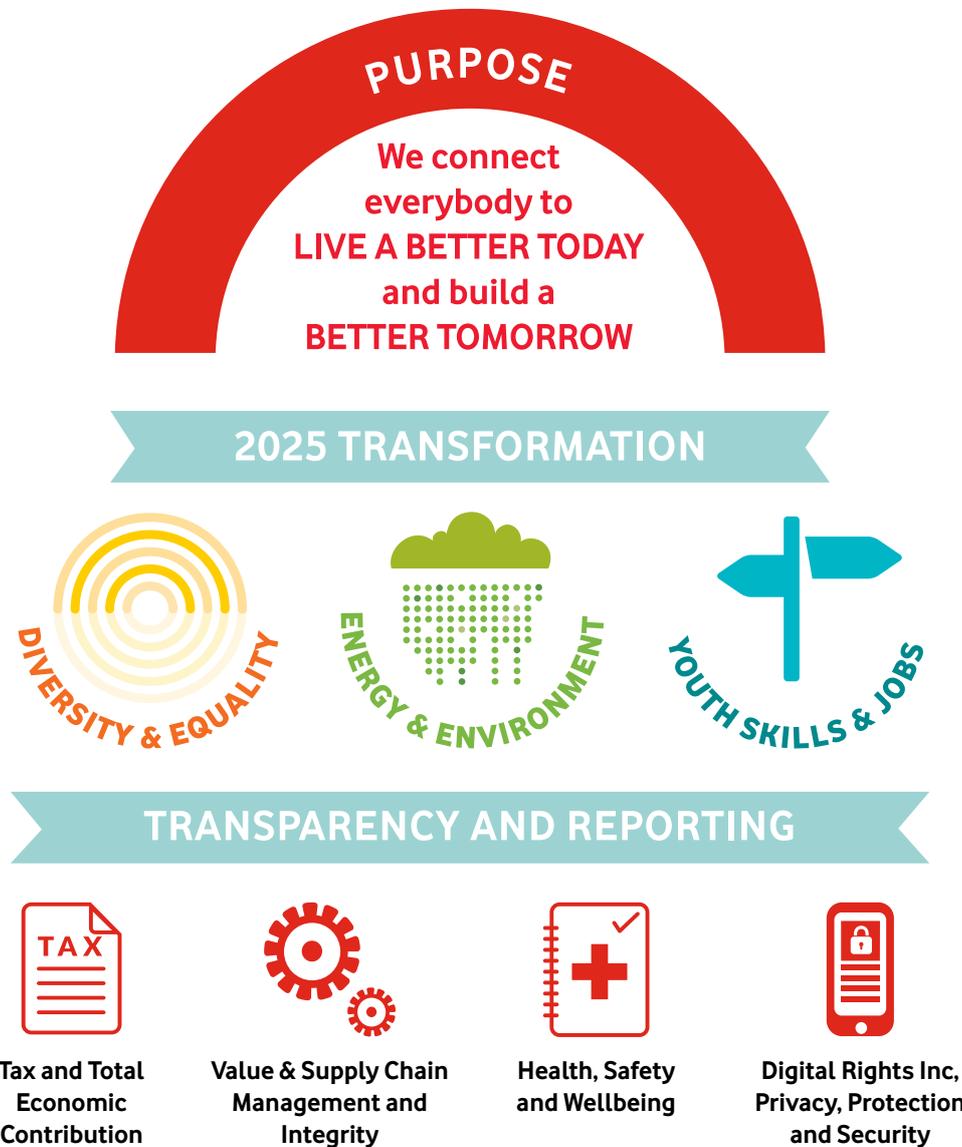
To use the analogy of our recent rugby advertising – 'Who we are is how we play' I believe in order to win the trust of our customers, our colleagues and our local community we must continue to play fair, to be transparent and to act with integrity in business.

Here at Vodafone we are very committed to ensuring that our work always delivers positive social outcomes, not just commercial and financial success. We always strive to act responsibly in our day-to-day business and with integrity at all levels, wherever we operate."

**ANNE O'LEARY, CEO**

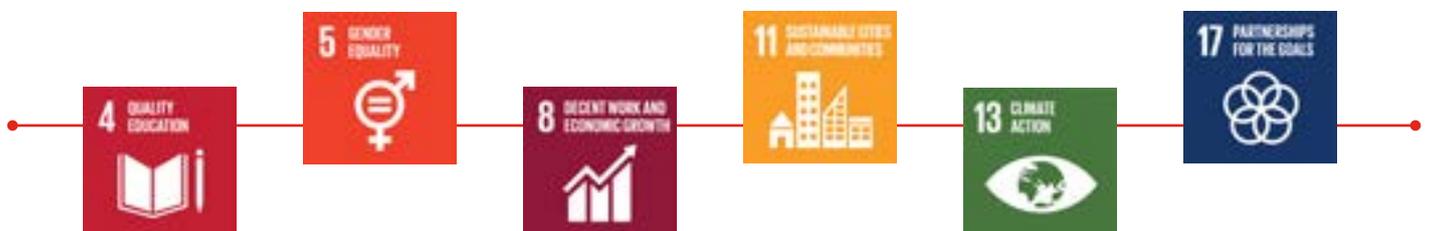
# The Strategy

The transformational goals are at the centre of Vodafone Ireland's sustainable business strategy. Each of these goals has the potential to deliver impactful socio-economic benefits to Irish society.



# United Nations Sustainable Development Goals

In 2015 the United Nations launched 17 goals to end poverty, fight inequality and injustice and tackle climate change by 2030. Vodafone is committed to leveraging its technology, networks and services to contribute to these global goals. We believe Vodafone Ireland's transformational goals can have the greatest impact on six of the UN SDGs through our networks, services, activities and the work of the Vodafone Ireland Foundation:





**63%** AT SENIOR LEADERSHIP  
**FEMALE LEVEL**

**ISO 50001**  
**ACHIEVED**

**€2** committed to  
**ISPCC**  
**MILLION** Childine

**SPONSOR OF PRIDE**   
**#prideinvodafone**

**BITC** WORKING RESPONSIBLY  
**ACHIEVED**

**Additional €150,000** raised by **1,200** employees

 **1300**  
**EDUCATED**  
**IN SMART PHONE CLASSES**

Pioneering   
**SMART CITIES**   
and Ireland's Agritech

**SUPPORTING**  
**YOUTH**

**1 SKILLS:**   
**CoderDojo**  
**Codelikeagirl**

**#workyourway**  
**MATERNITY**  
**RETURN TO WORK**  
& flexible working programmes

 Ireland's **1st** **NB-IoT** network

**2 JOBS:**   
graduate programme  
internship programme  
work experience

Sponsor of the climate change visitor centre:  
**COOL PLANET**  World's **1st**

 What will **YOU** be?   
**FUTURE JOBS FINDER**



# DIVERSITY & EQUALITY

## Targets

- ▶ To become Ireland's best employer for women by 2025.
- ▶ To be recognised as a top ten place to work for LGBT + people in Ireland.
- ▶ Best workplace practices that measure, support and encourage diversity and equality across the organisation.

## Introduction

Diversity and Equality are essential to today's workplace and to successful teams. In Vodafone Ireland, diversity and equality has been prioritised from the top-down and the bottom-up because we believe it's essential to our business that our people reflect the diversity of our customers and because it's the right thing to do. Our focus on organisational culture and internal policies supports a culture of flexibility for all stages and needs in life. This makes Vodafone a supportive environment for our people to develop and progress in their careers while supporting their work-life balance.

Relevant UN SDGs



**In 2015, Vodafone Ireland implemented the Group wide maternity policy:** 26 weeks paid maternity leave and on return a 6 month 'Ramp on' period where new mothers work 4 days a week for a full weeks pay. Vodafone Ireland provides 2 weeks paid paternity leave and flexible working options to suit your lifestyle.

The gender split of our leadership is quite unique in the technology and Irish context.

Our Senior Leadership TEAM is **63% FEMALE**

Our overall leadership community amounts to **50% FEMALE**

We focus on succession within the business and ensuring that there is equal opportunity in our talent pipeline regardless of gender.

**ReConnect:** Supporting women returning to the workplace. In 2017, Vodafone implemented the ReConnect programme worldwide, which was derived from the Return to Technology programme Vodafone Ireland began in 2013. ReConnect helps actively recruit and support talent in Ireland who have been on career breaks for at least a year.

## LGBT+ Friends

**Pride at Vodafone:** The Vodafone Ireland LGBT+ Friends Network is dedicated to celebrating LGBT+ pride in our business. The mission of this grass roots, employee-led network is to inspire and empower LGBT+ employees in Vodafone Ireland and to ensure they have the support that they need to bring their whole selves to work. Vodafone believes that everyone should be able to be themselves and be at their best both in and outside of the workplace.

### The network's four key activities include:

- ▶ Enhance Vodafone's ability to build an inclusive workplace.
- ▶ Enhance professional growth by providing opportunities to network and connect with role models.
- ▶ Internally and externally, promote the development and advancement of LGBT+ employees in our industry.
- ▶ Raise the profile of Vodafone Ireland as a supporter of LGBT+ initiatives.

**Rainbow Week:** is a week jam-packed full of events and activities celebrating Pride, aiming to celebrate and educate our employees on diversity and inclusion/equality as well as celebrating one another – LGBT+ role models are highlighted throughout the company.

**Supporting Pride:** Vodafone Ireland is a proud sponsor of Dublin Pride.

**#connectingwithpride**  
**#prideinvodafone**





### Vodafone Diversity & Inclusion Steering Committee:

This employee led committee supports the LGBT+ Friends Network and the Women’s Network and strives to mobilise Vodafone Ireland employees in the areas of diversity and inclusion. The steering committee has conducted research on diversity amongst employees and has tackled issues such as unconscious bias in recruitment.

- ▶ **MARC Leaders:** Male allies in women’s empowerment: Standing for Men Advocating Real Change, the MARC initiative, created by non-profit organisation Catalyst, organise two-day MARC Leaders Workshops aiming to give senior men and emerging leaders from Vodafone and the community we operate in, the tools that they need to be visible, proactive and committed to advocacy of equality and diversity in Vodafone and our community.



**Women’s Network:** The goal of Vodafone Ireland Women’s Network is to promote gender equality and parity in Vodafone Ireland, our industry and across society. This network works both internally – hosting events such as: Breakfast Series talks on topics such as succeeding as a woman in technology and personal branding; Women in Enterprise webinars and panel discussions for employees as well as supporting mentoring, training and education – and externally working closely with Connecting Women In Technology (CWIT) since 2012 to connect and support the development of women in the technology industry.

### Making smartphones accessible:

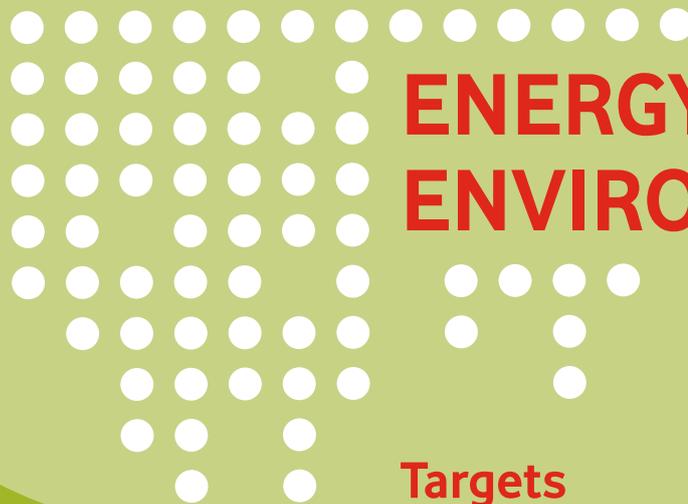
Vodafone Ireland runs weekly smartphone classes around the country to enable all our customers to feel confident and to get the most out of their device - no matter their age or amount of experience. These classes are enjoyed by all generations. In 2017 over 1,300 participants attended the classes in 17 locations across the country.

**TecSOS:** One in four women around the world will experience domestic violence at some point during their lifetime. TecSOS is an initiative that seeks to support victims of domestic abuse, giving them enhanced access to Gardaí in an emergency. The TecSOS device can be activated with the press of a single button, initiating an alert to the emergency service. The Vodafone Ireland Foundation is working closely with Gardaí to offer handsets to women at risk of domestic violence.



**James Magill,**  
Director of HR

“Here at Vodafone Ireland our people have played a part in building this culture of openness, trust and empowerment. This is particularly true of our LGBT+ Friends Network, whose dedication and passion has been instrumental in developing the inclusive working environment we enjoy today.”



# ENERGY & ENVIRONMENT

## Targets

- ▶ Reduce GHG emissions by 40% by 2025.
- ▶ 100% Renewable Electricity by 2025.
- ▶ Drive transport, waste and energy initiatives in line with ISO14001.

## Introduction

Urgent action is needed to address climate change. This year, we have introduced two new goals which focus on achieving a significant reduction in the greenhouse gas emissions associated with our operations. We are also helping our customers to reduce their emissions through the use of our IoT solutions.

Relevant UN SDGs





Vodafone Ireland strive to have the highest standards in industry in the area of Energy Management. In 2016 Vodafone Ireland was awarded the **ISO50001**. Based on ongoing projects arising from ISO50001, Vodafone Ireland project annual savings of 5,626,000 kWh. In 2018, Vodafone Ireland is in the process of securing ISO14001 & 45001.

**Cool Planet:** Ireland's first interactive climate change experience: Opened in February 2018, Cool Planet highlights the causes, dangers and effects of and solutions to climate change. Vodafone Ireland partnered with Cool Planet to sponsor and create the Smart Cities room 'Race to 2050' in the experience. 'Race to 2050' aims to get people thinking about the problems society is facing is due to climate change – transport, energy and water and challenges them to contribute positively and be a part of the solution. It is estimated that the Cool Planet experience will reach half a million people in the next year.



**Madalina Suceveanu,**  
Chief Technology Officer

**Transforming with IoT:** The Internet of Things (IoT) transforms machines, devices and objects into 'intelligent assets' that can communicate with the world around them by connecting them to the internet. Some key examples of sustainable IoT applications are: Smart metering, smart cities and smart logistics.

- ▶ Smart metering uses IoT technology to collect and analyse data on energy use in real time. This helps to optimise power generation and to reduce household energy needs and bills.
- ▶ Smart cities, which bring networked intelligence into civil infrastructure such as road traffic management and advanced street lighting.
- ▶ Smart logistics can be used to optimise the use of vehicles by embedding IoT technologies within vehicles to assess routes management, maintenance, driver behaviour and fuel consumption.
  - Smart Logistics in Action: Vodafone Automotive helps to improve driver performance and safety and fuel efficiency as well as reduce wear and tear with smart logistics.



"Nurturing sustainable cities and communities is one pillar of the United Nations Sustainable Development Goals. Vodafone Ireland is a pioneer of smart cities initiatives through our ever-growing ecosystem of partners and advances in our connectivity and technologies to support it. Together, these have driven the uptake and continued improvement of our Narrowband IoT (NB-IoT) network and the smart devices that enable the monitoring and tracking of crucial elements of sustainability such as, waste, water and air pollution. Moreover, we continually invest in our network so we are ready to embrace technologies that will help drive sustainable lives, now and into the future."





In 2017 Vodafone Ireland became the first Irish operator to offer nationwide commercial **Narrowband-IoT network**, making Ireland the second country in the world to launch Vodafone NB-IoT commercially. NB-IoT is a low power wide area network (LPWA) technology. It is designed to wirelessly connect millions of devices that have low bandwidth requirements and will enable society to become smarter and more efficient, massively benefiting citizens as well as businesses. Irish consumers will see a huge variety of products, services and applications enabled by NB-IoT.

- ▶ Devices that have never been connected before can now be due to NB-IoT. Businesses in Ireland will gain better insights into their supply chains, partners, and customers, and utilising sensor data to make informed decisions that is not only helping them to cut costs, but enabling them look at alternate business models and value-added services.
- ▶ Vodafone Ireland are leading the way in IoT trials, trialling smarter solutions made possible by NB-IoT such as smart metering gas and water usage, building energy consumption and smart metering of electricity.
- ▶ Vodafone Ireland is proud to be an enabler to the IoT ecosystem, facilitating a more sustainable, smarter nation. IoT is connecting and making all four corners of the country smarter.

### **Agritech: Farming of the Future:**

Agriculture is one of Ireland's most important industries. Ireland's fertile soil and temperate climate make it the perfect place to raise livestock and grow crops. As our world population grows, pressure on our farmers to produce more food grows. Irish farmers need to find a way to increase their productivity and sustainability. At Vodafone, we see Agritech as one of the fastest growing sectors in Ireland.

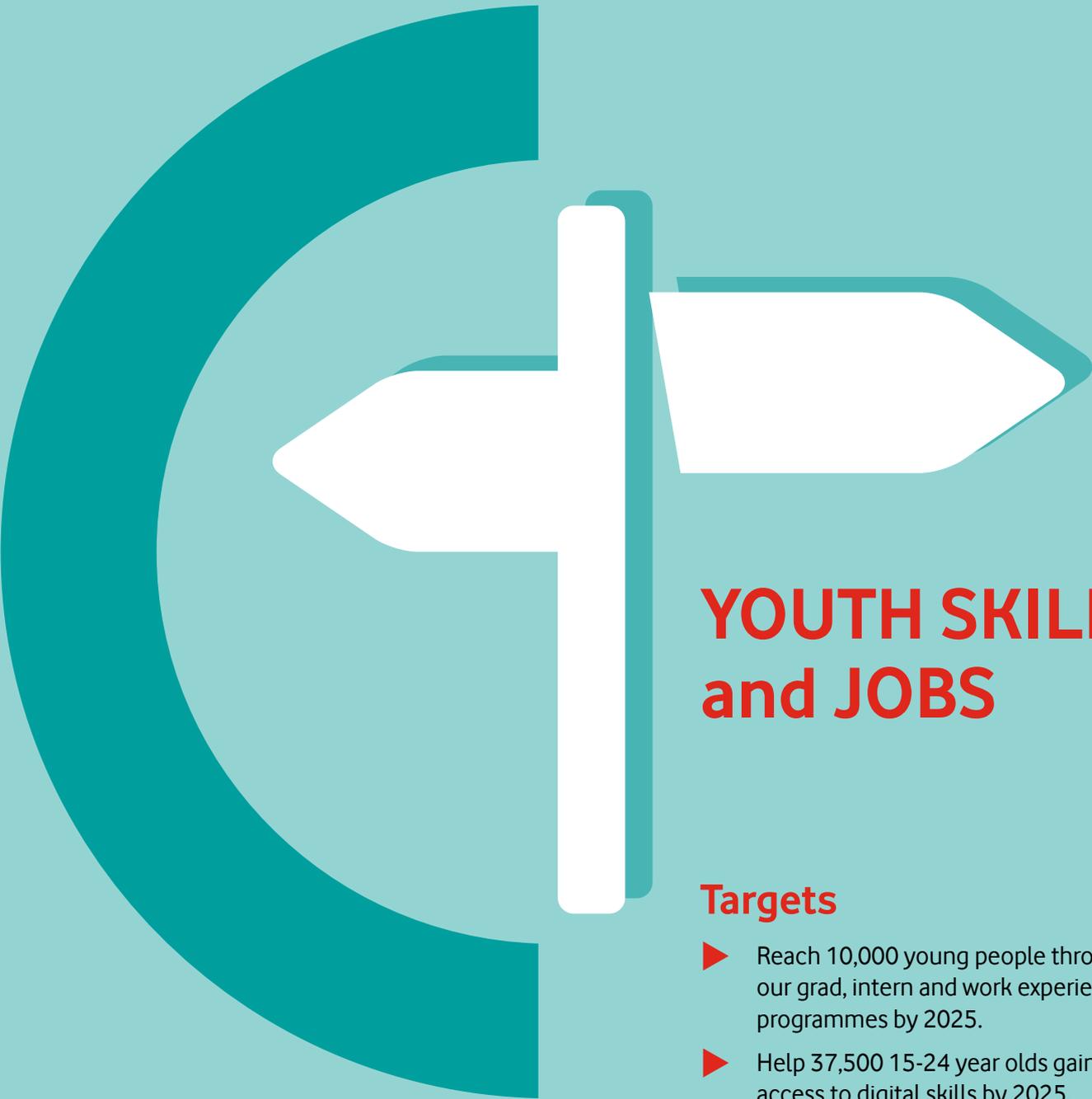
- ▶ Irish start-up Moomoo has developed an IoT-based pregnancy monitor which alerts farmers when it detects a cow is about to give birth. Moomoo relies on Vodafone Ireland's managed connectivity to ensure coverage in even the most remote of farming areas.



### **Sustainability in our work place**

We want all our employees to go about their day in our work place in the most sustainable ways possible!

- ▶ Our MountainView office has received an LED lighting upgrade in 2018. The design specification includes integrating state-of-the-art IoT technology, upgrading the building's lighting controls. This lighting solution comprises of intelligent sensors which scan occupancy and irradiance levels to reduce consumption to desired comfort level. This program has a projected annual saving of 1,920,328 kWh. This equates to a saving of 508,000 Kg of CO2 every year.
- ▶ In 2018, Vodafone Ireland began a campaign to remove single use plastics from our work place. This has resulted in the removal of 7,000 disposable cups from our waste stream, per week. It has further resulted in the removal of 2000 single use plastic bottles from our waste stream, per month.
- ▶ All the veg we consume in our onsite restaurant are part of the 'Wonky Veg' scheme, food provenance and locally sourced produce are a key part of the offering in our restaurant. All our beef, pork, lamb, milk, eggs and seafood are all locally sourced and 100% Irish!
- ▶ Our work space, flexible working practices and tools allow our staff to work in a manner that best suits them to deliver. Allowing Vodafone to optimise the environmental impact of our workplace footprint.



# YOUTH SKILLS and JOBS

## Targets

- ▶ Reach 10,000 young people through our grad, intern and work experience programmes by 2025.
- ▶ Help 37,500 15-24 year olds gain access to digital skills by 2025.

## Introduction

The European Commission predicts that in the near future, approximately 90% of all jobs will require a form of digital skills. 65% of students entering school today will have jobs that do not yet exist. The demand for digital skills already outstrips the supply of available digital talent. Vodafone wants to become a top youth employer and to enable young people build skills for their future.

Relevant UN SDGs



# 1. Work Experience

**Bring Your Teen to Work:** A unique one-day experience for 125 secondary level students building important skills for the future like coding and presenting while having fun. The teens also learned about our links with ISPC, the Irish rugby team, and what we're doing with the Internet of Things. There was an over 200% uplift in students who would consider a career in STEM after a day spent at Vodafone Ireland. Further events are planned in 2018.

**CoderDojo:** CoderDojo is a global volunteer-led community of free programming clubs for young people between 6 and 17. Vodafone Ireland's Dojo is run by employees, held in our MountainView offices and open to kids and family members of Vodafone Ireland employees. All experience levels are catered to, from complete beginners learning how to think logically while creating fun interactive games to more advanced kids creating their own web page. With Computer Science becoming part of the Leaving Cert from 2020 onwards, we are very excited to offer children the opportunity to ignite a passion for programming.

**#CodeLikeaGirl:** Aimed at encouraging more young girls to consider a career path in STEM, this initiative provides young female students with basic skills and knowledge of coding and development programmes. In partnership with CodeFirst: Girls, Vodafone Ireland's technology sector and Women's Network host 4 day placements for secondary level girls to gain coding knowledge and experience. A 100% increase in interest in pursuing STEM subjects was seen in students after the course.

# 2. Internships

We offer a structured programme that will support youth to build the necessary skills ready for the world of work. Since the beginning of the programme in 2017 we have supported a number of interns throughout our business, seeing an increase in 3rd level student's consideration for Vodafone as an employer of choice. We provide interns with a two to six month opportunity to work in different areas of the business to gain experience on a project which will complement their college course, with the aim this will provide a future talent pipeline for us for our graduate programme.

# 3. Graduate programme

We offer a Commercial and Technical 18 month graduate programme in Vodafone Ireland. Since the beginning of this programme we have employed over 140 graduates. We ensure that our graduates have a fulfilling experience throughout the programme and are provided with the necessary digital skills. During the programmes, we have designed rotations that will support our graduates to experience all aspects of our company to be ready for their future career.

**Future Jobs Finder:** What Will You Be? 67% of students starting primary school today will have a job that doesn't exist yet! Vodafone feel they have a part to play in future proofing our children and because of this, worked closely with Harvard trained psychologists, career advisors and training providers, to launch a mobile friendly application to help young people find jobs in the digital economy. Each user completes a series of psychometric tests which assess their behaviours, personalities and abilities to then send relevant careers and courses best suited to them. The tool also builds an online profile for the user and sends them relevant articles to read about their areas of interest.



**Keeping children safe by keeping them connected:** An important part of Vodafone Ireland's focus on youth is keeping children safe by keeping them connected. In 2016 the Vodafone Ireland Foundation announced a strategic partnership with ISPCC Childline with this vision. ISPCC Childline is the national child protection charity in Ireland and answers over 400,000 calls each year.

Vodafone has committed to covering the cost of all calls into the service until 2026, as well as donating €2m from the Foundation over 5 years.

**The four key pillars we have committed to supporting are:**

**Technology** – to help Childline build a new digital platform.

**Internet Safety** – to support Childline's mission of educating and protecting children in the online/ digital world that is constantly changing.

**Brand & Comms** – to help increase awareness of ISPCC Childline with children across Ireland through the Headbomz campaign. Leveraging Vodafone brand expertise and resource, we set about addressing low awareness of the Childline service with younger children. In May 2017 the new nationwide Headbomz campaign launched the message **Talking Makes Us Stronger**. The animated song, TV ad, schools programme and star studded video series has to date delivered a massive 20% increase in awareness of the Childline service with the target audience. Headbomz activity will evolve over the course of the partnership, continuing to drive awareness of the service with children and reinforce the importance of communication as a tool to build emotional resilience.

**Internal Engagement** – to encourage our employees to support the partnership using their skills and fundraising.

"We believe that our transformation goals can have the greatest impact six of the UN Sustainable Development Goals (SDGs) through our network, services, activities and the work of the Vodafone Foundation Ireland. An important element of this is supporting our young people and equipping them with skills for the future. To address this, Vodafone Ireland has built the innovative future jobs finder tool, we offer skills training programmes like CoderDojo and Code Like a Girl in the community and we deliver excellent work experience, internships and graduate programmes – all of which embrace our core principle of diversity and inclusion. The Vodafone Ireland Foundation has committed to donating €2 million to ISPCC Childline."

**Liam O'Brien**  
Director of Strategy  
& External Affairs



# TRANSPARENCY

## Digital Rights and Privacy



Our transparency disclosures on matters related to digital human rights include our policies, approach and principles regarding government access to customer data, as well as our approach to managing issues such as freedom of expression, censorship and the digital rights of the child.

### Customer Privacy

### Freedom of Expression and Network Censorship

### Respecting the Digital Rights of the Child

## Health, Safety and Wellbeing



Vodafone is committed to the health, safety and wellbeing of our employees, suppliers, customers and the communities in which we operate and this commitment is supported by our local Vodafone Group, Health Safety and Wellbeing Policies.

*"We believe that all incidents and injuries are preventable and our 'Absolute Rules' for working safely, promotes the principle of 'Work Safe, Home Safe.'"*

**Barry Phillips**, Head of Health and Safety

*"Huge internal efforts have been made in the area of Wellbeing, launching our Wellbeing programme and a number of initiatives such as the 'HealthScore' & 'MindScore' assessment tools, and our first 'Mental Health Manager Workshops'. Dedicated 'Wellbeing' and 'Mental Health' weeks are held in July and October respectively, with a range of onsite events and speakers covering physical, mental and emotional wellbeing over both weeks. A key part of our strategy is to empower each of us to manage our own wellbeing."*

**Simon Hand**, Head of Rewards

## Tax and Total Economic Contribution



Vodafone is the single biggest investor in new technology in the Irish telecoms industry annually, with over €1 billion invested to date in building and maintaining the network.

- ▶ €18m paid in direct taxes  
€5m paid in corporate tax
- ▶ €172m capital investment
- ▶ 2.3 million customers
- ▶ 1,310 direct employees

## Supply Chain Management and Integrity

**Handset Recycling:** Vodafone Ireland has encouraged and facilitated handset recycling over the last 10 years. Additionally, the value of each donated handset is donated to ISPCC Childline.

[Code of Ethical Purchasing,](#)  
[Anti-Slavery Statement,](#)  
[Code of Conduct,](#)

