

Vodafone Czech Republic

Corporate Social Responsibility Report
April 2013 – March 2015



Word of Introduction from CEO



Balesh Sharma
CEO Vodafone Czech Republic

Dear readers,

You are looking at the fourth annual Corporate Social Responsibility (CSR) Report of Vodafone Czech Republic. It presents our CSR projects and programmes from April 2013 to March 2015. It also contains up-to-date data on the sustainability trends monitored over the long term. We believe that Corporate Social Responsibility must not be reduced to just another bullet in the corporate to-do checklist; we believe that it needs to be a carefully planned strategy. Our aim is to bring real added value to the community with our long-term projects, and we are happy that the long-lasting benefit is evident in the comparison with our previous CSR reports. I wish you a pleasant reading.

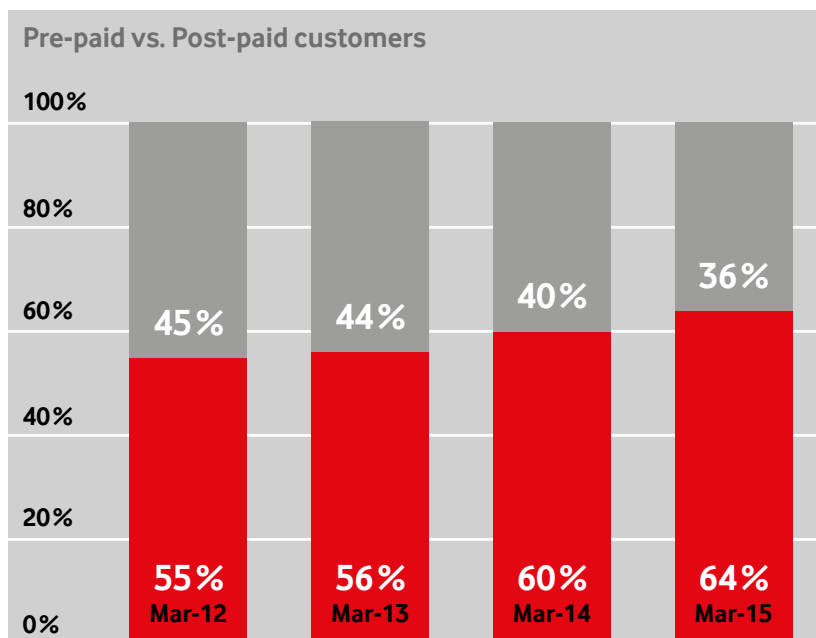
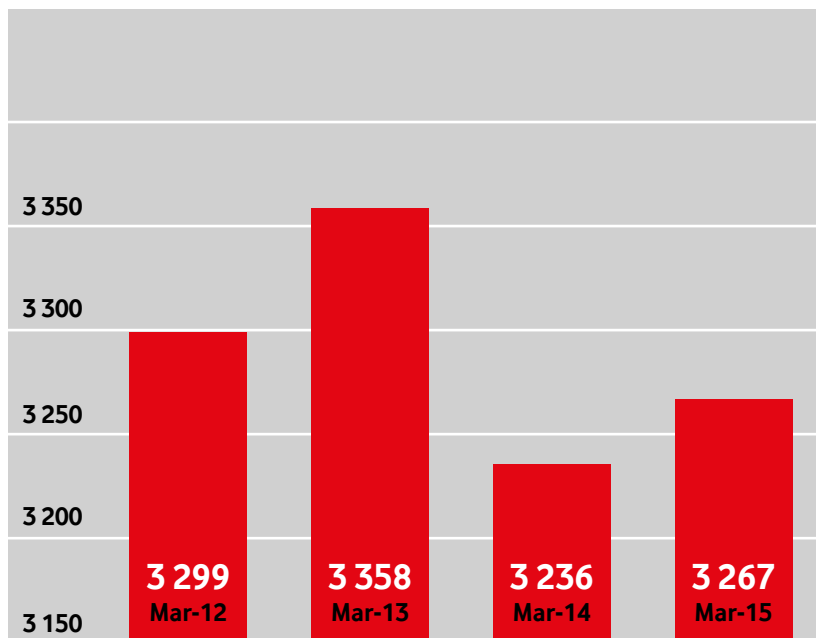
About Vodafone CR

In 2005, the local mobile operator Oskar joined one of the largest telecommunication corporations, the Vodafone Group. It now provides its services to over three million customers.

More at www.vodafone.cz

We are a long term leader in responsible behaviour towards the environment, community and our customers.

The Vodafone Foundation CR has distributed over CZK 160 million 6 to NGOs. It is one of the most generous corporate foundations in the Czech Republic.



How We Understand CSR

Corporate Social Responsibility is intrinsic to our business. It rests on three pillars:

1

Green Way

We reduce the ecological impact of our business, ours is the First Green Network, our head office received Golden LEED certification, we support clean and quiet mobility, we recycle phones and rate their social and environmental impact.

2

You and Us

We return part of our profit back to community, we help the needy, and provide information to customers in a transparent manner.

3

Technology Helps

We provide integrated technological solutions to people with disabilities, we support the creation and spreading of socially responsible applications. We are committed to helping through technology.

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Green Way

This pillar of our CSR policy focuses on **environmental protection** – we aim to reduce the impact of our operations on the environment. We **motivate our employees and customers** to do the same, and we **strive to empower them to behave in a responsible way.**

These are our three basic commitments to ecology:

1

Lowering CO2 emissions: we are committed to lowering CO2 emissions by 50% by 2020 (compared to 2006/07). We reached this goal in 2010.

2

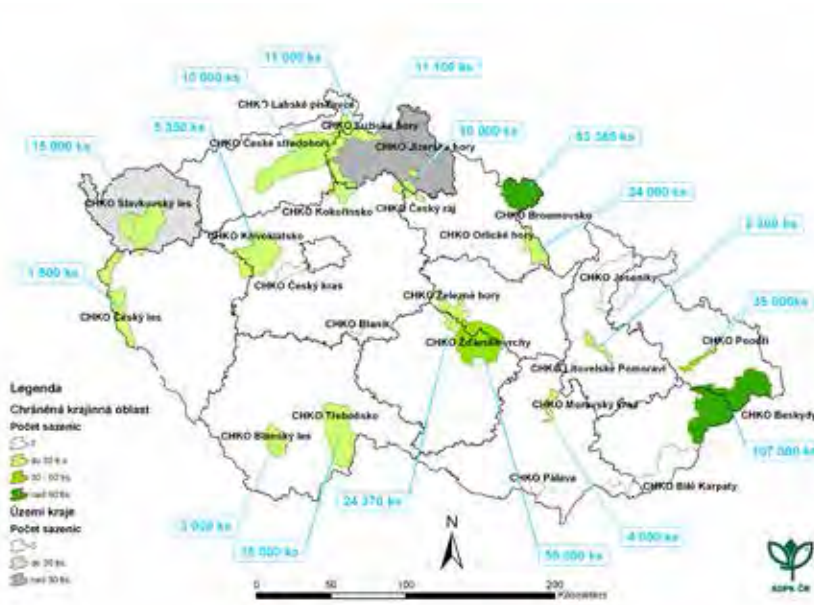
We optimize our office operations to be more ecological.

3

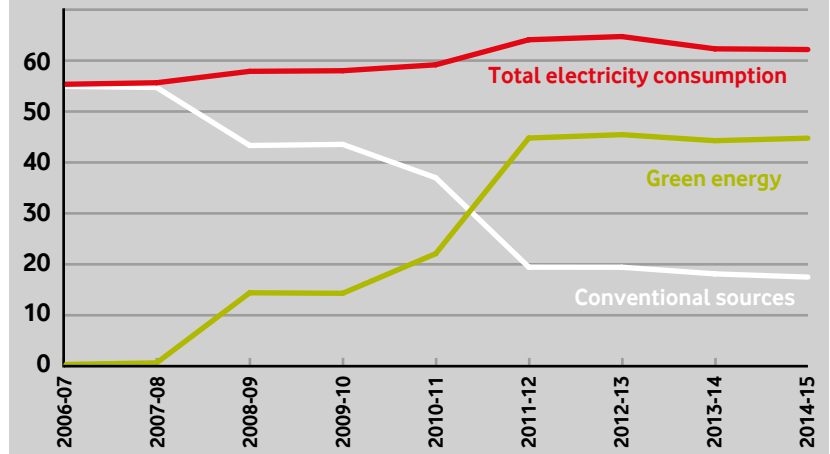
We motivate our colleagues and customers to behave responsibly.

First Green Network

The First Green Network project, launched in 2011, lowers the CO2 emissions we produce. 70% of the energy needed to power our network comes from renewable sources – water, sunshine, wind power, biomass and biogas (approximately 45 GWh). We compensate for the remaining one-third of the energy, whose source we cannot influence (because we rent a location or share a transmitter with other operators), by planting trees jointly with the Nature Conservation Agency of the Czech Republic. As a tree grows it gradually soaks up the emissions produced during our network's operation. To date we have planted hundreds of thousands of seedlings all over the Czech Republic.

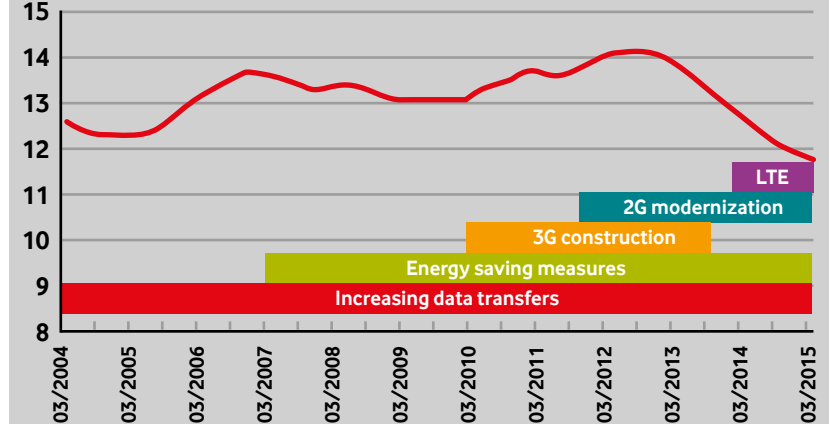


Electricity consumption in our network (GWh)



Despite the continuous expansion of our network (mainly LTE) and the growing number of BTS, providing coverage for the entire CR, the total energy consumption in our network has only risen very slowly, thanks to low-energy-consumption technology.

Average annual consumption per BTS (MWh)



The average consumption per one base transceiver station (BTS) has decreased significantly over the past 2 years despite LTE deployment, thanks to 2G modernization and economical measures, such as the replacement of old, inefficient air-con and power supply units, and installation of better cooling and heating management to save energy.

Green Offices

We also strive to behave ecologically in our offices. Our former head office at Vinice, Prague, met dozens of demanding criteria until our move to the new offices in December 2014, allowing us to use the Ministry of Environment's Eco-label for environmentally responsible services.

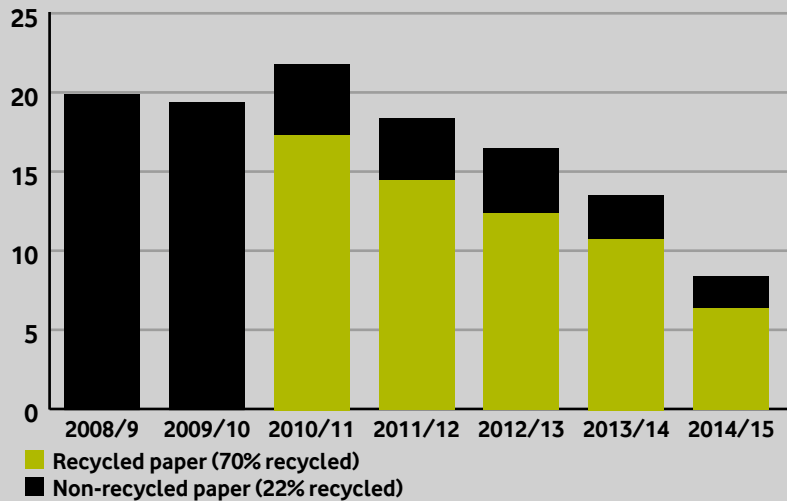
- Energy saving policies (automatic power off, etc.)
- Responsible handling of waste
- Limited use of disposable products
- Extensive use of recycled paper

In our new head office we continue to meet these criteria:

- Energy saving office equipment

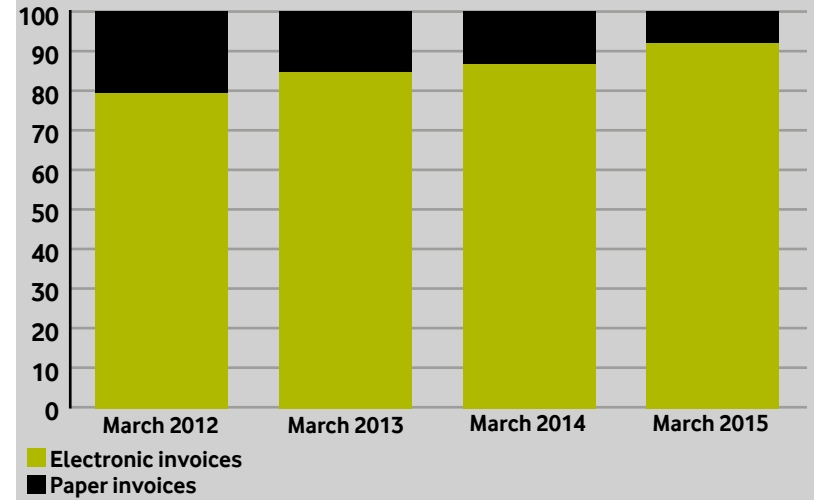
We gradually decrease the number of company cars and the amount of fuel used. Of 430 cars (March 2010) we are now down to 246 (March 2015). We prefer diesel engines because of their lower consumption.

Printing paper bought (tons)



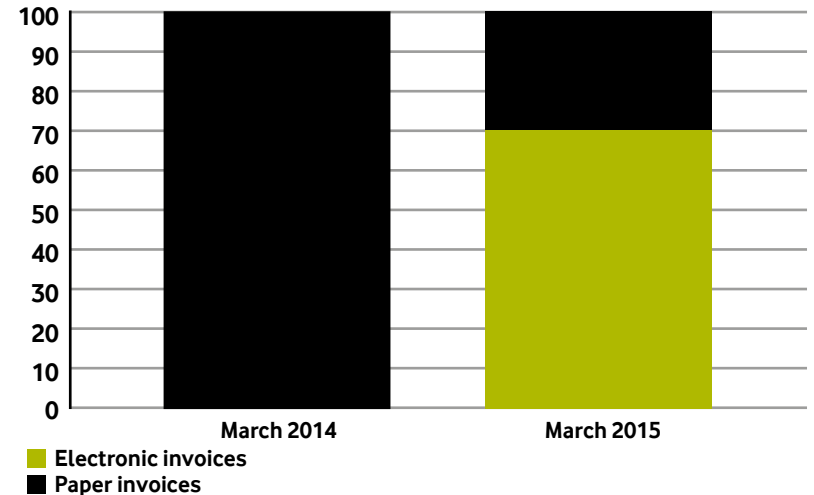
Significant reduction in the use of paper is linked to electronic invoices and agreements, see below.

Electronic invoices (%)



We are also planning to launch electronic invoices for our business clients in the future.

Contracts – customers with a minimum monthly spend limit (non-business)



We expect that electronic agreements will make up 85% of all contracts in 2016.

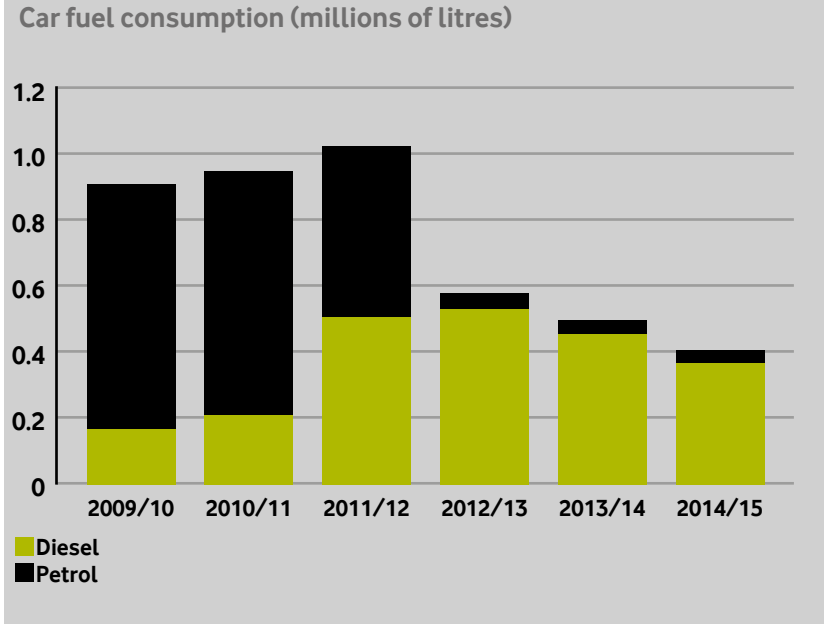
In our new offices we remained true to our CSR values and chose a building with golden LEED certification (Leadership in Energy and Environmental Design) awarded since 2000 to the buildings with significantly efficient and environmentally responsible operation. Our head office uses approximately one-third less energy than similar buildings.

It was built with recycled materials and local resources, with emphasis on high quality of the interiors and traffic accessibility.

Savings and environmental impact in numbers:

- 40% less water used
- 27% less energy needed
- 31% construction materials

- were recycled
- 83% of the construction materials can be used again
- The coolants and extinguishers in the building do not damage the ozone layer.
- Good transport accessibility – exactly 20 steps away from a metro stop.



E-bikes, Bicycles and Scooters

Vodafone employees have ridden electronic bikes since 2011. There are 2 at the call centre in Chrudim and 3 at the head office in Prague. In addition, there are 5 regular bicycles and 3 kick scooters. Employees can use them to get to meetings or lunch quickly. The e-bikes are easier to ride because an electric motor helps the biker reach the destination faster and with less effort. Every day as many as five colleagues borrow each of the e-bikes to run their errands.



Motivating Others

Eco-Class Rating

In 2012 we launched the Eco-Class rating which clearly tells customers how environmentally friendly their new phone is both with respect to manufacturing and the supply chain.

It takes into account the entire life cycle of a mobile phone – from how the raw materials are obtained to the final disposal.

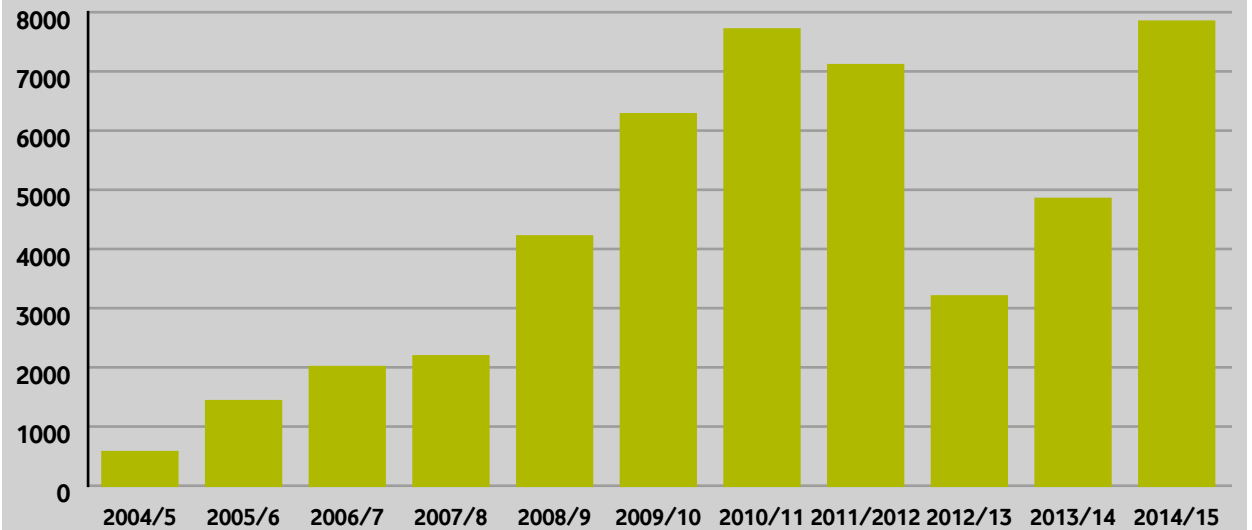
A total of 230 aspects are monitored (e. g. materials used, transport, energy efficiency, spare parts availability, ease of recycling). The final rating is on the scale from 1 (the worst) to 5 (the best), giving an easy to understand, yet comprehensive idea of the phone's environmental impact.

This information is available to all customers in shops and online.

	Best-selling mobiles	Eco-Class
2014/2015		
1	Nokia 108	3.8
2	Samsung Galaxy S4 mini	2.7
3	Apple iPhone 6	not rated
4	Nokia 208	not rated
5	Vodafone Smart 4	3.6
2013/2014		
1	Huawei G510	2.3
2	Nokia C201	3.9
3	HTC Desire X	2.6
4	Nokia 100	4.1
5	Samsung Galaxy SIII mini	2.5

Here you can see the Eco-Class ratings of the best-selling mobiles of the last two fiscal years.

Number of phones returned



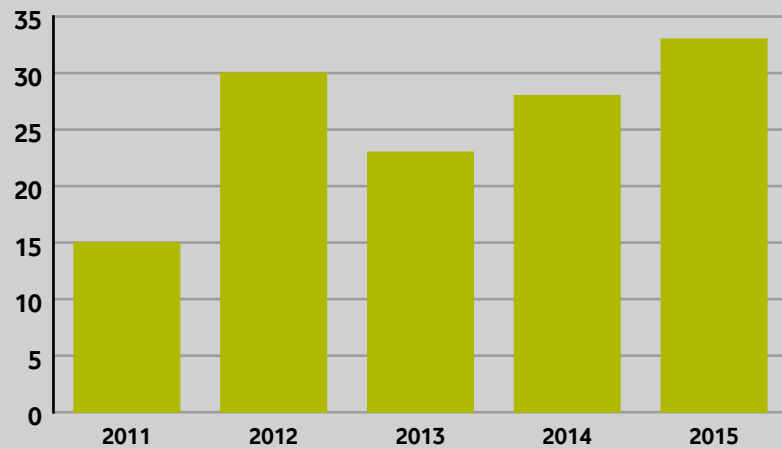
Recycling

Every phone (and its accessories) has a certain life expectancy. To protect the environment we should sort the electronic waste and dispose of it in specialised depots. Dedicated containers for electronic waste are available in household recycling centres, at town halls, in shopping centres and in all Vodafone shops.

Anyone can bring a phone or its parts and accessories for recycling. Vodafone partners with REMA Systém to ensure efficient recycling of electronic waste, so every old phone left at a Vodafone shop is recycled or reused.

If you have an older mobile phone at home which is still operational, you can benefit from the Vodafone buyback programme where the old phone is refurbished and used by those who do not have the means to buy a new device.

Cycle to Work – number of participants



“Cycle to Work” Competition

We have long supported urban bikers and clean transport. We also take part in the “Do práce na kole” (Cycle to Work) competition,

organised by the Auto*Mat initiative. Every May our employees receive incentives to commute on their bikes or on the company ones.

Different City Experience

For years we have championed the “Different City Experience” project first as Vodafone, and since 2009 via the Vodafone Foundation, one of the street festival’s main partners. There are now close to 40 individual community events with 20,000 participants. The project aims at a sustainable, high quality, quieter city experience, actively soliciting the participation of the public. Thanks to its great interest the event has spread to all Prague neighbourhoods, and for the first time also to the cities of Ostrava and Olomouc.

In 2014 we also supported the related project “Nábřeží žije” (Riverside Lives) where the traffic-laden Smetanovo nábřeží in the centre of Prague turned into a pedestrian zone for five Saturdays, with concerts, pop-up cafés, etc. The project was financed by individual donors through crowd-funding. The Vodafone Foundation then



doubled the amount raised. Close to 58,000 people participated in art events and debates arranged by over 100 partner organisations. It is our firm belief that all the positive outcomes of the event will lead to an open discussion about improving the living conditions in the centre of Prague.

Rekola bike sharing is another project aimed at improving the mobility and quality of life in Prague and other five Czech cities.

It is based around a mobile application (you can read more about it in the Social Technologies section).

You and Us Charitable Volunteering

The second pillar of our CSR strategy is aimed at the community. Here is what we do:

1

We organise corporate volunteering and support our employees' charitable activities.

2

We provide financial support to NGOs through the Vodafone Foundation.

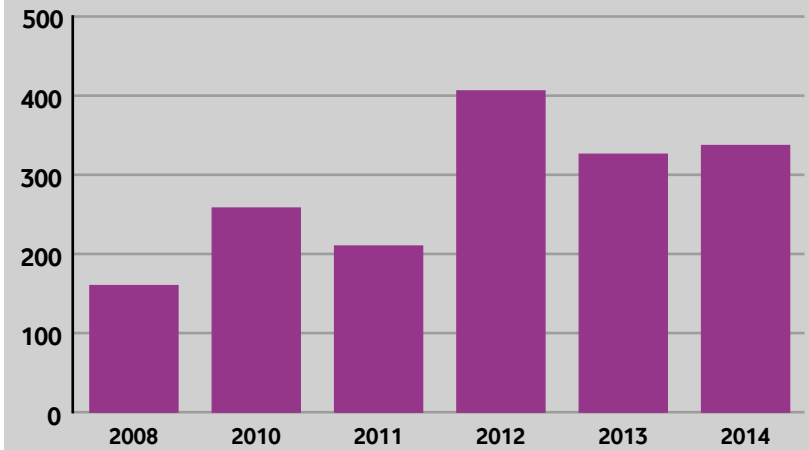
3

We treat our customers fairly and are transparent in our dealings.

Volunteering

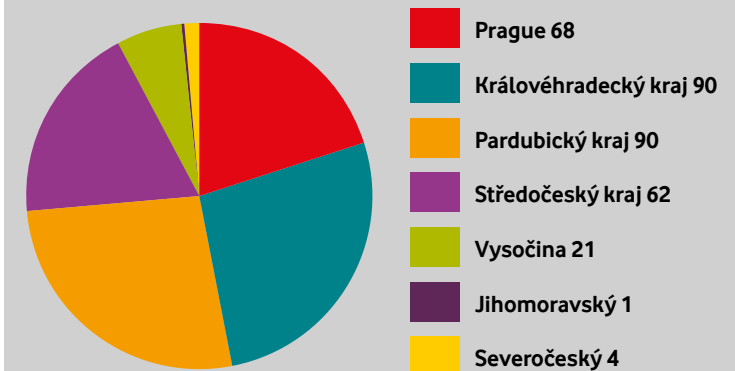
Our employees get extra 2 days of paid leave every year to do charity work. They can use one of the days to help an NGO as a team, and the other to help individually as experts in an NGO they cooperate with on a long-term basis. Our volunteering programme is managed by Hestia, which consults its choice of eligible NGOs with the Vodafone Foundation.

Number of employees participating in the Day for NGOs



Year	2009	2010	2011	2012	2013	2014
No. of organisations	42	32	27	34	26	28
No. of activities offered	100	66	88	75	54	85
No. of activities completed		47	33	44	32	36
No. of participating employees	212	258	210	406	326	337

Vodafone volunteers' participation in regions (2014)



Our Volunteers Help in Multiple Areas

In 2014, Villa Čerych was our employees' favourite NGO; they helped there four times that year. The Villa also served as the location of the late President Havel's film "Odcházení" ("Leaving"). The employees of Villa Čerych even composed a poem about volunteers from Vodafone:

Dobrovolníci ve Vile Čerych

„Chrudim nebo Praha

práce Vile drahá.

Vodafone se činí dosti

k potěše a velké radosti.

Práce se tihle workři nebojí,

ať z Prahy, Chrudimi či okolí.

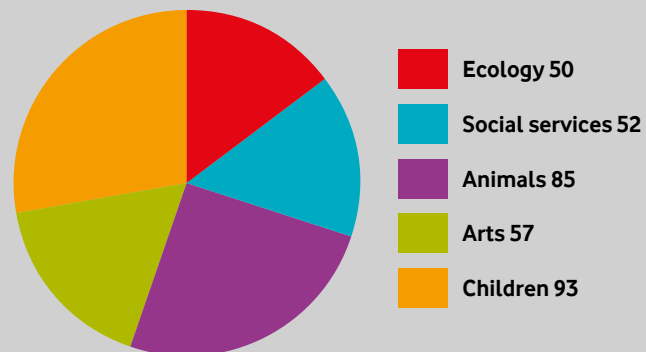
Firemním dobrovolníkům
udělují řád,

ať do Vily Čerych přijíždějí
pořád..... a pořád!“

Tereza Vaňková, manager,
educational centre Villa Čerych



Number of volunteers according to fields (2014)



“Dobrovolník” (Volunteer) Fund for Employees

Our “Day for NGOs” is only the first step. Vodafone employees can also apply for a grant of CZK 20–50,000 for an organisation which they help as volunteers on a long-term basis. Many bring into the NGOs their business know-how, such as advice on fundraising strategy, etc. In 2013/14 and 2014/15 we distributed CZK 852,955 in grants from the fund.

Charity

Vodafone employees often donate money for good causes from their own pockets.

Whenever that happens, the Vodafone Foundation doubles their contribution. Such is the case of the much loved Charity Bake-Off, where 30 colleagues bake homemade pastry which others can buy for breakfast. The proceeds then go to 3 chosen NGOs.

Stories:

Patrik Sýkora

TJ Sokol Mšené-lázně

Patrik has been a member of the Sokol association (similar to the Scout) since 1996. In 2012, the local branch of Sokol in his home town of Mšené-lázně all but ceased to exist. He took the matter in his own hands and became Sokol's executive director. Thanks to a Vodafone Foundation grant they could repair and refurbish the sports centre: they laid new floors, repaired the WC and shower areas and built new facilities for table tennis.

Jaroslav Burian

Purkrabka, o. s.

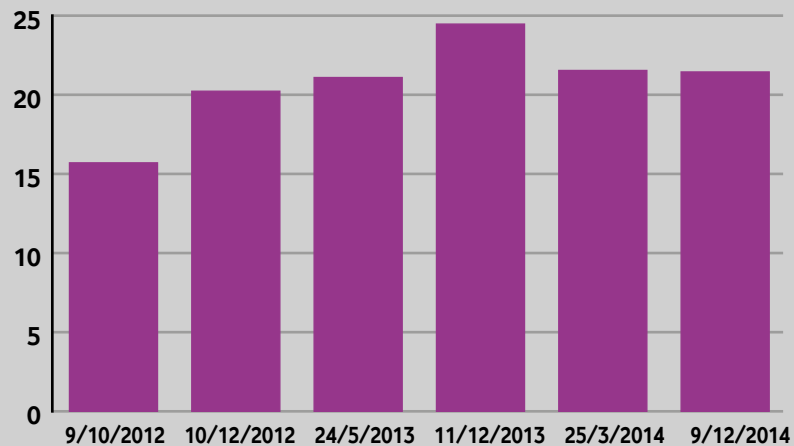
Jaroslav has cooperated with Purkrabka since 2012 as one of the parents whose children attend the private school. He acts as a financial advisor to the organisation and takes part in promotional events. The Vodafone Foundation's grant helped cover the furniture for the second year classroom at the primary school Purkrabka.

Charity Bake-Off

Individuals can and do make a difference. In 2012, our colleague Anna Schlindenbuch arrived at the idea of a Charity Bake-Off, where employees buy homemade pastries from their colleagues to support chosen NGOs. Originally a one-off event, the Bake-Off caught on. Now around 30 committed

bakers organise the event twice a year. Typically, some CZK 20,000 is raised over the morning, which is then doubled by the Vodafone Foundation. The Bake-Off will likely continue for years with new bakers volunteering all the time. The new donee NGOs are chosen by active bakers.

Proceeds from the Charity Bake-Off (thousands of CZK)



Christmas Market

Every Christmas a charitable market takes place at Vodafone. In 2014, it was followed up by an online auction of props from the Vodafone Christmas campaign. Among the invited vendors are the Foundation's partner organisations – often they are the people who are on the receiving end of the “World of Difference” programme. Hence, our employees get the opportunity of meeting those they help. The pasta maker Pasta Fidli, the Náruč association and the pickled brie maker Portus Praha are all regulars at the event. There are also Christmas themed gifts from Bona, FOKUS Vysočina and Pestrá společnost.



Vodafone Foundation

In 2013/14 and 2014/15 the Vodafone Foundation continued to support the use of technology in socially responsible solutions as well as the transfer of know-how between the non-profit and business spheres. Through its 3 main programmes the Foundation is a strong partner who fosters the growth and efficiency of the non-profit sector. Its ambition is not only to provide the means for the completion of specific projects, but also to develop the ability to succeed in the market, social entrepreneurship and to bolster the communication skills of NGOs.

World of Difference

The World of Difference programme is the Foundation's flagship project. It enables NGOs to employ business and state administration professionals for a year, and covers the costs. The professionals are always assigned to specific projects which aid the NGO's further development. That way the NGOs can afford to employ even the industry big shots, as the Foundation pays their original salary for the whole year. A total of 42 pairs of business-NGO professionals have been through the programme so far. In 2013 and 2014, 14 experts worked in an NGO for a year and further 6 started theirs in January 2015. The World of Difference is a unique opportunity for all who want to make the world a better place and make their dreams come true.

To read the participants' profiles go to www.rokjinak.cz.

Stories:

Miroslav Kupec' task at Fokus Vysočina was to restructure the manufacturing process in 7 protected workshops (with 60 employees) and make it more efficient. He succeeded in increasing the revenues by 79%, or more than one million koruna. No one lost their job; on the contrary, the great results allowed for more full-time jobs, a slight increase in the pay, and 10 new positions. The prerequisites for the creation of another protected workshop were also met.

Pavla Stine, who dedicated her life to gastronomy, engendered the idea of the Pasta Fidli project at the NGO Náruč in Řevnice. Her homemade pasta has been a success, and two years after her World of Difference assignment it is delivered to 120 shops and restaurants in Prague, as well as farmers' markets. The shop employs 8 people with combined disabilities. The fresh-made pasta could also help finance other projects of the NGO in the future.

Technology in Service of Community

The Foundation supports the use of information and communication technologies and mobile phones for socially responsible ends, and to improve the quality of life of the disadvantaged groups of people. It focuses on projects which have the potential to change of the lives of thousands. Since 2013, it has run its own business accelerator for NGOs which need to launch or restart their technological projects. The Vodafone Foundation Lab helps projects for 4 months, testing the proposed solutions. The projects which have gone through the Lab are better prepared to enter the market. In cooperation with the Vodafone Americas Foundation, the top 3 projects were invited to the Silicon Valley SOCAP conference.

Stories:

“Vpohybu” (On the Move) is a grant scheme aimed at the young people who want to contribute something to their community. It has been run by the Foundation since 2006. In 2014/15 the programme was enriched by a crowd-funding element. Now the young participants receive the training and know-how required for launching and managing a successful crowd-funding campaign, as well as a CZK 10,000 contribution. If they want to succeed, they need to raise at least one half of their target grant sum through crowd-funding. In the first year, all 16 participating projects succeeded and raised CZK 2.2 million from their internet fans, to which the Foundation added another 1.8 million. Beside money the participants also acquire useful skills and the self-confidence to undertake similar projects in the future, independent of grant support.

For more info on the Vpohybu crowd-funding projects go to www.hithit.cz/NadaceVodafone

Office in the Park: The group of young people behind the project raised CZK 152,384 through crowd-funding, with another CZK 50,000 from the Foundation. This enabled them to build an open air office in the shade of trees, equipped with electrical sockets and Vodafone broadband internet.

“Let’s go to the Movies in the Museum”: Young students at the Prague Film Academy felt the city missed a film museum. They succeeded in raising an incredible CZK 200,000, to which the Foundation added another CZK 120,000. This enabled them to show what a film museum could look like in a temporary exhibition at the Montanelli Museum (it ended in October 2015).



The godparents of the “Radlická Arts–Gym” project raised CZK 265,644 from fans; the Foundation added another CZK 251,000, which helped turn a former railway station space into an arts and sports venue.

Programme	2007/8	2008/9	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
Vpoho	5 466	2 120	1 049	1 797	0	0	0	0
Vpohybu mladí	4 323	3 238	2 001	4 342	5 280	5 213	4 377	2 500
Technologie	3 370	5 750	8 542	5 521	3 900	4 335	3 773	7 481
Rok jinak		2 762	3 560	7 072	7 732	6 424	6 736	4 973
Zelený program		213	750	509	0	0	0	0
Fond dobrovolník		213	240	300	580	330	569	283
Blesková pomoc		997	300	840	1 001	845	3 136	504
Mimo programy	1 237	4 133	102	1 091	2 362	1 341	758	924
Total	14 396	19 426	16 544	21 472	20 855	18 489	19 351	16 665

The missing data for 2014–2015 has not yet passed audit at the date of publication.

Honest Approach to Customers

We are committed to an honest and transparent communication with the public. To that end we hold up a strict internal Code of Conduct. We also invite independent bodies to audit our behaviour regularly.

Management

Vodafone CZ holds 4 certificates in quality management (ČSN EN ISO 9001:2009), data security (ČSN EN ISO/IEC 27001:2013), environmental protection (ČSN EN ISO 14001:2005) and Corporate Social Responsibility (ČSN 01 0391:2013). The environmental protection and CSR standards apply to all operations at Vodafone CZ, while the data security and quality management only apply to certain functions (ETS, EBU, Corporate Security).

We received the ČSN EN ISO 9001 and ČSN EN ISO 14001 certificates in 2010. In 2013, Vodafone also received the ČSN EN ISO 27001. At the turn of 2011 and 2012 Vodafone certified its CSR policy in the National CSR Management Programme; and in 2015 it received the new CSR certification ČSN 01 0391:2013.

The CSN ISO 14001 pertains to environmental management and proves that Vodafone strives to minimise the impact of its operations on the environment. The ČSN 01 0391 certificate confirms that all the areas of CSR policy (not including the environmental, social and economic) are managed in a responsible and just manner; high ethical standards are adhered to and the company communicates with all stakeholders to ensure their satisfaction.



Digital Parenting

Regardless of which internet enabled devices your children use, they may be in danger. Our digital parenting policy includes a set of rules and methods that help your children keep safe from online threats and malicious content, at the same time educating them in purposeful use of digital technology for beneficial ends.

On 1 November 2014 Vodafone launched its Czech digital parenting microsite.

<http://www.vodafone.cz/odpovednost/digitalni-rodicovstvi/>

Main Activities

Blocking unsuitable content – URL addresses with mature content (including the sexual abuse of children), which are currently found in the database of the Internet Watch Foundation (IWF).

- Parental Controls – Vodafone offers its customers the means to prevent underage children from accessing mature content on the internet. The Vodafone web self-care allows customers to change these settings on the network level via the “Child Profile”

and also through dedicated apps available for free (Vodafone Safety Net and Vodafone Protect).

- Information and educational campaigns – Vodafone, the Vodafone Foundation and the partner NGOs work on promoting the awareness of risks, issues related to the consumption of digital content and the threats that children are exposed to in the digital world. The campaign has also been promoted in the ČiliChili magazine in 2015 (monthly circulation of 90,000).

Vodafone partners with the following NGOs

IN-Generation

(Raising digital literacy at primary school level)

As part of the IN-GENERATION project a microsite and internet child protection tools were promoted: direct e-mails to all 4,400 primary schools in the CR, active participation by 150 schools, 350 teachers and 8,000 children.

More info at:
<http://www.in-generation.com/cs/o-projektu>

e-Bezpečí

(Country-wide prevention, education, research and intervention programme focused on online risk behaviours and the related phenomena)

In 2014, E-Bezpečí organised educational and prevention events with participation

of 2,498 children, 170 parents and 60 teachers, with support from Vodafone.

<http://www.e-bezpeci.cz/>

E-Bezpečí: Czech Children and Facebook 2015

<http://e-bezpeci.cz/facebook2015/odbornici.html>

Summary by the NGO

The issues were promoted via an ATL campaign – articles in the media and specialised periodicals, social media, websites – and a BTL campaign – posters, emailing. All this was accompanied by workshops, training for the target group of educators and children, promotional events for Vodafone solutions and the Digital Parenting microsite. Impact group:

- ca. 4,400 schools
- ca. 10,000 children



Technology Helps

The third pillar of our CSR strategy combines what Vodafone is best at (i. e. technology), with helping the needy. We follow these three paths:

1

We come up with complex solutions for people with disabilities and for otherwise disadvantaged groups.

2

We support creation of responsible apps.

3

We make charitable work easy with mobile solutions.

Technological Solutions

We support innovative use of information and communication technologies (ICT) and mobile phones for socially responsible ends and improving the quality of life of the disadvantaged groups. In 2013/14 we launched our own business accelerator – the Vodafone Foundation Lab, which helps NGOs validate their project proposals and deploy ICT to increase efficiency and impact. In 2013/14 and 2014/15 a total of 20 mobile and online apps passed through the Lab. Aside from the support for specific apps and solutions we strive to foster the entire eco-system through partnering with the INSPO conference, and the “Společně otevíráme data” competition.

INSPO (BMI)

Since 2014 we have partnered with the INSPO conference which promotes new technologies, including apps, for people with physical disabilities, sight and hearing problems, for the dyslectics and people who have had a stroke. Over 300 people participated at the conference both in 2014 and 2015.

In the second year of our cooperation we awarded the Vodafone Foundation Rafael prize for ICT innovations that improve the lives of people with disabilities, worth CZK 300,000.

It was given to the Czech Paraplegic Association – CZEPA for its VozejkMap project which offers accessibility info about venues all over the CR with maps, navigation and ratings. The data is submitted and verified by the paraplegics.

SPOLEČNĚ OTEVÍRÁME DATA (OSF)

Since 2013 the Vodafone Foundation has partnered with the “Společně otevíráme data” (“Opening Data Together”) competition. We believe that only real apps can show the potential of open data to develop and improve the quality of social services.

Technologie pro společnost



Responsible Apps

A smartphone need not be just a communication tool, it is also a versatile tool whose capabilities can be enhanced with various apps. We offer our customers a range of responsible apps and support the creation of new ones.

BLINDSHELL (Czech Technical University)

We supported the development of the BlindShell app for Android which provides vibration and sound feedback for calls, SMS, contact management, phone status and settings. It features an easy-to-use built-in keyboard for writing numbers and letters which makes it even more unique.

Rekola (Rekola Praha)

We supported the mobile-powered bike sharing service during its launch. The Rekola app underpins a recycled bike sharing system which makes do without fixed stations. The bikes are locked with a code

and left in the street where they are available for rental from the mobile app. At the moment, Rekola operates in Prague, Brno, Pardubice, Hradec Králové, České Budějovice and Olomouc. The data retrieved from the app can be further used for municipal traffic planning.

Levebee (Rožečti se)

Levebee.com is an online app which improves reading skills and helps with reading difficulties, including dyslexia. The programme draws on time-tested methods and features modern improvements. The online app is intended for all roles (pupils, teachers, parents), and it facilitates the mutual interactions so that reading and text analysis are both more fun and efficient.

Helping with Mobiles

The Vodafone Foundation's Instant Help programme provides humanitarian aid during catastrophes at home and abroad. It also motivates customers to greater solidarity by doubling the contribution from their donor messages (DMS) sent from the Vodafone network.

The Foundation also provides one-off grants to its long-time humanitarian partner – the People in Need organisation. In 2013/14 and 2014/15 we cooperated on 4 humanitarian campaigns soliciting our customers' support via SMS: we aided in the aftermath of the floods in the CR

and the Balkans, after the typhoon Hayan in the Philippines and Ukraine. Our customers have sent over 74,000 DMS and the Foundation doubled the amount to CZK 2,234,910. Another CZK 1.4 million was donated in grants to the People in Need.

Humanitarian catastrophe – recipient of aid	DMS from Vodafone network:	Doubled DMS contribution and/or other support from the Vodafone Foundation:
Floods 2013 – People in Need	7,013	210,390
Floods 2013 – ADRA	9,552	286,360
Floods 2013 – Diakonie ČCE	2,312	69,360
Floods 2013 – Charita Litoměřice	2,698	80,940
Floods 2013 – Czech Red Cross	3,118	93,540
Floods 2013 – Český rozhlas, sbírka	8,965	268,950
Floods 2013 – People in Need, humanitarian grant		500,000
TOTAL	33,658	1,509,740
Philippines 2013 – People in Need	23,087	692,610
Philippines 2013 – Adra	2,057	61,710
Philippines 2013 – Charita Česká Republika	1,890	56,700
Philippines 2013 – Magna děti v tísní	1,260	42
Philippines 2013 – Médecins Sans Frontières	421	12,630
Philippines 2013 – People in Need, humanitarian grant		500,000
TOTAL	27,076	1,324,910
Ukraine 2014 – People in Need	3,384	101,520
Ukraine 2014 – People in Need, humanitarian grant		200,000
TOTAL	3,384	301,520
Balkan floods 2014 – People in Need	9,958	298,740
Balkan floods 2014 – People in Need, humanitarian grant		200,000
TOTAL	9,958	498,740

Corporate Social Responsibility Objectives for 2013, 2014, 2015

	Goals 2013-14	Status	Goals 2014-15	Status	Goals 2015-16	
Green Way	1	Lower CO2 emissions by 50% before 2020 (as compared to 2006/07).	Yes	Lower CO2 emissions by 50% before 2020 (as compared to 2006/07).	Yes	Lower CO2 emissions by 50% as compared to 2006/07.
	2	Replace 100% of the extinguishant FE 36 (which may cause global warming) by 2016. Replace 100% of the R22 coolant.	Yes	Replace 100% of the extinguishant FE 36 (which may cause global warming) by 2016. Replace 100% of the R22 coolant.	Yes	Replace 100% of the extinguishant FE 36 (which may cause global warming) by 2016.
	3	All mobiles sold in the Czech market must comply with the internal procedure on electromagnetic field.	Yes	All mobiles sold in the Czech market must comply with the internal procedure on electromagnetic field.	Yes	Eco-Label for HQ Stodůlky
	4	Eco-Class rating enables informed decision making when buying new phones.	Yes	5,000 old mobiles collected for recycling.	Yes	7,000 old mobiles collected for recycling.
	5	5,000 old mobiles collected for recycling.	No	Annual internal campaign on resources- and waste management.	Yes	Annual internal campaign on resources- and waste management.
	6	Annual internal campaign on resources- and waste management.	No	Lower environmental impact of BTL printed materials through monitoring.	Yes	Lower environmental impact of BTL printed materials through monitoring.
	7	Lower environmental impact of BTL printed materials through monitoring.	Yes			

Corporate Social Responsibility Objectives for 2013, 2014, 2015

	Goals 2013-14	Status	Goals 2014-15	Status	Goals 2015-16	
You and Us	8	Maintain or increase the number of employees engaged in volunteering/charitable schemes – at least 400 every year	Yes	Educate senior citizens in the use of mobile technologies	Yes	Maintain or increase the number of employees engaged in volunteering/charitable schemes – at least 40% of all employees every year
	9	Improve the environmental friendliness of at least 3 suppliers every year	Yes	Maintain or increase the number of employees engaged in volunteering/charitable schemes – at least 40% of all employees every year	No	Further develop the Digital Parenting microsite on vodafone.cz; information and educational campaign to raise awareness / increase no. of visitors
	10	Provide long-term support to at least one project which improves education about internet safety.	Yes	Launch a Digital Parenting microsite on vodafone.cz, conduct an information and educational campaign	Yes	Provide long-term support to an educational project focused on digital and internet literacy; promote Vodafone Child Protection activities / direct interaction with at least 10,000 people
	11	Be perceived as a responsible and fair company.	Yes	Provide long-term support to an educational project focused on digital and internet literacy; promote Vodafone Child Protection activities	Yes	Be perceived as a responsible and fair company.
	12		Yes	Be perceived as a responsible and fair company.	Yes	

	Goals 2013-14	Status	Goals 2014-15	Status	Goals 2015-16	
Technology Helps	13	Support systematic transfer of know-how to the non-profit sector, and its growth: (a) Use 40% of resources to foster use of modern ICT for socially responsible ends (b) Use 20% of resources to foster transfer of know-how to NGOs	Yes	Support systematic transfer of know-how to the non-profit sector, and its growth: (a) Use 70% of resources to foster use of modern ICT for socially responsible ends (b) Increase the number of people impacted by the supported projects by more than 10,000	Yes	Support systematic transfer of know-how to the non-profit sector, and its growth: (a) Use 80% of resources to foster use of modern ICT for socially responsible ends (b) Increase the number of people impacted by the supported projects by more than 10,000

Awards 2013–2015

Vodafone has repeatedly won the CSR Award, Top Filantrop and VIA BONA in CSR.

More info at <http://nadacevodafone.cz/o-nadaci-vodafone-cr/>.

In 2013 Vodafone received the prestigious National CSR Award in the category Socially Responsible Company

<http://nadacevodafone.cz/co-je-noveho/narodni-cenu-cr-spolecenskou-odpovednost-ziskal-vodafone/>

Vodafone Czech Republic
náměstí Junkových 2
155 00 Praha 5

www.vodafone.cz

www.vodafone.cz/odpovednost

www.nadacevodafone.cz

www.laboratornadacevodafone.cz

www.rokjinak.cz