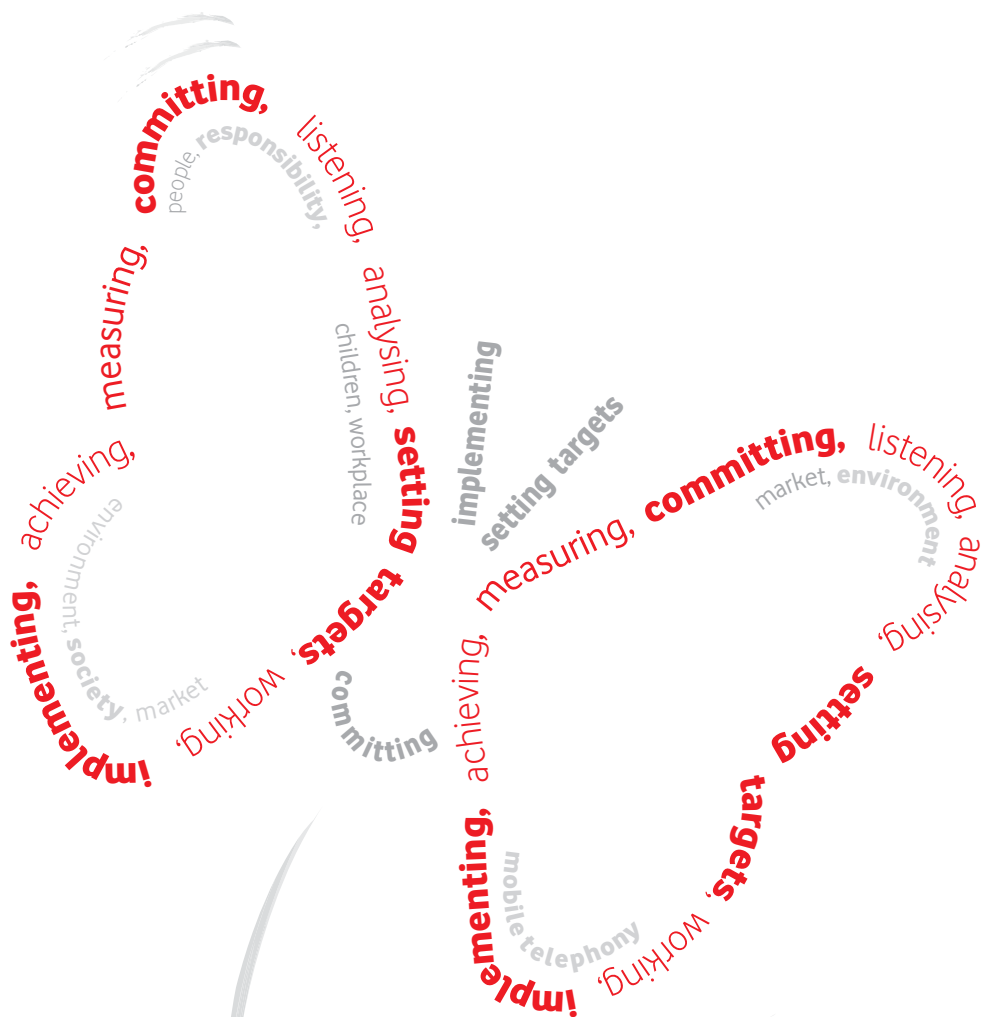


# Communicating our passion





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# Introduction Note



For Vodafone Greece, Corporate Responsibility determines how the company is managed, operates and engages with stakeholders, society and the environment. An organisation is responsible when, in parallel with achieving its commercial objectives, it also takes into account the impact of its operation overall on an environmental, social, economic and moral level, and takes the relevant steps with measurable results. Consequently, it is the organisation moral obligation, depending on the extent of its activities – without this necessarily translating into financial outlays – to reduce its potential negative impact and bolster its positive impact on the world around us.

With the comprehensive title “We care” Vodafone Greece’s multi-faceted Corporate Responsibility program relates to systematic steps taken to ensure that the company operates responsibly and generates practical results in the following fields:

- 1) Environment and Health
- 2) Society and Children
- 3) Market
- 4) Workplace

This is the 4<sup>th</sup> Vodafone Greece’s Corporate Responsibility Report which presents the management practices and the results of our actions for the financial year from 1 April 2005 to 31 March 2006 (2005-2006). The data cited relates to Vodafone Panafon S.A. and its operations (it does not include the results of Panafon International Holdings B.V. whose registered offices are in Holland, in which the company has a 100% holding).

## Note

- The term “Vodafone Group” refers to Vodafone Group Plc which directly or indirectly holds 99.8% of Vodafone Greece’s share capital
- The 2005-2006 objectives cited in this report were laid down in the Corporate Responsibility Report for the 2004-2005 financial year which is available on company’s website [www.vodafone.gr / About Vodafone / Corporate responsibility / Report](http://www.vodafone.gr / About Vodafone / Corporate responsibility / Report).

## Sources of information

All information included in this publication is also available on the company’s website which is updated at regular intervals. For more information visit: [www.vodafone.gr / About Vodafone / Corporate responsibility](http://www.vodafone.gr / About Vodafone / Corporate responsibility).

- The EMAS Environmental Statement is also available at [www.vodafone.gr / About Vodafone / Corporate responsibility / Environment](http://www.vodafone.gr / About Vodafone / Corporate responsibility / Environment)
- Previous Corporate Responsibility Reports that refer to financial years 1 April 2002 - 31 March 2003, 1 April 2003 - 31 March 2004 and 1 April 2004 - 31 March 2005 are available at [www.vodafone.gr / About Vodafone / Corporate responsibility / Report](http://www.vodafone.gr / About Vodafone / Corporate responsibility / Report)

- The Vodafone Group Corporate Responsibility Report is available at [www.vodafone.com/responsibility](http://www.vodafone.com/responsibility).

## Feedback

We welcome your feedback about our activities in the Corporate Responsibility area and about this publication.

Please send your views to:

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## Vodafone Greece Corporate Responsibility Report Data Audit

The environmental data in this Report is subject to audit and verification performed in the context of the company's certification according to the international standard ISO 14001:2004 and the European EMAS Regulation by the Hellenic Organisation for Standardisation (ELOT). Moreover, it is also included in the EMAS Environmental Statement, which is approved by the Ministry of the Environment, Physical Planning and Public Works and submitted to the competent body of the European Union.

As part of the assurance work carried out by Deloitte on the 2005-2006 Vodafone Group Corporate Responsibility Report, Vodafone Greece was one of the operating companies where Deloitte reviewed:

- The application of the AccountAbility 1000 Assurance Standard principles to managing Corporate Responsibility; and
- The application of the processes for collecting, aggregating, validating and reporting the environmental, community and occupational health and safety data to Group.

Further details on Deloitte's assurance work and conclusions for Vodafone Group can be found on the 2005-2006 Vodafone Group Corporate Responsibility Report or at [www.vodafone.com/responsibility/assurance](http://www.vodafone.com/responsibility/assurance).

This Report follows the basic principles, guidelines and instructions of the Global Reporting Initiative (GRI), where applicable, in order to facilitate content evaluation and comparison with other companies. The AA1000 Assurance Standard was also taken into consideration when preparing this Report.

**Deloitte.**



## Letter from the Chief Executive



Since Vodafone commenced operations in Greece back in 1993 the concept and practice of Corporate Responsibility has been an integral part of how we work, and one which we treat with all due concern. Besides, one of our core business values is "passion for the world around us"; a cornerstone and driving force of the Corporate Responsibility program we implement.

It is a program based on the fact that Corporate Responsibility is not treated as a set of piecemeal, charitable practice but as an integrated system of corporate governance which is directly tied into our vision, our business values, our strategic goals and our corporate and commercial activities overall.

At Vodafone Greece, we closely monitor and are involved in developments in the Corporate Responsibility area at global and local level. We participate in national and international organisations that promote Corporate Responsibility among businesses and we exchange best practices that derive from our extensive experience in the wider area of sustainable development. We envisage a world where businesses operate responsibly, taking care of the world in which we live. We share our knowledge and experience and communicate incentives.

In a world which is constantly in motion, the challenge is to identify and understand emerging needs. We face this challenge by carrying out a Stakeholder Engagement Survey which allows for two-way communication between us and the world around us. We learn about and come to understand needs and expectations so that we can respond to them, improving our practices and maximising our results in the area of Corporate Responsibility.

An equally important priority for us is environmental protection, with the main focus of our activities being renewable energy sources and systematic recycling and re-use of materials such as lead batteries, paper, toners and electrical and electronic equipment.

Our objective is to reduce the impact of our operations on the environment in a visible way. A characteristic example of this is our handset, batteries and accessories recycling scheme operated via the Vodafone Shops, which we began to run in Greece for the first time in June 2003 and which has been in operation for the last 4 consecutive years. Thanks to the active participation of the public and our employees this scheme has resulted in more than 56,000 mobile telephony products being collected.

At the same time we have committed ourselves to be useful to the communities in which we operate, providing products and services which make it easier for all people to enjoy the benefits of communication on equal terms. The innovative Vodafone Speaking Phone developed for the visually impaired and the Customer Care for deaf and mute service via SMS fall into this category.

In the field of society, children play an important role for us, and we implement programs and schemes in collaboration with leading bodies and organisations in Greece.

Examples are the LETO Mobile Paediatric Unit, which during its time in operation has allowed more than 10,000 children in remote and isolated areas of the country to receive medicare, and the program to prevent road traffic accidents among children which has been attended by more than 49,000 children nationwide.

The Report which follows presents specific commitments, results and objectives in those Corporate Responsibility areas in which we are active. Bearing in mind this Commitments-Results-Objectives approach, we undertake that the same passion which has guided us for the last 4 years will continue during the year to come, with the same and even greater intensity, and that this will lead us to achieve even more impressive results.



George Koronias  
Deputy Chairman of the Board of Directors & Chief Executive

# About Vodafone Greece and Vodafone Group



Vodafone Greece Headquarters in Attiki

- 09/1992 Acquisition of a GSM (Global System for Mobile Communications) license
- 07/1993 Commencement of commercial operation of the GSM network
- 08/1994 Operating profits achieved
- 03/1996 ISO 9001:1994 certification for the Quality Management System covering all company activities
- 12/1996 Profits reported
- 10/1997 Pre-pay telephony services made available
- 11/1998 Listing on the Athens Stock Exchange and the London Exchange
- 06/1999 Received certification for the Integrated Management System (Quality: ISO 9001, Environment: ISO 14001, Health and Safety: ELOT 1801, Information and Data Security: BS 7799)
- 10/2000 The new communication system, the Vodafone CU card, is released
- 12/2000 Operating licence obtained for fixed wireless telephony
- 04/2001 Commercial release of GPRS services
- 05/2001 Received the "Recognised for Excellence in Europe award" from the European Foundation for Quality Management (EFQM)
- 07/2001 Acquisition of 3<sup>rd</sup> Generation (3G) mobile communication licence and additional 2<sup>nd</sup> Generation (2G) spectrum
- 10/2001 Official opening of Vodafone shops
- 12/2001 ISO 9001: 2000 re-certification
- 01/2002 Change in the company's trade name from Panafon-Vodafone to Vodafone
- 03/2002 "Committed to Excellence award" from the EFQM and the Hellenic Management Association
- 07/2002 Customers are offered the ability to send MMS (Multimedia Messaging Service)
- 07/2002 ISO 9001: 2000 certification obtained for the Vodafone Shops
- 12/2002 ELOT EN ISO 14001:1996 re-certification
- 01/2003 Presented the new menuing system Vodafone live!
- 03/2003 2.5 Generation (2.5G) handsets on release, exclusively with the Vodafone logo, in cooperation with the largest handset manufacturers worldwide
- 04/2003 Commercial release of the innovative Mobile Connect Card service offering rapid and reliable access to the internet
- 06/2003 Handsets, batteries and accessories recycling program initiated
- 11/2003 Eco-management and audit scheme (EMAS) certification obtained
- 06/2004 "Business and Environment award" 2004 from the Athens Chamber of Commerce and Industry
- 07/2004 Shares suspended from trading on the Athens and London Exchanges



11/2004	Vodafone live! upgraded in line with 3 <sup>rd</sup> Generation (3G) technology
04/2005	ELOT 1801 and ISO 9001: 2000 re-certification
06/2005	ELOT EN ISO 14001: 2004 re-certification
07/2005	ISO 9001: 2000 re-certification for the Vodafone Shops
09/2005	Blackberry® released on the Greek market
12/2005	BS 7799 re-certification
01/2006	Release of the largest range of 3 <sup>rd</sup> Generation (3G) – only handsets with the Vodafone logo in cooperation with the largest 3 <sup>rd</sup> Generation (3G) handset manufacturers worldwide

### Vodafone Group - Vodafone Greece: Key financials and statistics

Vodafone Group (continuing operations) <sup>(1)</sup>	2005-2006 (£ bn)	2004-2005 (£ bn)
Revenue	29.4	26.7
Adjusted Operating Profit <sup>(2)</sup>	9.4	8.4
Operating (loss) / profit	(14.1)	7.9
Free cash flow	6.4	6.6
Market capitalisation (at 31 March)	72.4	90.8
Closing proportionate customers (m)	170.6	140.1

<sup>(1)</sup> Excluding the results of discontinued operations in Japan in the 2005 and 2006 financial years.

<sup>(2)</sup> Adjusted to exclude impairment losses, non recurring amounts related to business acquisitions and disposal and changes in the fair value of equity put rights and similar arrangements where applicable.

Vodafone Greece	2005-2006 (€ million)	2004-2005 (€ million)
Turnover	1,803.1	1,683.3
Earnings before interest, taxes, depreciation and amortisation (EBITDA)	681.8	654.2
Earnings before taxes	458.2	435.6
Net Sales	903.4	830.9
Total investments in assets	2,405.04	2,240.30
Cost of goods sold	899.7	852.4



# Corporate Responsibility



We have integrated Corporate Responsibility into our vision, values, strategic goals, business principles and into the corporate governance and policy manual. We believe that Corporate Responsibility should be an integral part of our day-to-day operation and it is critical that we can constantly make improvements based on solid conclusions. For this reason, we have established a system to measure and evaluate our performance.

## Responsibility is part of our Vision, Values, Goals, Business Principles, Strategy and Governance

### Our Vision

"To be the world's mobile communication leader - enriching customers' lives, helping individuals, businesses and communities be more connected, and communicate better in a world always in motion".

### Our Strategic Goals

1. Delight our customers
2. Build the best global Vodafone team
3. Leverage global scale and growth
4. Expand market boundaries
5. Be a responsible business
6. Provide superior shareholder returns

### Our Values



Passion for our customers



Passion for our people



Passion for results



Passion for the world around us

## Our Business Principles

1. **Value Creation.** We believe that competition in a market economy, pursued in an ethical way, is the best way of delivering benefits to our stakeholders.
2. **Public Policy.** We will voice our opinions on government proposals and other matters that may affect our stakeholders but we will not make gifts or donations to political parties or intervene in party political matters.
3. **Communications.** We will communicate openly and transparently with all of our stakeholders within the bounds of commercial confidentiality.
4. **Customers.** We are committed to providing our customers with safe, reliable products and services that represent good value for money.
5. **Employees.** Relationships with and between employees are based upon respect for individuals and their human rights.
6. **Individual Conduct.** We expect all our employees to act with honesty, integrity and fairness.
7. **Environment.** We are committed to sustainable business practices and environmental protection.
8. **Communities and Society.** We accept our responsibility to engage with communities and we will invest in society in a way that makes effective use of our resources, including support for charitable organisations.
9. **Health and Safety.** We are committed to the health and safety of our customers, employees and the communities in which we operate.
10. **Business Partners and Suppliers.** We will pursue mutually beneficial relationships with our business partners and suppliers.

In addition:

- Vodafone Greece's 10-year strategic plan encompasses the implementation of Corporate Responsibility via specific, long-term objectives
- The Vodafone Group's Governance and Policy Manual, which all members of the Group are obliged to adhere to and which is revised at regular intervals:
  - Covers optimum management of potential risk
  - Stresses the importance of vision and values
  - Provides information about the structure of the Group's various teams, their areas of responsibility, and sectors where guidance is required.
- In 1999, before Vodafone Group created the above Manual, Vodafone Greece had already created and put into effect a Business Manual which set out as a philosophy and practice the mission, values and responsibility towards society and the environment in which it operates.



# Corporate Responsibility

## Operating responsibly

At global level, the Vodafone Group identified eight areas of activity affected by our operation:

1. Suppliers
2. Energy Efficiency
3. Handset Recycling
4. Products and Services
5. Responsible Marketing
6. Waste and Ozone Depletion
7. Electromagnetic Fields (EMF)
8. Responsible Network Deployment

## Integrating responsibility into our Management Systems

Vodafone Greece implements management systems, which cover all aspects of the company's operations and are certified by well-respected third parties. Through these systems Vodafone Greece achieves a more systematic and efficient approach to Corporate Responsibility issues:

- **ISO 14001:** ELOT, the Hellenic Organisation for Standardisation, certified our environmental management system in June 1999 according to ISO 14001:1996 standard and re-certified our system in June 2005 according to ELOT EN ISO 14001:2004 standard (Certificate No. 04.33.01/006 ELOT).
- **EMAS:** In November 2003, Vodafone Greece achieved international distinction since it became the first mobile communication company in Greece and the second worldwide to receive certification under the European Union's Eco-Management and Audit Scheme (EMAS) European Regulation. This system enables us to systematically manage those of our activities which impact on the environment and to provide relevant information to the public through our Environmental Statement. Recognising Vodafone Greece's engagement in environmental protection, the European Commission has included the company's activities in the EMAS official website. They are included in the form of a case study in relation to company's systematic management of its environmental impacts due to its operation.  
([http://ec.europa.eu/environment/emas/casestudies/vodafone\\_en.htm](http://ec.europa.eu/environment/emas/casestudies/vodafone_en.htm)).
- **ELOT 1801:** In June 1999, ELOT certified us for the implementation of an Occupational Health and Safety management system according to ELOT 1801 standard (OHSAS 18001). In implementing this system we seek to ensure a working environment where the primary concern is employee health and safety (Certificate No. 06.33.01/001 ELOT).
- **ISO 9001:** In March 1996, ELOT certified the Quality Management System the company implements across its activities according to ISO 9001:1994 and re-certified the system in December 2001 according to ELOT EN ISO 9001:2000 standard. This system enables the company to achieve ongoing, systematic



Vodafone Greece certifications



improvements in its activities. In July 2002, ELOT certified the company according to ISO 9001:2000 purposes for the Quality Management System implemented at the Vodafone Greece Shops, an innovative step by Greek standards since it was the first retail chain to receive such a distinction (Certificate No. 02.29.02-33.01/249.1 ELOT/IQNet).

- **BS 7799:** Vodafone was the first network in Greece, and among the first in Europe, to have been certified according to the BS 7799 standard for the Information and Data Security management system which has been implemented by the company since 1999 with the overriding aim to ensure maximum possible security and protection for our customer's data and information.

In March 2005, Vodafone Greece was made aware of a security issue in its network. Software foreign to the network, and capable of performing interception, had been installed without Vodafone Greece's knowledge in the network software created, supported and maintained by an external supplier. The foreign software was removed without delay and the Greek authorities promptly informed. The authorities conducted investigations and subsequently made the matter public in February 2006. Since then, further investigations have taken place and continue. Vodafone Greece is co-operating with the Greek authorities.

## Integrating responsibility into our organisational structure

- The Vodafone Group and Vodafone Greece have both set up Corporate Responsibility departments
- The Vodafone Greece Corporate Responsibility department participates in the Vodafone Group Corporate Responsibility Board ensuring consistency and harmonisation between local and global trends
- To ensure better coordination of Corporate Responsibility issues, Vodafone Greece has also established the following inter-departmental committees:
  - The Energy and Environment Committee and Team, responsible for implementing good environmental practices
  - The Content Standards Steering Committee, responsible for the continuous monitoring of content aimed at adults and available via handsets. The Committee is also responsible for validating and implementing local policies and for adapting relevant international Vodafone Group guidelines
  - The Health and Safety Committee, responsible for identifying and investigating problems or divergence from the Greek legislation and company policies on employee health and safety issues
  - The EMF Steering Committee, responsible for implementing Vodafone Group policies on electromagnetic fields and safety issues and for ensuring compliance with Greek legislation

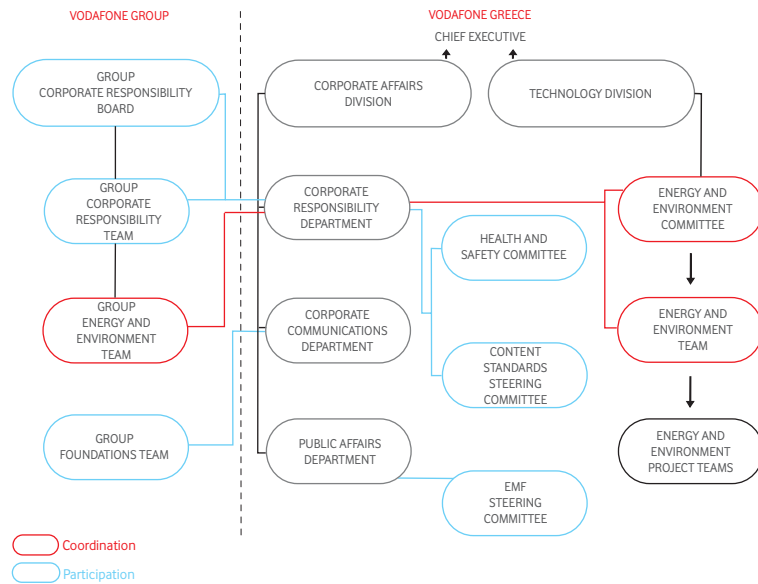


Vodafone Greece certifications



# Corporate Responsibility

Vodafone Greece organisational structure for issues concerning Corporate Responsibility



## Implementing a Corporate Responsibility management “Framework”

What is the impact of our operation?

What expectations do Stakeholders have?

Based on the responses to these questions, Vodafone Greece:

- Defined a “Framework” of operation with the aim of promoting systematic and well-rounded management of the following action areas:
  - 1) Environment and Health
  - 2) Society and Children
  - 3) Market
  - 4) Workplace
- Identified and defined the Stakeholders in these action areas (see p. 16).

Following this, the four areas were translated into specific programs which have been systematically implemented over recent years. Each is described in detail below in this Report.

## Assessing our operations' impact

"FRAMEWORK": Systematic management areas of Corporate Responsibility



### What is the impact of our operation?

The response to this question is obtained by conducting Risk Assessment (which is done every two years):

Risk Assessment is performed in the following fields:

1. Energy - CO<sub>2</sub> Emissions
2. Waste
3. Responsible Network Deployment
4. Electromagnetic Fields (EMF)
5. Suppliers - Construction
6. Refrigerants - Fire Suppression Systems
7. Products and Services
8. Responsible Marketing
9. Service Content - Spamming
10. Corporate Governance - Legislative Compliance - Workplace
11. Health and Safety
12. Emergencies
13. Water - Noise Pollution

Risk Assessment includes the following 5 stages:

1. Identification of the direct and indirect impact that Vodafone Greece's operations may have
2. Study of the relevant legislation
3. Evaluation of the importance of identified impacts, based on their occurrence probability (on a scale of 1 to 5) and their potential impact (on a scale of 1 to 10)



# Corporate Responsibility

4. Risk quantification (e.g. 70 out of a maximum of 100)
5. Priority and target-setting for programs the company implements to minimise risk.

## Identifying our Stakeholders' expectations

To respond to the question "What are our Stakeholders' expectations?" and to better understand the needs and expectations of the society in which we operate, we have initiated a qualitative survey among 40 Stakeholders, a similar quantitative survey among 100 Stakeholders and have established 3 focus groups with employee's involved in the fields of Corporate Responsibility we operate in (Stakeholders 1 to 9 shown in the table below participated in this specific survey).

Vodafone Greece acknowledges the following Stakeholders:

1. Non-Governmental Organisations
2. Government - Institutions
3. Suppliers
4. Vodafone Shops (Franchise) and other Retail Partners
5. Journalists
6. Academia
7. Business Customers
8. Business Community
9. Employees
10. Customers
11. Public
12. Local Communities.

An independent research company carried out the survey which lasted approximately 3 months. It was completed at the end of May 2005. While the survey was being conducted the Stakeholders had the opportunity to evaluate:

- Vodafone Greece's definition of Corporate Responsibility
- Vodafone Greece's Corporate Responsibility strategy
- Knowledge of and the suitability of the actions taken by the company
- Whether or not they agreed with future plans
- The preferred medium for disseminating information about Corporate Responsibility issues.

The conclusions were grouped per subject area and per Stakeholder category. In this way the company was able to identify any gaps between Stakeholder expectations and actual performance. After completion of the survey, based on needs and expectations, a separate action plan was prepared for each category in collaboration with the departments concerned.





Some of the issues highlighted by the survey are summarised below:

- Corporate Responsibility is something relatively new by Greek standards
- Actions implemented in this area are primarily piecemeal and isolated, although Vodafone Greece is an exception in this regard
- In general terms, Stakeholders stated that Vodafone Greece’s definition of Corporate Responsibility is compatible with the meaning attributed to the term by them or which they had in mind for Corporate Responsibility
- A general ambiguity was noted about what the term “responsible” company means. Corporate Responsibility remains a concept closely associated with charitable works in the minds of Stakeholders. The landscape is clearer, and action becomes more easily perceived as Corporate Responsibility, when associated with company operation (for example the Vodafone Speaking Phone service, see p. 26)
- Both spontaneous reporting of actions and reference to specific activities which met stakeholder needs and expectations were low
- There was a clear need for concise, focused and more frequent supply of information about Vodafone Greece’s actions in the Corporate Responsibility area.



Q.1 To what extent are the public’s needs and expectations met by Vodafone Greece?

1 = not at all, 10 = very much so

Q.2 What is the relationship between Corporate Responsibility and charity?

1 = completely different concepts, 10 = exactly the same thing

Stakeholders	Q.1	Q.2
Non-Governmental Organisations	7.41	5.12
Academia	6.5	6.3
Business Customers	6.5	6.2
Business Community	6.7	5.05
Suppliers	8.2	7.2
Franchise - other Retail Partners	6.8	9.2
Government - Institutions	6.07	4.71
Journalists	6	5.75

# Corporate Responsibility

Q.3 Which means do you prefer to be used by Vodafone Greece, in order to communicate you the actions taken on the Corporate Responsibility area?

Preferred information dissemination channels

	Panel		Face-to-face meetings		Telephone		E-mail		Leaflets		Report	
	Spontaneous response	Scored response	Spontaneous response	Scored response	Spontaneous response	Scored response	Spontaneous response	Scored response	Spontaneous response	Scored response	Spontaneous response	Scored response
Non-Governmental Organisations	6	76	0	59	0	35	65	23	29	35	6	82
Academia	0	60	0	40	0	30	30	50	20	60	0	90
Business Customers	10	50	10	50	10	40	50	40	20	60	10	80
Business Community	5	55	0	30	5	10	45	35	30	40	5	85
Suppliers	0	80	0	30	10	30	30	70	50	30	0	80
Franchise - other Retail Partners	20	60	20	40	0	60	80	20	40	60	0	80
Government - Institutions	0	50	0	21	7	21	14	50	57	21	0	86
Journalists	0	50	0	25	0	50	63	25	0	38	0	50

Stakeholders

Percentage (0% - 100%)

	Reconciliation with Vodafone Greece Corporate Responsibility strategy	Needs and expectations covered	Knowledge of Vodafone Greece Corporate Responsibility actions	Suitability of Vodafone Greece's choice of actions	Willingness to learn about Vodafone Greece Corporate Responsibility actions
Non-Governmental Organisations	●	●	●	●	●
Academia	●	●	●	●	●
Business Customers	●	●	●	●	●
Business Community	●	●	●	●	●
Suppliers	●	●	●	●	●
Franchise - other Retail Partners	●	●	●	●	●
Government - Institutions	●	●	●	●	●
Journalists	●	●	●	●	●
Employees	●	●	●	●	●

High	●
Average	●
Low	●

**2005-2006 Objective:**

1. To conduct a qualitative and quantitative survey across 150 Stakeholders.

**2005-2006 Result:**

1. The survey was carried out.

**Degree of Success:**

1. 100%

**2006-2007 Objective:**

1. To ensure implementation of the action plan, based on Stakeholder Engagement Survey.
2. To engage with key stakeholders on customer privacy issues. We will seek their views on the appropriate balance between safeguarding privacy and assisting law enforcement authorities to tackle serious crime and terrorism.

## Quantitatively evaluating our Corporate Responsibility performance

In order to objectively assess our performance and identify areas which require improvement, we quantitatively evaluate our practices and actions on three levels. Our evaluation system is known as "Compass":

### 1. Practices:

We generate a collective indicator which summarises the degree to which Corporate Responsibility practices are implemented in the company's operation. This covers three categories:

- Commitment: how company Management expresses its commitment to the "Passion for the world around us" value (e.g. publishing a Corporate Responsibility report)
- Integration: how the company has integrated Corporate Responsibility into its core operation (e.g. by incorporating Corporate Responsibility issues into the company's ten-year strategic plan)
- Managing Issues: how the company manages its performance viewed against the priorities it has set itself (e.g. handsets recycling program).

Each preferred practice is scored and the maximum score is 240 points. Vodafone Greece, in the last quarter of 2005-2006, has scored the following in each category:

- Commitment: 68 (Vodafone Group average: 57)
- Integration: 65 (Vodafone Group average: 67)
- Managing Issues: 75 (Vodafone Group average: 69)
- Total: 208 (Vodafone Group average: 193).

This procedure is repeated at quarterly intervals.



## 2. Results:

We collect the results of the programs we implement. Following this, they are placed in specific categories to better manage them and to make it possible to compare performance on a year-on-year basis.

Some of these categories include:

- Energy efficiency (e.g. energy consumption by company buildings)
- Waste management (e.g. quantity of electrical and electronic equipment sent for recycling)
- Re-use and recycling of handsets, batteries and accessories (e.g. counting the number of handsets returned as part of the specific program)
- Social investment (e.g. measuring the degree of employee involvement in volunteerism programs).

Results are collected twice a year and are included in this publication. The total number of indicators in this category is more than 250 overall.

Note that each year the number of indicators is rising to match the ever expanding scope of Corporate Responsibility activities in which the company is involved.

## 3. Perception:

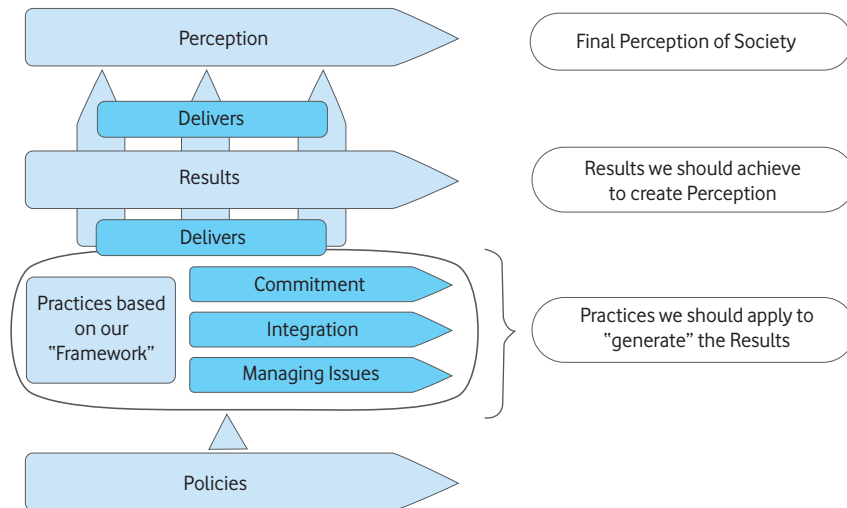
Vodafone Greece conducts, on a monthly basis a systemic survey among the general public nationwide, with a sample of 500 participants, representative of the Greek population, to monitor Vodafone brand performance compared to other brands in the mobile communication sector.

This survey records and monitors the public's perceptions about the Vodafone Greece brand image. One specific parameter of the survey is to record the degree to which the public considers that Vodafone Greece is a company which operates responsibly.

Moreover, the company also evaluates the extent to which its actions are viewed positively via an annual survey conducted by an independent firm in Greece. This survey, which covers sample of 1,500 people, seeks to:

- Capture the public's view about Corporate Responsibility
- Identify prevailing trends
- Identify awareness about the social work of companies in Greece.

**"Compass": Practices and results evaluation system  
on Corporate Responsibility**



### Membership of international and national organisations

Both the Vodafone Group and Vodafone Greece are members of international and national organisations operating in the Corporate Responsibility area. In particular, the Vodafone Group and Vodafone Greece by extension as a member, belong to the:

- World Business Council for Sustainable Development (WBCSD)
- Global e-Sustainability Initiative (GeSI)
- Business in the Community (BITC)
- International Business Leaders Forum (IBLF)
- Corporate Social Responsibility (CSR) Europe

Vodafone Greece is also a member of the:

- Hellenic Network for Corporate Social Responsibility

The Vodafone Group, and Vodafone Greece, as a member, are also members of the following indexes:

- Dow Jones Sustainability Index
- FTSE4 Good Index

# Corporate Responsibility

## Exchanging examples of best practices

In the context of exchanging views, experience, examples of best practices and coordinating joint future efforts, twice a year the Vodafone Group hosts Corporate Responsibility conferences attended by the departments concerned from companies-members of the Group worldwide. In December 2005, Vodafone Greece coordinated the Corporate Responsibility conference held in Athens.

Vodafone Greece is a member of the Hellenic Network for Corporate Social Responsibility. Against this background, Vodafone Greece promotes and participates in the exchange of best practices with other Network members and the market in general in an effort to promote responsible conduct among the business community.

In 2005, the Hellenic Network for Corporate Social Responsibility published its first Greek catalogue entitled "50+ Best Practices". This catalogue presents selected examples of best practices implemented by members of the Hellenic Network for Corporate Social Responsibility.

This catalogue contains 3 Vodafone Greece practices:

- 1) The Corporate Responsibility Actions Evaluation System
- 2) Energy Efficiency
- 3) The "LETO" mobile paediatrics unit.



The "Hellenic Network for CSR" logo

### 2005-2006 Objective:

1. To exchange best practices with two Greek companies.
2. To participate in a working group of the Hellenic Network for Corporate Social Responsibility.

### 2005-2006 Result:

1. –
2. Participation in two groups:
  - a) Network services for its members.
  - b) Development of a CSR award.

### Degree of Success:

1. 0%
2. 200%

### 2006-2007 Objective:

1. To exchange best practices with one company in the Vodafone Group.

## Acknowledgement and praise for our work

Vodafone Greece received in 2005 the "Social Contribution Excellence award" for its ongoing contribution to society via its Corporate Responsibility program entitled "We Care". The Excellence Award is the top award given by the Greek Advertisers Association.

Vodafone Greece has won prizes at all three Excellence Awards held to date.

- In 2001, (the first year the awards were held) it received the "Excellence award for the Environment" in recognition of the environmental action program entitled "Forests Concern me". This program was developed and implemented in collaboration with WWF (World Wide Fund for Nature) Hellas
- In 2003, it received the "Social Contribution Excellence award" in the people section for the company's contribution to Children. It also received the "Social Contribution commendation" in the environment section for the company's actions in the Recycling and Energy area.



The Deputy Chairman and Chief Executive of Vodafone Greece, Mr. George Koronias, receives the Award from Ms. Dolly Goulandris, Chairperson of the Goulandris foundation and the Cycladic Art Museum

# Society



Corporate Leaflet "The benefits of mobile communication"

Our aim is to ensure that the benefits of mobile communication are constantly extended into other areas while at the same time making them more affordable and accessible to increasing numbers of people.

## Contributing to society

In March 2006, Vodafone celebrated its 13<sup>th</sup> anniversary in Greece. Vodafone Greece has been a model of new market growth and an operation and development standard since it created the largest private telecommunications network in Greece.

Today, more than 95% of the Greek population enjoys the benefits of mobile communication using its services, thanks to a major drop in the prices enabled by technological developments. It should be noted that the mobile communication sector is one of the few sectors of the Greek economy where over recent years there has been a reduction in the cost of services offered.

For Vodafone Greece, the average drop in the cost of services provided and the monthly fixed fees (for March 2006 compared to March 2002) were in the order of:

- 32.6% for post-pay customers
- 40.2% for pre-pay customers.

Mobile communication has significantly shifted the way we communicate, work, interact and create. It enables us:

- To better organise our professional lives
- To manage and extend our social contacts
- To obtain better quality information
- To stay in continuous contact with our loved ones
- To directly and effectively handle emergencies.

At the same time, the rapid spread of mobile communication has raised new questions about its use and impacts (such as infringements of privacy caused by telephone conversations in public places). This is one of the reasons why the "Guidelines to proper behaviour in the mobile communication world" and "The benefits of mobile communication" leaflets were developed and are available at the Vodafone Shops and on the company's website.



**2005-2006 Objective:**

1. To distribute 60,000 leaflets to the public (30,000 of each leaflet).
2. To conduct a study on possible changes in consumer behaviour due to use of mobile communication products and services (such as reductions in the number of trips undertaken) (2005-2007).

**2005-2006 Result:**

1. Distribution of 146,000 leaflets (95,000 and 51,000 respectively).

**Degree of Success:**

1. 143%

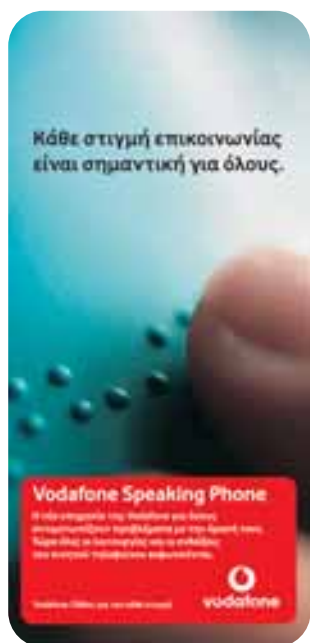
**2006-2007 Objective:**

1. To conduct a study on possible changes in consumer behaviour due to use of mobile communication products and services (such as reductions in the number of trips undertaken) (2005-2007).

## Contributing to the economy

Both worldwide and in Greece the mobile communication sector is developing rapidly, a fact reflected in financials, in Greek telecom infrastructure development and in the number of employees engaged directly or indirectly by the sector:

- The Global System for Mobile Communications (GSM) which is the technology used for mobile communication, is the fastest growing technology of all times.
- The European Global System for Mobile Communications (GSM Europe) was developed in 1987 as part of the Single European Policy for Telecommunications by the European Telecommunications Standard Institute (ETSI).
- Today, GSM accounts for 78% of the world's digital mobile market and 75% of the world's wireless market (Source: GSM Association).
- GSM Europe represents 147 operators in 50 countries/areas in Europe, serving over 558 million subscribers. Of these, 540 million subscribers use GSM connections while 18 million use 3<sup>rd</sup> Generation (3G) connections (Source: Wireless Intelligence, September 2005).
- In Europe, market penetration across GSM and 3G networks is 85%, and especially in 15 countries penetration figures have reached 100%, while only in 8 countries the percentage is less than 60% (Source: Wireless Intelligence, September 2005).
- The number of connections worldwide surpassed 2 billion, while it is expected that by the end of December 2009 there will be more than 2.4 billion GSM connections at global level (Source: GSM Association).
- Cumulative European investment in mobile networks has reached 170 billion euros in 3G license fees plus an estimated 132 billion euros in infrastructure (Source: GSM Association).
- The sector in Europe employs around 2 million people directly and indirectly (Source: GSM Europe, January 2004, Health and Environment Position Statement).
- Over the last two years Vodafone Greece has paid the Greek state taxes in excess of 703 million euros and employs around 2,500 people.



Corporate leaflet for "Vodafone Speaking Phone" service

## Making our products and services available for society as a whole

At Vodafone Greece our aim is to provide products and services which ensure that all people can communicate on equal terms.

### 2005-2010 Objective:

1. To reduce by 33% the percentage of the population that does not have access to our products and services.
2. To offer 3 important products that will reduce percentage of the population that does not have access to our products and services (2005-2006).

### 2005-2006 Result:

2. 3 products and services made available:
  - a) "Vodafone Speaking Phone" for visually impaired people
  - b) "Customer Care for deaf and mute" via text message (SMS)
  - c) "Vodafone Simply" handset.
3. Provision of service "Prosfero".

### Degree of Success:

1. 100%

### 2005-2010 Objective:

1. To reduce by 33% the percentage of the population that does not have access to our products and services.

## Contributing to equal quality of life and access to communication for the visually-impaired

Seeking to ensure that the disabled participate in life and have access to communication on an equal footing, we have developed an innovative service for the visually-impaired called "Vodafone Speaking Phone".

This service can be activated on compatible handsets and announces to users the information and functions which appear on the handset's screen using "Real Speak" technology.

Specifically:

- This service was developed to cover the specific needs of the visually-impaired
- Trials were conducted in cooperation with the Association for the Technological Development of the Blinds (STAT)
- It is available at all Vodafone points of sale
- It can be activated free of charge for customers who present disability (blindness) certificates duly attested by public authorities
- It comes with an audio CD that includes the service instructions, as well as Braille leaflet

- For more information customers can simply call 13830 (for post-pay users) or 1251 (for pre-pay users).

The functions which are read out are:

- Text messages (SMS)
- Incoming calls, etc.
- Numbers per digit, per pair of digits or all together
- Time and date, phone directory, battery status and signal coverage.

By 31 March 2006, the service had been activated for more than 160 visually-impaired company customers following their request.

The "Disabled Citizens Intervention" Association published the following Press Release concerning the service:

"...We welcome the specific initiative which we consider is a tangible example of corporate social responsibility, which fully respects the rights of the disabled as citizens and consumers. Under no circumstances should disability be a barrier to equal access by all citizens to all goods and services. We hope that the specific initiative will also be taken up by other mobile communication companies..."

### Customer service for the hearing and speech-impaired

People with hearing-speech impairments can communicate with Vodafone Greece's Customer Service department. Users of this service can send complaints or request clarifications about how to use their handsets to the Customer Service department by text message (SMS) and the Customer Service department will reply in the same manner.

The SMS is sent to the same numbers which apply when placing an ordinary phone call to the Customer Service department.

- 13830 for post-pay customers
- 1251 for pre-pay customers.

Between 5 July 2005, when the service became operational, and 31 March 2006 the Customer Service department received more than 180 SMSs concerning issues like services activation.



Corporate leaflet for "Vodafone Speaking Phone" service



## Society



### Offering special tariff plans for socially vulnerable groups

In order to facilitate people facing hearing or speech impairments, since April 2002 the company offers a special post-pay and pre-pay tariff plan on the Greek market by name of "Vodafone Special". This plan offers a 50% discount per SMS to any network.

It is worth noting that more than 500 users are registered for this service and that these users are also automatically registered with the hearing-speech impairment service mentioned above.

### Providing the easiest-to-use handset

The results of research carried out by the Vodafone Group in a series of European countries demonstrated that consumers want an easy-to-use handset. Vodafone Greece's response was the "Vodafone Simply" handset.

Its main features are:

- Simplified menu
- An easy-to-read screen
- Quick keys ensuring direct access to main functions.

More than 30,000 such handsets were sold in 2005-2006.



"Vodafone Simply" handset

### Offering free of charge access to social support lines

Vodafone Greece customers can make free of charge calls from their handset to social support lines and the emergency services.

We selected the following support lines following a survey. In 2005-2006, more than 290,000 calls were placed.

- 1031: OKANA Drug Helpline
- 1147: Hellenic National Transplant Organisation
- 197: National Centre for Urgent Social Aid
- 1066: Hellenic Cancer Society
- 1056: Smile of the Child



vodafone

The following line was also added last year:

- 1145: Ithaki Helpline for the Therapy Center for Dependent Individuals (KETHEA).

At the same time, in 2005-2006 more than 6,300,000 calls were placed over the Vodafone Greece network to emergency services. The main volume was placed with:

- The Hellenic Police (100)
- The National Centre of Instant Help (166)
- The Pan European Emergency Number (112).

Moreover, Vodafone Greece offers its customers the ability to send free SMS to the emergency services using short codes:

- The Hellenic Police (100)
- The National Centre of Instant Help (166)
- The Fire Brigade (199).

**2005-2006 Result:**

1. 1 additional social support line provided free of charge.
2. 6,300,000 calls to emergency services.
3. 290,000 calls to social support lines.

**2006-2007 Objective:**

1. To explore the use of four-digit social support lines which could be provided free of charge.

## Offering a solar handset charger

In 2005, Vodafone Greece was the first mobile communication company in the world to make a solar handset charger commercially available via its Vodafone Shops.

Using sunlight, this charger stores energy which is then used to power up the handset thus avoiding the use of electrical power and the consequent impacts on the environment. The only thing required for its operation is sunlight and the charger can be used anywhere, even at the beach. It is also designed so that it is compatible with most common handsets thus eliminating the need to change charger when changing handset.

It is worth noting that when a conventional charger is plugged in, it continues to consume power even if the handset is not connected to it. On an annualised basis, this corresponds to one kilowatt hour of consumption or, expressed in other words, one Kilogram of carbon dioxide (CO<sub>2</sub>).



Solar charger

**2005-2006 Objective:**

1. To provide 200 items.

**2005-2006 Result:**

1. 392 items were provided and sold.

**Degree of Success:**

1. 196%

**2006-2007 Objective:**

1. To sell 200 items.

## Supporting initiatives to promote the social good

As part of radio and television marathons organised by various bodies to support charitable causes Vodafone Greece paid over the total amount from SMS revenues for messages sent by company customers to specific four-digit numbers.

In particular:

- Hellenic National Committee for Unicef / Love TV-Marathon / 57,636.48 euros
- Star Channel / TV-Marathon "Elpida" / 10,060.05 euros
- Solidarity / Citizens Marathon "Love Builds" / 6,312.35 euros
- Laiki Bank / Radio-Marathon for "Disabled Children" / 2,598.65 euros
- Rigas' Charters TV-Marathon to support Greek Studies and the teaching of the Greek Language / 1,596 euros.

In February 2006, the three Greek mobile communication companies (Cosmote, TIM and Vodafone Greece) collaborated and agreed on the "Prospero" service, designed to support and provide integrated management for charitable events like TV marathons. This service allows activation of specific four-digit numbers (common for all 3 mobile communication companies) for a specific time period. These numbers are activated when (among other):

- There has been an application setting out the charitable activity and the length of time the service is required for
- The supporting documents required (such as the fundraising authorisation) are submitted by each non-governmental organisation or company.

Customers of all three companies can send as many SMSs as they want to the specific four-digit number during the specific period. Each SMS costs 1 euro plus Value Added Tax (VAT). The total net revenues (VAT excluded) which result from use of the service are paid over by the three mobile communication companies to the body which organised the charity event (deposit the amount directly to the special Depository Service). It is worth noting that all three companies involved in offering this service gain no financial benefit from it and do not retain any sum for themselves, not even to cover operating costs.

## Collaborating with the academic community

In order to stay abreast of new trends which are emerging all the time in the mobile communication sector, we collaborate with the academic community. We respond to universities students and educational institutions who request information about our operation and procedures as part of the academic studies. During 2005-2006, we replied to more than 80 student requests.

### 2005-2006 Objective:

1. To continue the program.

### 2005-2006 Result:

1. Replies provided to more than 80 student requests.

### Degree of Success:

1. 100%

### 2006-2007 Objective:

1. To continue the program.



## Contributing to a reduction in telecommunication fraud

Vodafone Greece has taken the initiative to organise a program for the reduction of handset theft.

In collaboration with the World Telecommunications Organisation and other Vodafone Group companies we have created and operate a database. Each stolen handset serial number is recorded in this database, upon owner's request. As a result, these handsets cannot be activated on our network. In 2005-2006, around 600 stolen handsets were recorded in the database.

Our objective is to deal with this problem on a national level in cooperation with the competent independent authorities, Greek mobile communication companies and handset manufacturers.

### 2005-2006 Objective:

1. To continue the program.

### 2005-2006 Result:

1. 600 stolen handsets recorded in the database and blocked.

### Degree of Success:

1. 100%

### 2006-2007 Objective:

1. To continue the program.



Blood donation program

## Implementing a blood donation program

Since 1996, Vodafone Greece operates a blood donation program at company premises with the active involvement of employees. Voluntary blood donation events are organised twice a year in collaboration with certain hospitals, namely the Patissia Prefectural General Hospital and the Amalia Fleming Hospital in Athens and the Agios Pavlos Hospital in Thessaloniki.

The resulting blood bank covers the needs of all our people and their close relatives. In 2005-2006, 374 employees took part in the voluntary blood donation program and 335 blood units were used.

### 2005-2006 Objective:

1. To continue the program.

### 2005-2006 Result:

1. 335 blood units used.

### Degree of Success:

1. 100%

### 2006-2007 Objective:

1. To continue the program.

## Implementing a volunteerism program

As part of the "Passion for the world around us" value, Vodafone Greece employees participate in the corporate volunteerism program. The program started back in 2002 and relates to collecting food and clothing for charitable foundations and individual families, such as:

- Medecins du Monde
- Hellenic Red Cross
- "Strofi" Rehabilitation Centre
- Families from the Municipality of Perama.

During 2005-2006, around 150 hours were spent in implementing the program by a team of employees in the context of their day-to-day work, while more than 1,800 items of clothing were distributed.



**2005-2006 Objective:**

1. To continue the program.

**2005-2006 Result:**

1. 1,800 items of clothing distributed.

**Degree of Success:**

1. 100%

**2006-2007 Objective:**

1. To enhance the program.

# Environment



Vodafone Greece systematically implements environmental programs directly associated with the environmental impacts of its operations which have been identified via Risk Assessment. These programs are managed through the Environmental Management System which is certified according to the ISO 14001 standard and EMAS European Regulation, and covers all company activities and facilities.

**Environmental aspects of a mobile communication company's operation**

**1 Electromagnetic fields**  
From the operation of the mobile communication network, electromagnetic radio-frequency is transmitted to the environment, thus affecting it. Therefore, the network operation specifications should follow the limits set by international organisations (e.g. International Commission on Non-Ionizing Radiation - ICNIRP).

**1 2 3 4 Energy**  
The energy that is consumed to cover the operational needs of the company is mainly produced from conventional energy sources (e.g. lignite, oil, etc.). The combustion of these sources results in the increase of carbon dioxide emissions to the atmosphere. Carbon dioxide is one of the greenhouse gasses that lead to global warming and climate change.

**2 3 Ozone layer (ODS)**  
Some cooling and air-conditioning systems use substances such as hydrochlorofluorocarbons (HCFC) that could damage the ozone layer.

**1 2 3 4 Wastes**  
For the operation of the company, a wide range of materials is used (e.g. network equipment and mobile phones to office consumables) which after having reached their end-of-life, could be:

- Re-used
- Recycled, or
- Disposed of at landfills or illegal dumpsites.

The last option hinders the danger of contaminating underground waters and the soil with heavy metals (e.g. lead, mercury, cadmium, etc.) or other dangerous substances.

**1 2 3 Resources**  
Company operation requires the use and consumption of natural resources (e.g. water) and materials. This use causes the depletion of natural resources (e.g. water, minerals, trees, etc.) and the deterioration of the atmosphere, the surface and underground waters and the soil from the production of these materials.

**5 Transportation**  
Employee transportation to work along with business air-travel, contribute to global warming, air pollution, and the increase of road traffic.

**1 Visual Impact**  
The operation of the company's mobile communication network is based on Base Stations for the reception and transmission of radio signals. These Base Stations could have a visual impact in urban, rural and environmentally sensitive areas.

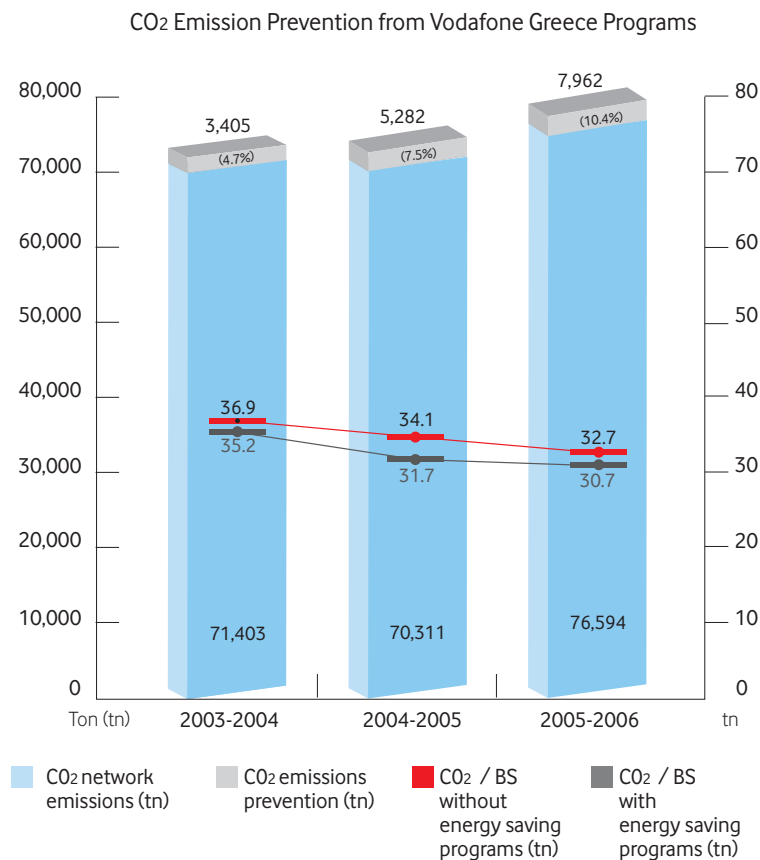
## Preventing carbon dioxide (CO<sub>2</sub>) emissions to the atmosphere

We are implementing programs to significantly reduce the energy consumed by our network.

In Greece, energy consumed primarily comes from carbon minerals such as oil and lignite. This specific practice contributes to higher CO<sub>2</sub> concentration in the atmosphere leading to the greenhouse effect, which has significant impact on the planet's climate.

In 2005-2006, we estimate that we prevented the emission of more than 7,960 tons of CO<sub>2</sub> into the atmosphere via our energy saving programs and the use of renewable energy sources (RES) at our offices and across our telecommunications network. These activities are outlined below.

It is worth noting that the cost savings from the energy programs implemented by the company are in the order of 1,769,000 euros, a figure, which translates into 0.09% of overall company turnover.

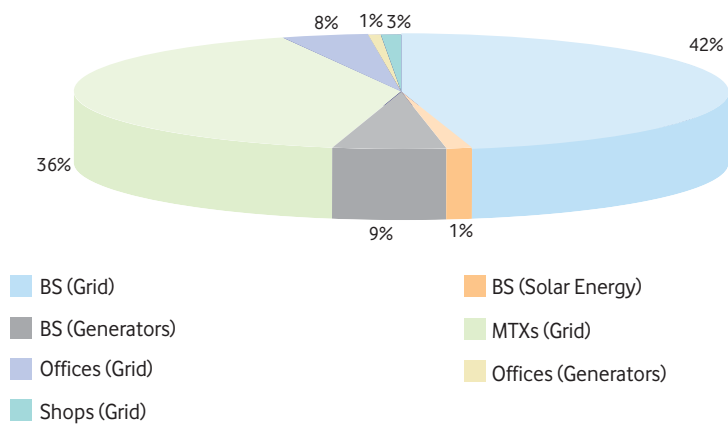


Measuring energy consumption is a complex process and one that is being constantly reviewed given that there are no commonly accepted standards or examples from other companies to draw on.



# Environment

Allocation of Energy Consumption 2005-2006



**2005-2006 Objective:**

1. To prevent the emission of 6,000 tons of CO<sub>2</sub>.

**2005-2006 Result:**

1. Prevented the emission of 7,962 tons of CO<sub>2</sub>.

**Degree of Success:**

1. 133%

**2006-2007 Objective:**

1. To prevent the emission of 8,500 tons of CO<sub>2</sub>.
2. To reduce CO<sub>2</sub> emissions by 40% per megabyte (MB) traffic using 2005-2006 as the base year (2006-2011).



Pilot "Green" Base Station

## Innovating by using renewable energy sources

We constructed a pilot "Green" Base Station (BS) which operates exclusively with renewable energy sources in order to reduce cost and the environmental impacts from the power generation and consumption of the company's network. Oil-fuelled generators that powered the Station were replaced by a photovoltaic system and a wind generator. A fuel cell was also installed to boost the power if there is not enough sunlight or wind.

Since January 2006, the Station has been operating on a pilot basis. Trials have shown that the system can fully cover power requirements of Base Stations with a low power load in remote areas. The system reduces the environmental impact and operating costs of Base Stations. Soon a system will be added to the Station to measure the CO<sub>2</sub> reductions generated due to the use of environmentally-friendly energy.

The company is exploring the potential for deploying similar technologies at other Stations.

## Saving energy across our network\*

### Photovoltaic systems

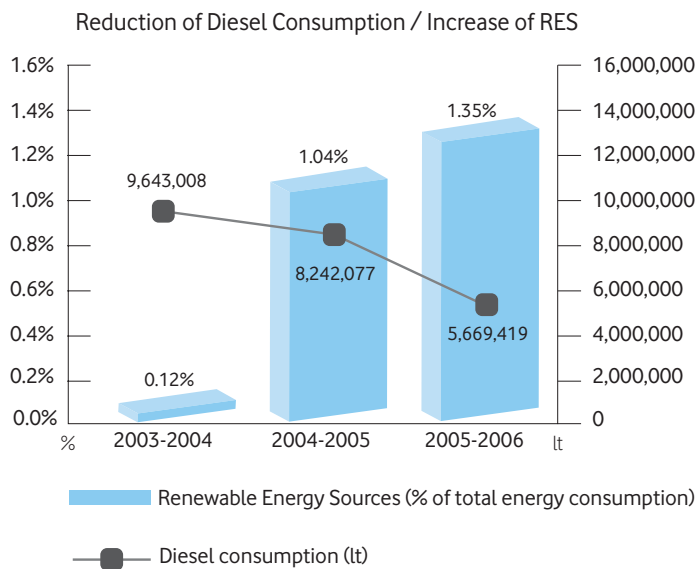
Seeking to utilise solar energy, Vodafone Greece initially installed photovoltaic systems at 24 non-urban Base Stations. Today, such systems have been installed on more than 123 Base Stations, representing approximately 5% of all company Base Stations and around 1.35% of total network energy use.

Increased use of photovoltaic systems:

- Reduces the consumption of liquid fuels used by the company in remote areas not connected to the power grid and therefore also reduces CO<sub>2</sub> emissions to the atmosphere
- Reduces the future cost of constructing such systems making them more competitive compared to non-renewable sources
- Makes them more widely known to the public, thus increasing their acceptance.



Photovoltaic system in Base Station



### Free Cooling

Moreover, Vodafone Greece is also saving cooling and heating energy at its Base Stations that corresponds to approximately 50% of overall energy consumed at Base Station level. These savings are achieved with the installation of Free Cooling systems at the company's Base Stations.

Free cooling systems are cutting-edge air-conditioning systems, which use sensors and fans to reduce the operation time of air-conditioning units while maintaining areas adequately cool.

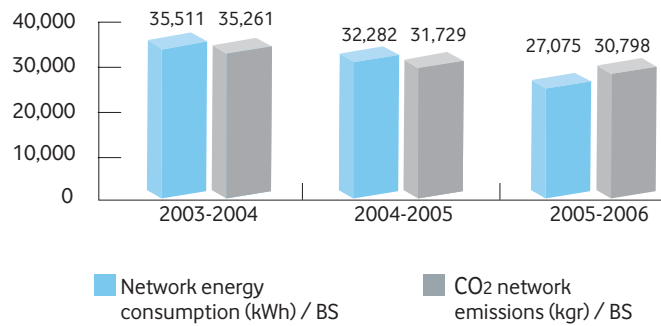


\* The company network includes Base Stations, switching centres (MTXs) and data centres.

# Environment

Consequently, these systems reduce energy consumption compared to conventional air-conditionings. This practice is applied at 25% of Base Stations and at all new ones resulting in more than 60% cooling and heating energy savings at the specific Stations.

Network Energy Consumption of Vodafone Greece



## Base Stations equipment

Given the development of the 3G network and the addition of new Base Stations, an increase in energy consumption per Base Station is expected. 3G equipment is primarily installed at existing 2G Stations with the aim to reduce the overall burden on the environment from the construction of new ones. It is estimated that each of the current 460 3G Stations corresponds to an increase in energy consumption in the order of 30%.



Company Switching Centres (MTXs)



**2005-2006 Objective:**

1. 15% increase in renewable energy consumption across the entire network.

**2005-2006 Result:**

1. 30% increase in renewable energy consumption across the entire network. 1.35% of the energy consumed by the network comes from renewable energy sources (compared to 1.04% last year).

**Degree of Success:**

1. 130%

**2006-2007 Objective**

1. 5% saving in energy consumed by the network.

### Saving energy at the company's offices

Since 2001, Vodafone Greece has been one of the 54 founding members of the GreenLight European program. This is a voluntary program where private and public organisations commit themselves to upgrading lighting efficiency at their building premises. The benefits of participating in this program are primarily environmental but also encompass cost savings.

They include:

- Energy savings
- Reduced CO<sub>2</sub> emissions
- Reduced operating costs
- Prolonged lighting life span.

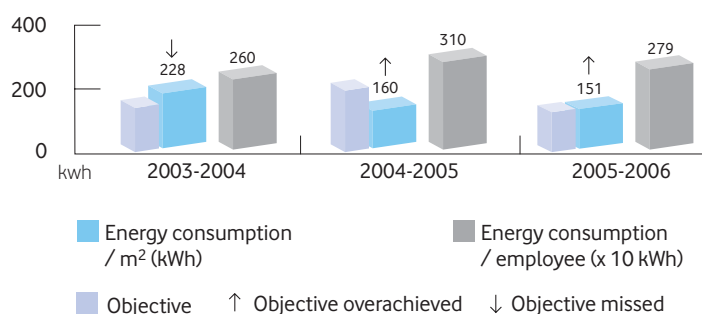
In 2001, Vodafone Greece initially upgraded the lighting system over a pilot area of 1,000 square metres (m<sup>2</sup>). This was a joint effort between the company's Energy and Environment Team and the Hellenic Centre for Renewable Energy Sources (CRES).

Energy savings at the installation sites exceeded 20%. Currently, this specific practice has been extended to office space covering 26,300 m<sup>2</sup> including the building complexes in Halandri, Kifissos and Lykovrysi.



The European program "GreenLight" logo

Offices Energy Consumption of Vodafone Greece



# Environment



Lead batteries

### 2005-2006 Objective:

1. 5% reduction in energy consumption per m<sup>2</sup> at offices.

### 2005-2006 Result:

1. 5.6% reduction in energy consumption per m<sup>2</sup> at offices.

### Degree of Success:

1. 101%

### 2006-2007 Objective:

1. 5% reduction in energy consumption per m<sup>2</sup> at offices.

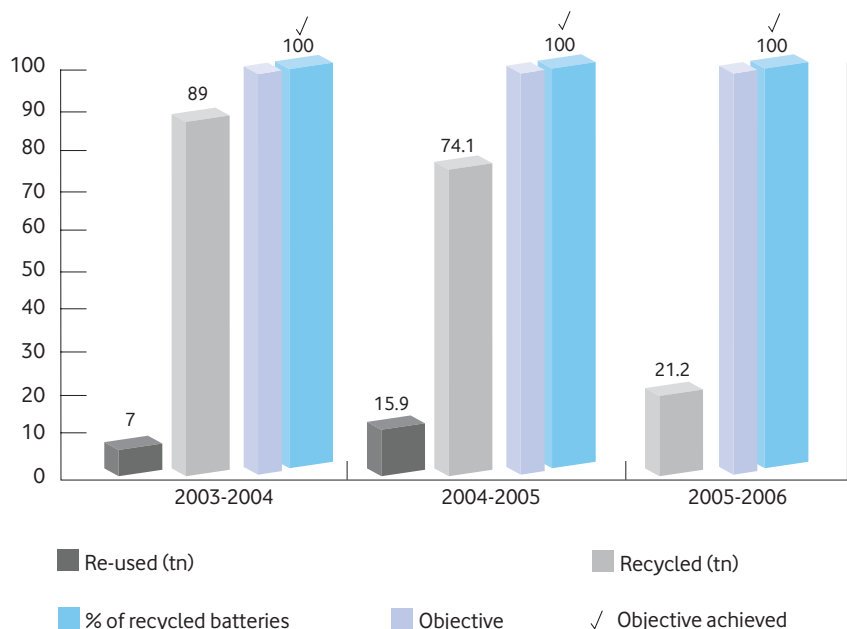
## Recycling lead batteries

At Vodafone Greece lead batteries used by the company network are sent for recycling. In particular, batteries are checked, and depending on their condition, are either re-used within the company or sent for recycling to an approved battery and accumulator alternative management body.

During recycling, lead is extracted, processed and then re-used to manufacture other products with the result that heavy metals are not disposed off to landfill sites. Over the last two years more than 95 tons of lead batteries have been sent for recycling.

The lead from batteries is a substance which bio-accumulates and can, if dumped in the ground, cause long-lasting damage to plants, animals and micro-organisms and therefore to humans via aquifers.

Recycling of Lead Batteries (Pb)





**2005-2006 Objective:**

- 1. 100% recycling of stored lead batteries.

**2005-2006 Result:**

- 1. 100% recycling - 21.2 tons.

**Degree of Success:**

- 1. 100%

**2006-2007 Objective:**

- 1. 100% recycling of stored lead batteries.

## Recycling paper and printer toners

Vodafone Greece implements a program that aims at reducing paper and toner consumption and at promoting the recycling of these items.

Over recent years the company has modified most of its computer software so that around 2,000 of its 2,500 employees can print two or more pages on one sheet of paper (the others do not use computers in their day-to-day work).

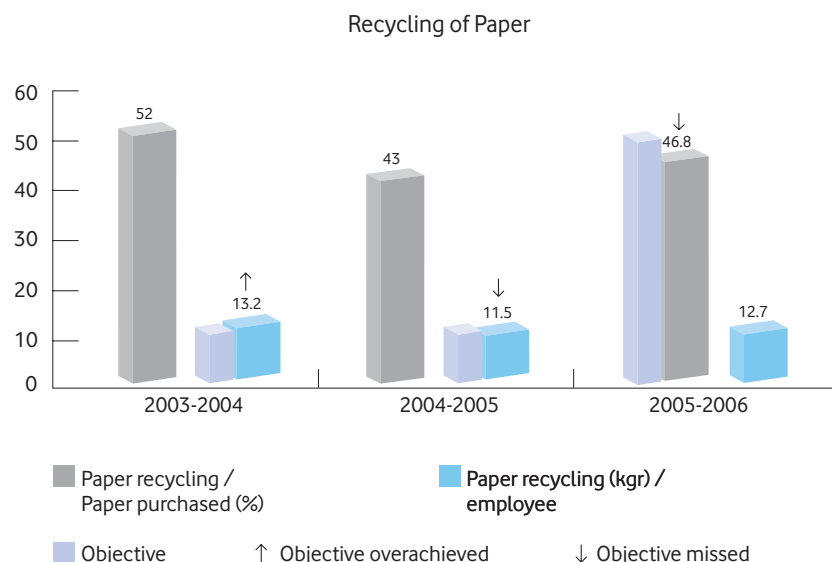
At the same time, paper collection bins (240 litres) have been placed at central locations in company buildings (such as printing and photocopying areas).

In 2004-2005, the targets set for paper and toner recycling were not achieved and for that reason the company has taken specific steps to improve its performance. These include:

- Increasing the frequency with which paper for recycling is collected
- Providing more systematically information to employees about the results of such programs.



Paper collection bin



# Environment

In addition, in 2005-2006 the programs were fully redesigned and their central focus is now:

- To provide employees with suitable infrastructure to boost their participation
- To develop a suitable corporate culture.

As a result of trial operation of methods designed to increase the level of recycling, in addition to the aforementioned practices, employees now have at their disposal:

- A paper collection bin (18 litres) in each office / workplace (in total around 2,200 bins have been put in place)
- Toner collection bins (100 litres) placed at central locations in company buildings (such as printing and photocopying areas).

The effectiveness of these new programs will become apparent in 2006-2007.

In 2005-2006, we forwarded for recycling:

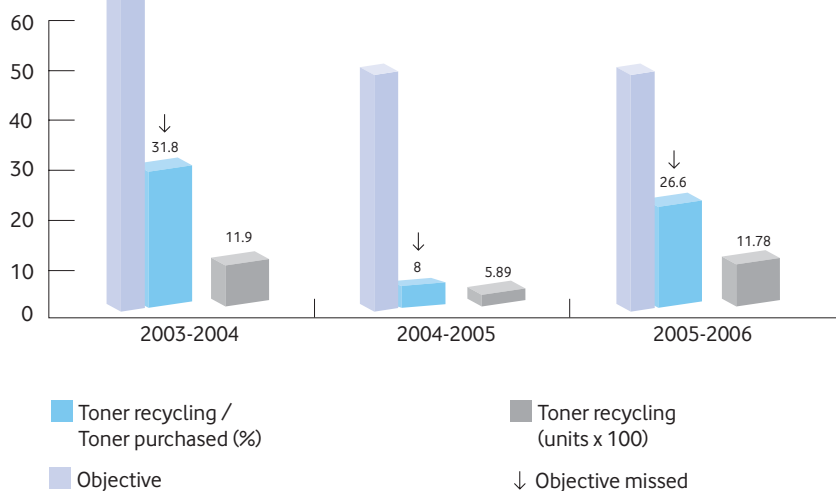
- More than 75 tons of paper (such as office paper, advertising leaflets) thus preventing 970 trees from being cut
- 1,178 toners, a quantity that corresponds to 26.6% of toners purchased by the company.

It should be noted that the use of paper and toners has a minor impact on the environment based on the Risk Assessment carried out. However, it is one factor in our offices' operations which we have chosen to manage.



Toners collection bin

Recycling of Toners



**2005-2006 Objective:**

1. To recycle 50% of the paper used.
2. To recycle 50% of the toners used.

**2005-2006 Result:**

1. 46.8% of the paper used was recycled (31 tons of office paper).
2. 26.6% of toners used were recycled (a 100% increase compared to last year).

**Degree of Success:**

1. 93.6%
2. 53.3%

**2006-2007 Objective:**

1. 15% increase in the quantity of paper recycled per employee.
2. 5% reduction in paper usage per employee.
3. 50% recycling of the toners used.

## Re-using and recycling electrical and electronic equipment

In support of the “Reduce – Re-use – Recycle” principle, Vodafone Greece forwards its telecommunications equipment, computers, printers and monitors for:

- Re-use within the company or by educational institutions in Greece
- Recycling, in cooperation with an approved alternative waste management body for electrical and electronic equipment.

In this way we are contributing to a reduction in the environmental impacts caused by dumping heavy metals such as lead, zinc and cadmium in landfill sites and dumpsites.

Over the last three years (2003-2006) more than 255 tons of electronic and electrical equipment has been sent for recycling, which accounts for 95% of all equipment withdrawn from use\*.

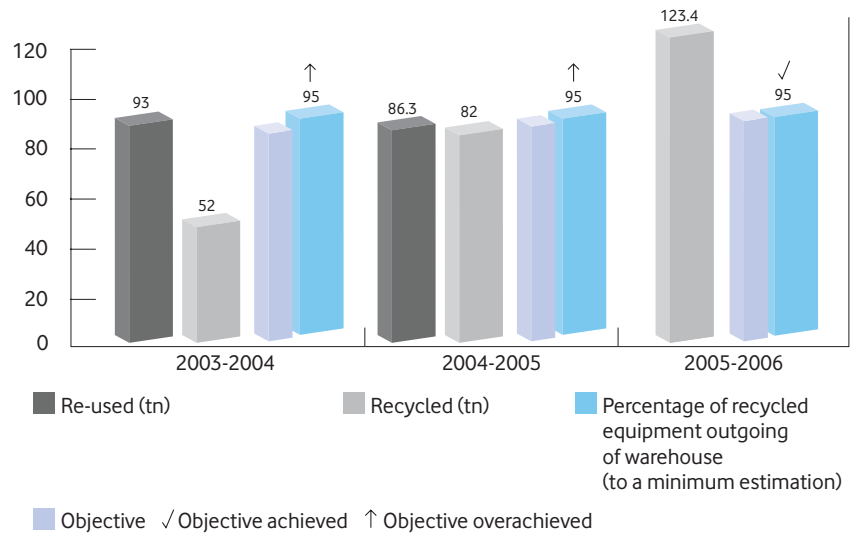
To enable you to better understand this figure, note that for 2005-2006, average recycling and re-use of electrical and electronic equipment within the Vodafone Group worldwide was 97%.



Electrical and electronic equipment

\* It should be noted that the recycling / re-use figures are practically speaking 100% since each equipment entering the warehouse is either recycled or re-used. However, in order to take into consideration the chance that certain equipment parts may not enter the warehouse this figure has been reduced to 95%.

## Recycling of Electrical and Electronic Equipment



### 2005-2006 Objective:

- To re-use and recycle 95% of electrical and electronic equipment leaving our warehouse.

### 2005-2006 Result:

- Recycled 95% of electrical and electronic equipment leaving our warehouse, namely 123.4 tons.

### Degree of Success:

- 100%

### 2006-2007 Objective:

- To re-use and recycle 95% of electrical and electronic equipment leaving our warehouse.



Handsets, batteries and accessories collection bin

## Recycling handsets, batteries and accessories

In June 2003, Vodafone Greece was the first mobile communication company to implement a nationwide handsets, batteries and accessories recycling program.

In 2005-2006, more than 24,000\* mobile communication products were collected in more than 200 special bins installed at Vodafone Shops and at company buildings across Greece. It should be noted that all handset owners were able to participate in the program regardless of the network they use.

\* Quantitative calculations are based on the period the products are sent to the supplier, not the time of their actual collection. Hence, there is the possibility that the items collected in one year are reported in the results of the following year.

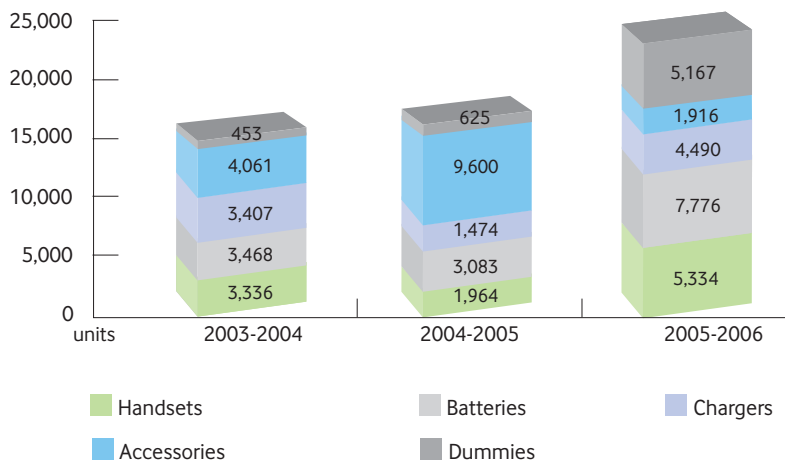
Having collected the materials, used handsets, batteries and accessories, were sent to a state authorised body which under Greek law is responsible for re-use, dismantling or further use of the materials for the production of other items.

A handset consists of materials such as plastics and metals while the battery may contain chemical elements such as nickel or cadmium, which if dumped can affect aquifers and thus the environment in overall.



The handsets, batteries and accessories recycling program logo

Recycling of Handsets, Batteries and Accessories



**2005-2007 Objective:**

1. 50% increase in the number of handsets collected.
2. 20% increase in the number of units collected (2005-2006).
3. Application at all points of sale (2005-2006).

**2005-2006 Result:**

1. 172% increase in the number of handsets collected (5,334 handsets).
2. 47.4% increase in the number of units collected (24,683 units).
3. Application at 60% points of sale.

**Degree of Success:**

1. 181%
2. 123%
3. 60%

**2006-2007 Objective:**

1. 20% increase in the number of handsets collected.
2. Application at 100% points of sale.

## Environment



Domestic batteries collection bin

### Recycling domestic batteries

In July 2004, the domestic batteries recycling program commenced on a pilot basis at the company's four central buildings. Due to the major response from employees, the program was extended in November 2005 to the Vodafone Shops and other company buildings.

Special collection bins were placed at more than 350 locations across Greece. Employees, Vodafone Greece customers, and the general public can dispose of digital sound and image device, wireless phone and household gadget batteries there.

The program is implemented in cooperation with AFIS (Domestic Battery Recycling Scheme) and by the end of March 2006 more than 8,800 spent batteries had been collected.

#### 2005-2006 Result:

1. Collect 226 kgr of spent domestic batteries (around 8,800 batteries).

#### 2006-2007 Objective:

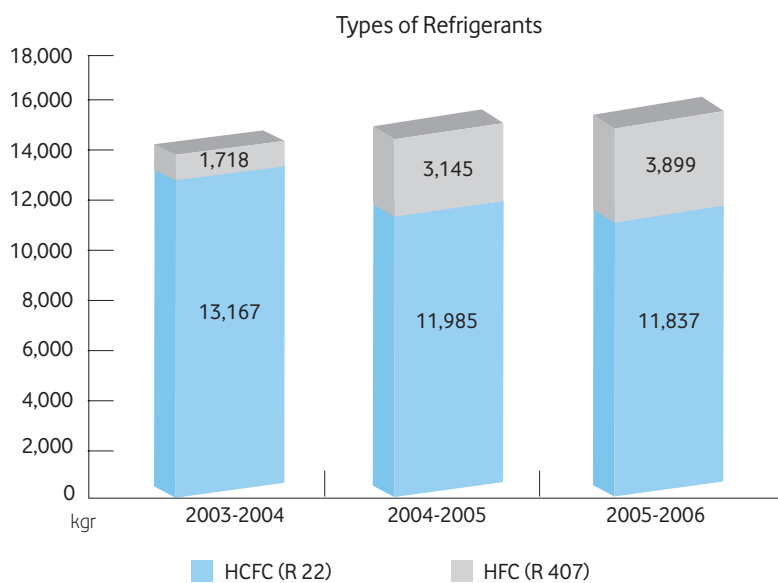
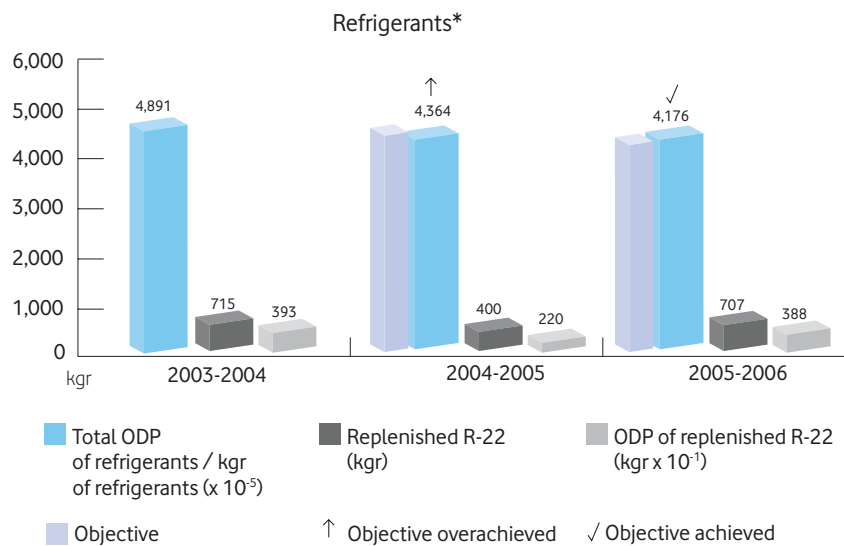
1. To collect 700 kgr of spent domestic batteries (around 23,000 batteries).

### Using more environmentally-friendly refrigerants and fire suppressants

In compliance with the relevant European Regulation, at Vodafone Greece we have already put in place a program to use environmentally friendly refrigerants and fire suppressants in the equipment used at company facilities.

Currently, we only use fire suppressants with zero Ozone Depleting Potential (ODP) while as part of scheduled maintenance activities, we are gradually replacing old refrigerant systems which operate using HCFC R-22 with new ones which operate with zero ODP refrigerants. It should be noted that in 2005-2006, the installed quantity of HCFC R-22 (a substance which contributes to the depletion of the ozone layer) was reduced by 1.2%. At the same time, the overall ODP indicator for installed refrigerants was also reduced by 4.3%.

Despite our efforts, though, the frequency of breakdowns in the refrigerant systems operating with HCFC R-22 increased, resulting in the increase of the quantity of R-22 that was replenished by 76.7%.



**2005-2006 Objective:**

1.5% reduction in the ODP indicator for refrigerant systems.

**2005-2006 Result**

1.4.3% reduction in the ODP indicator for refrigerant systems.

**Degree of Success:**

1.99.3%

**2006-2007 Objective:**

1.5% reduction in the ODP indicator for refrigerant systems.

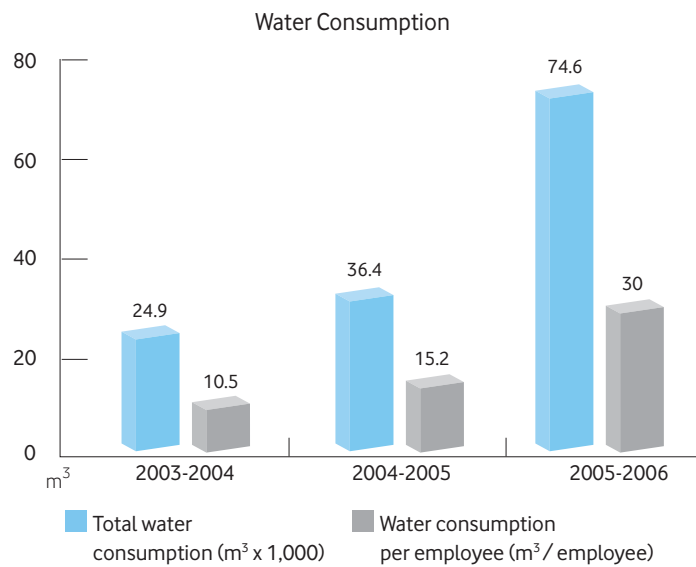
\* Calculation of the ODP indicator for R-22 was based on the 0.055 factor.



## Monitoring water consumption

In 2005-2006, as part of the ongoing improvement in the evaluation system for our programs and schemes, we altered our approach in terms of the water consumption measurement methods we use. Due to that all water consumption quantities were included in the measurement system, namely water from boreholes, water carriers and mineral water. Consequently, it is not possible to draw comparisons with last year's data, which does not reflect the respective water consumption picture.

It should be noted that water consumption is not one of the company's main impacts on the environment arising from its operations but this sector too is responsibly handled since water is a valuable natural resource.



### 2005-2006 Objective:

1. 10% reduction in water usage per employee.

### 2005-2006 Result:

1. Due to the change in how water consumption is calculated, it is not possible to compare consumption with the previous year.

### Degree of Success:

1. –

### 2006-2007 Objective:

1. 2% reduction in water usage per employee.

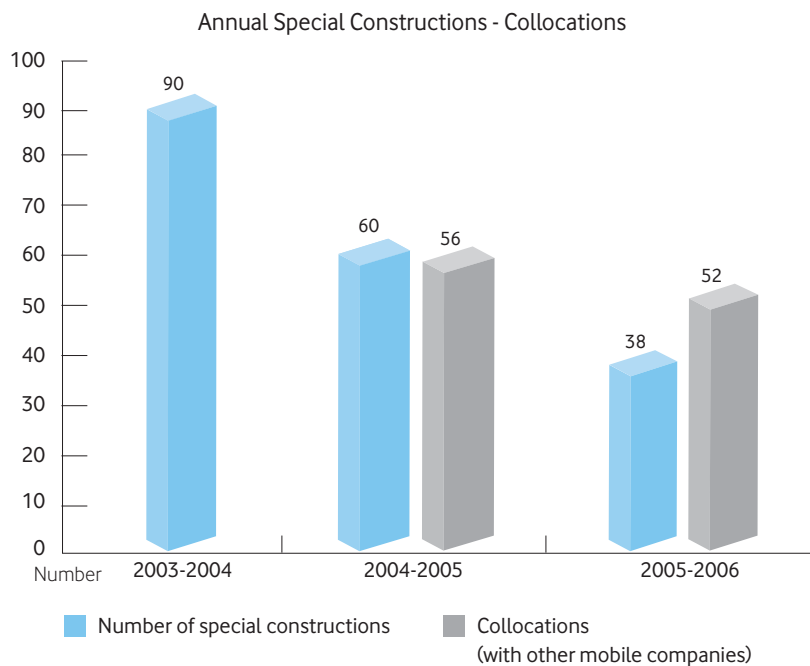


## Responsibly deploying our network

In 1998, Vodafone Greece commenced the design of aesthetic small-scale antennas that do not disturb the harmony of urban, semi-urban and sensitive surroundings.

In particular, Vodafone Greece:

- Develops alternative integration methods for antennas so as to avoid intruding on the aesthetics of the surrounding area, prior to the installation of Base Stations in built-up areas.
- Creates special installations at existing buildings and ensures collocation is achieved with other mobile communication companies. In 2005-2006, there were 38 special installations and 52 collocations.
- Creates special installations, which integrate with the surroundings, such as Stations in the shape of a palm tree or church tower for Base Stations located in areas of special interest such as archaeological sites or national parks.



Base Station special construction

Vodafone Greece also conducts environmental impact assessments (EIA) to ensure that possible environmental impacts during Base Station construction and operation are avoided. Despite this, in two cases a fine was imposed on the company in the order of 51,000 euros due to the lack of a suitable EIA for Base Stations. The company will ensure that all Base Stations have the suitable studies required by the legislation.

The complex, bureaucratic and time-consuming nature of the Base Station licensing and installation procedures hinders the development of mobile communication and the uninterrupted communication between users. Up to 18 government departments are

# Environment

involved in the licensing processes while the total amount of time required to obtain the necessary licenses for a Base Station may be as high as 2.5 years. In many cases, there are contradictory demands from the departments involved which are responsible for issuing the same licence while certain departments stall or refuse to issue licences, despite the legislation in force, based on arbitrary demands. Unfortunately, the new legislative framework has not resolved the majority of these problems and has not simplified these procedures.

**2005-2007 Objective:**

1. Application of a methodology for the quantitative evaluation of Base Stations' visual impact.

**2005-2006 Result:**

1. A database was generated at Vodafone Group level which includes all best practices for the evaluation of the visual impact of Base Stations. The quantitative methodology developed was deemed unreliable primarily due to the element of subjectivity in evaluating visual impact.

**Degree of Success:**

1. –

**2006-2007 Objective:**

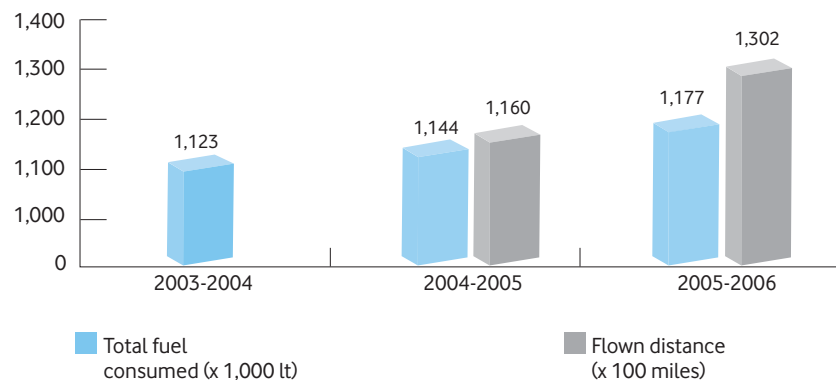
1. To develop and report against a method to measure and track key stakeholder opinion relating to how responsibly Vodafone Greece is deploying its network.

## Monitoring the environmental impacts of transport

Based on the available data, fuel consumed by Vodafone Greece's corporate fleet of vehicles rose by approximately 2.8% over the last year. Despite that, fuel consumption used in road transport and the impact on the atmosphere from air travel by company executives is not one of the company's main impacts on the environment based on the results of the Risk Assessment.



Fuel Consumption for Cars



**2005-2006 Result:**

1. An increase in fuel consumption by 2.8% due to use of company cars.

## Environmental education and sensitisation program

In 2005-2006, we supported the Hellenic Ornithological Society in setting up an environmental education and sensitisation program at the Antonis Tritsis Park. This Park is one of the last wildlife reserves in the Athens urban environment, covering more than 100,000 m<sup>2</sup>. It is located between the Municipalities of Ilion, Agii Anargyri and Kamatero, which are also involved in its management.

The environmental information program's objectives are:

- To highlight and promote the Park's natural environment
- To raise awareness and environmental sensitisation among the public, and in particular among children.

In an age when most of Attica's wetlands have shrunk in size, the water courses in the Park, along with the evergreen and coniferous trees, reed beds and farmland attract many species of birds and animal throughout the year. Over the last decade, members of the Hellenic Ornithological Society have been monitoring birds at the Park and have recorded 147 different species.

During the previous financial year, the following have been accomplished:

- An information and orientation centre was set up at the Park
- Paths were laid and signposted to enable tours of the Park to be held
- Informative and teaching materials were created
- 1,435 school students attended the program
- Events took place in the park through which briefing was made regarding the program, with the participation of 1,226 adults and 975 children.

The avian flu incident resulted in the educational program being suspended at the Park's facilities in accordance with guidelines from the Hellenic public health authorities.



Students in the Orientation Center of the program

### 2005-2006 Result:

1. 1,435 school students participated in the program.

### 2006-2007 Objective:

1. More than 2,000 school students to participate in the program.
2. Reconstruction of Park's areas for the enrichment of the guided tours.

# Handsets - Base Stations - Health



Handsets have become an integral part of our day-to-day life. Today, 1.8 billion users worldwide use their handsets at work, in their free time, for their personal safety and in emergencies. This rapid increase in demand for mobile communications has marked an increase in the number of Base Stations so that telecom coverage is available to more and more people.

## Responding to the public's information requirements

While most people are grateful for better coverage, we acknowledge that there are some people who are concerned about the electromagnetic fields generated by handsets and their Base Stations.

At Vodafone Greece we recognise these concerns and attempt to address them in various ways:

- We deploy our network of Base Stations in line with the guidelines issued by international scientific organisations and strictly observe the thresholds adopted on exposure of the general public to electromagnetic radiation. In Greece, under the new legislation, the threshold is 30% stricter than the Recommendation of 12 July 1999 of the European Community Council. This Recommendation is based on guidelines provided by the International Commission on Non-Ionising Radiation Protection (ICNIRP) and the World Health Organisation.
- Handsets sold via the Vodafone Shops comply with ICNIRP guidelines on limiting the exposure of people to radio frequency fields.
- We support innovative programs developed by Universities to measure electromagnetic fields' strength in the environment.
- We help the public access valid information by making available comprehensible information via various communication channels such as:
  - The company's webpage
  - Leaflets
  - Articles in newspapers and magazines
  - The e-mail address [emfinfo.gr@vodafone.com](mailto:emfinfo.gr@vodafone.com).
- We offer information to all persons concerned about how they can limit their exposure to electromagnetic fields generated by handsets.

## Providing substantiated, reliable information (the “HERMES” Program)

The “HERMES” program is a system for round the clock monitoring and recording of electromagnetic radiation in the environment. It is being implemented by the National Technical University of Athens and the Aristotle University of Thessaloniki.

These two universities are responsible for the program in scientific terms since they monitor and certify the technical equipment, confirm the correctness and ensure the transparency of measurement results. The “HERMES” program’s technical equipment has been sponsored to the two universities by Vodafone Greece.

The aim of the program is to provide direct, reliable information to the public about the level of electromagnetic radiation in the environment within which they live and work.

The results of measurements are available to anyone interested on the website [www.hermes-program.gr](http://www.hermes-program.gr). Moreover, press releases are published on a regular basis containing detailed results for all areas where the monitors operate.

The results of all measurements show that even the maximum recorded values are tens of time lower than the stricter threshold which apply for the lowest mobile communication frequency (900 Megahertz - MHz).

The “HERMES” program was initiated in 2002 and by March 2006 there were 23 measurement sites in 13 areas around the country.

### 2005-2006 Objective:

1. To host workshops in the municipalities in which the program is being implemented.
2. To extend implementation of the program to 5 new municipalities in Greece.

### 2005-2006 Result:

1. The objective was adjusted. The results of the program were made public at each workshop held.
2. Implementation of the program was extended to 4 new municipalities in Greece (covering 6 locations).
3. 1,720,800 measurements were taken in the context of the program.

### Degree of Success:

1. –
2. 80%

### 2006-2007 Objective:

1. To extend the program to 8 new locations.
2. To inform the public about the program via extensive media coverage and by presenting it to opinion makers and local communities.



The “Hermes” program logo

# Handsets - Base Stations - Health

## Seeking dialogue with local communities

As part of our commitment to developing relationships built on mutual trust and cooperation with local communities, we continue to provide reliable, substantiated information to citizens about mobile communication technology and health issues. In this framework of a well-rounded program to provide information to citizens:

- We hold informative meetings on mobile communication and quality of life issues with representatives of local government, the mass media and other bodies.
- We participate in workshops organised by local government authorities and citizen groups. During 2005-2006, we participated in a workshop organised by the Environmental Education Technical and Vocational School in Preveza and a workshop organised by the Prefectural Government Authority in Kavala.
- We organised workshops for representatives of the mass media. In 2005-2006, we hosted two such workshops in Halkidiki and Patra.
- We participate in industry press conferences on mobile communication and health issues. In 2005-2006, we participated in three 3 press conferences in Athens, Heraklion Crete and Larissa.
- We keep abreast of scientific developments and provide all available information via our corporate websites ([www.vodafone.com](http://www.vodafone.com) and [www.vodafone.gr](http://www.vodafone.gr)). We also provide information and respond to all queries put to us by organisations or individuals. Moreover, we reply to all requests (from customers or otherwise) sent to the company relating to operation of Base Stations and handsets.
- We distribute corporate leaflets on mobile communication and quality of life issues via the Vodafone Shops, face-to-face informative meetings with public authorities, organisations, the media, workshops and the corporate websites.



Corporate leaflet "Mobile telephony Base Stations and health"

**2005-2006 Objective:**

1. To directly communicate with the public, customers, opinion makers, employees and external associates on issues relating to handsets, Base Stations and health.
2. To provide advice to customers wanting to reduce their exposure to electromagnetic radiation from their handsets.
3. To distribute 30,000 leaflets.
4. To maintain and improve open communication with citizens and their representatives.
5. To organise 4 workshops.

**2005-2006 Result:**

1. a) 235 face-to-face meetings held.  
b) 19 briefings held at Vodafone Shops.  
c) 2 press releases published about the total results of the HERMES Program in the media.
2. Advice from the WHO was communicated to the company's website for customers wanting to reduce their exposure to electromagnetic radiation from their handsets.
3. Distribution of 188,000 leaflets.
4. Covered from first objective achievement.
5. a) Participation in 2 local government workshops.  
b) 2 corporate workshops held with the media.
6. Participation in 3 industry press conferences on mobile communication issues.

**Degree of success:**

1. 100%
2. 100%
3. 626%
4. 100%
5. 100%

**2006-2007 Objective:**

1. To maintain and improve open communication with citizens and their representatives, customers, opinion makers, employees and external associates on issues relating to handsets, Base Stations and health.
2. To provide advice to customers wanting to reduce their exposure to electromagnetic radiation from their handsets.
3. To set targets, track and report against Stakeholder opinion on how responsibly the company is acting regarding handsets, Base Stations and health (2006-2008).

# Children

Recognising the important role of children in future society, we implement specially designed programs in collaboration with distinguished institutions and organizations, aiming at the creation of the appropriate conditions for children's most comprehensive possible upbringing and development.



The welcoming entrance of the Respite Home

## Respite Home for children suffering from cerebral palsy

The Respite Home for children suffering from cerebral palsy was established in 2003-2004 in association with the Hellenic Cerebral Palsy Society. 500 square meters of the Society's premises were dedicated to the Respite Home which includes 3 spacious bedrooms, capable of accommodating 4 persons each, a fully equipped bathroom, kitchen and staff quarters, living-room - library and veranda. Guests at the Respite Home are also entitled to use the Society's facilities such as the refectory, the swimming pool and sports facilities, since the Respite Home operates on the Society's premises.

Children that stay at the Respite Home on an average of one week, have the opportunity to improve their social skills and participate in educational and leisure activities. In 2005-2006, 271 children were accommodated at the Home and had the opportunity to participate in:

- Theatrical workshops and performances
- Choirs
- Sports Activities
- The New Year's Party
- The Carnival Party
- Walks around the grounds
- Visits to museums, cinemas, theatres, taverns and shopping centres.



A group of guests in the Respite Home

At the same time, the operation of the Respite Home also addresses the needs of families raising a child suffering from cerebral palsy, relieving the parents from constant care of their child and enjoy some time of rest and relaxation.

Staff at the Respite Home includes 11 experts in various fields (therapists, social workers, nurses, gymnasts, sociologists, special needs teachers), whereas other staff-members of the Society contribute to the Respite Home's operations.



**2005-2006 Objective:**

1. To operate the Respite Home daily, on a 24 hour basis.
2. To accommodate 110 persons.

**2005-2006 Result:**

1. The Respite Home operated daily, on a 24 hour basis.
2. 271 persons were accommodated in the Respite Home.

**Degree of Success:**

1. 100%
2. 246%

**2006-2007 Objective:**

1. To accommodate 300 persons.

## Educational program for the prevention of road accidents involving children

During the previous financial year, we collaborated with the Hellenic Society for Social Paediatrics and Health Promotion (HSSPHP) and the Centre for Research and Prevention of Injuries among the Young (CEREPRI) of the Athens Medical School, in order to develop an innovative and creative educational program. The program entitled "On the road safely" is aimed at school students, teachers and parents and seeks to prevent children being involved in road accidents. Starring "Prodomos", the program's cute mascot, the program includes the following activities:

- Production of educational material for kindergarten and primary school students (activities books, posters, stickers, cards, etc. targeted at the needs of each age group)
- Production of teacher aids to promote the program's implementation
- Organisation of day conferences on a local level, wherever the program is being implemented, in order to involve local authorities and parents in the road accident prevention education
- Implementation of the educational program at schools in Greece through teachers
- Evaluation of the program through by using students and teacher questionnaires
- Implementation of experiential activities featuring Prodomos for groups of children across the entire country.

In 2005-2006:

- 49,184 kindergarten and primary school students in Greece received advice on proper road safety
- 17 day conferences were held to promote the program in Local Authorities and Municipalities throughout Greece
- 18 experiential activities were held, featuring Prodomos at schools, institutions, summer camps and events for children across the whole country



An experiential activity hosted by Prodomos



# Children

- Carry out a research on the expansion of the program to junior high school students and the production of the relevant educational material.

#### 2005-2006 Objective:

1. To educate more than 40,000 children.

#### 2005-2006 Result:

1. 49,184 children participated in the program.

#### Degree of Success:

1. 123%

#### 2006-2007 Objective:

1. To hold more than 50 day conferences and experiential activities.
2. To expand the program to junior high school students.

## “LETO” mobile paediatrics and dentistry unit

The “LETO” mobile paediatrics and dentistry unit jointly created with Médecins du Monde in 2003, is continuing its journey throughout Greece. Its objective is to provide paediatric and dental care to children living mainly in remote and isolated parts of Greece.

More than 10,000 children have received medical attention from the unit since it has begun its operation, and in 2005-2006 it exceeded all expectations by offering its services to more than 5,000 children.

Although it travels around all of Greece, “LETO” unit focuses on border and provincial areas, lacking hospital and health centre establishments. In the Attica region, the mobile unit has visited socially excluded population groups who live under difficult conditions.

The services provided by the “LETO” mobile unit include:

- Paediatric examination and free treatment with basic paediatric drug provision
- Dental examination and treatment with free distribution of dental hygiene and preventative dental medicine guidelines
- Preventative hygiene and implementation of vaccination programs
- Lectures on preventative medicine, healthy nutrition and oral hygiene and distribution of informative material.



Dental care by the doctors of “LETO”

In 2005-2006, "LETO" visited the following prefectures in Greece:

Prefecture	No. of children examined
Prefecture of Attica	875
Prefecture of Grevena	409
Prefecture of the Dodecanese	400
Prefecture of Evia	429
Prefecture of Evrytania	75
Prefecture of Imathia	576
Prefecture of Kavala	308
Prefecture of the Cyclades	179
Prefecture of Laconia	260
Prefecture of Lefkada	253
Prefecture of Messinia	202
Prefecture of Fthiotida	1,134
Prefecture of Fokida	110
Prefecture of Hania	248
<b>Total</b>	<b>5,458</b>



"LETO" visited remote areas of the country

**2005-2006 Objective:**

1. To examine more than 4,000 children.

**2005-2006 Result:**

1. 5,458 children were examined.

**Degree of Success:**

1. 136%

**2006-2007 Objective:**

1. To examine more than 5,500 children.

**"e-KIVOTOS" mobile consulting unit**

"e-KIVOTOS" is the second mobile unit we have created in cooperation with Médecins du Monde, aiming at providing consultation to teenagers and young adults within 10 to 16 years old, facing family, social or psychological problems.

A double-decker bus has been transformed and named "e-KIVOTOS", equipped with computers with internet access via the Vodafone Mobile Connect service, in order to welcome young people looking for information about the problems that concern them.

"e-KIVOTOS" is staffed by a team of three psychologists, who provide information to children about the mission and services provided by the Unit and a computer technician who guides children on how to use computers and the internet.

The relevant information is attained through the portal [www.e-kivotos.gr](http://www.e-kivotos.gr), a dedicated internet portal featuring information in different categories, concerning young people with detailed lists of articles on those subject areas.



Teenagers in front of "e-KIVOTOS"



## Children

In setting up the portal, internet technology was combined with consultative support and a team of experts worked together comprising psychologists, social workers, doctors and technology experts. The subjects covered by the portal are:

- Education
- Relationships / Psychology
- Health
- Family
- Leisure / Activities.

In 2005-2006, the unit conducted pilot visits in the Attica region to the Municipalities of Ilion, Marathon, Nea Makri and Artemis and was visited by more than 750 teenagers.

#### 2005-2006 Objective:

1. To launch the pilot operation of the mobile consulting unit.

#### 2005-2006 Result:

1. Pilot operation of the mobile unit was launched.
2. 758 teenagers and young adults visited the unit.

#### Degree of Success:

1. 100%

#### 2006-2007 Objective:

1. Visits of the unit in areas outside the Attica prefecture.



Athletes of the Special Olympics competed in cycling

### Special Olympics 2005

For the second consecutive year, we supported the Special Olympics, for the respective Ioannina Festival held from 26 to 30 May 2005.

Since the establishment of Special Olympics back in 1987, more than 7,000 athletes have participated in athletic events while more than 900 volunteers have undertaken the difficult task of training them on a constant basis. 600 athletes along with volunteers and coaches from all over Greece took part in the games held under the auspices of His Excellency, the President of the Hellenic Republic, Carolos Papoulias, in Ioannina.

The games aimed at creating an environment of respect for what it means to be different while ensuring that everyone has a right to participate. The athletes competed in bowling, cycling, football and swimming events.

In addition to the sports activities, athletes and volunteers had the opportunity to relax and attend educational events.

In an effort to combine the programs we implement to increase their benefits, we ensured that Prodrimos – the "On the road safely" mascot (see page 57) – visited Ioannina and held experiential activities for the athletes, in order to provide consultation on the proper road behaviour.

**2005-2006 Objective:**

1. To support the 2005 Special Olympics Festival.

**2005-2006 Result:**

1. Support of the 2005 Special Olympics Festival.

**Degree of success:**

1.100%

**2006-2007 Objective:**

1. To support the 2006 Special Olympics events.

## Tele-rehabilitation for children suffering from cerebral palsy

For the third consecutive year, the tele-rehabilitation program for children suffering from cerebral palsy was implemented in collaboration with the Hatzipaterio Centre for the Rehabilitation of Spastic Children (KASP). This innovative program, combining technology and medicine to offer the following services to children with cerebral palsy:

- Therapy
- Education and Training
- Communication
- Social integration
- Constant monitoring.

A team of paediatricians, physiotherapists, ergotherapists, psychologists and social workers ensures that children receive systematic treatment and also provide support to other members of their families on how to handle day-to-day issues in treating a child with cerebral palsy. The three phases of the program include:

- Integration and training of child and parents in the program
- The tele-rehabilitation stage
- Assessment of each case.

In 2005-2006:

- 25 children and their parents were assessed for participation in the program
- 20 children participated in the tele-rehabilitation program
- 6,803 program hours were completed.



The telerehabilitation program in operation

## Children



### 2005-2006 Objective:

1. To expand the program to 20 children.

### 2005-2006 Result:

1. 20 children participated in the program.

### Degree of success:

1. 100%

### 2006-2007 Objective:

1. To complete the program for the participant children.

## PC donation program to schools

In 1999, we started the implementation of the PC donation program to schools and institutions throughout the country. To date, we have provided more than 1,000 fully equipped multimedia PCs to primary and secondary level schools in Greece. The schools are determined based on recommendations from the Ministry of Education and Religious Affairs, which collaborates closely with the company in the program's implementation.

Despite the fact that the program continues to be implemented as normal, PCs for the 2005-2006 period were not made available until the end of March 2006, therefore they will be presented in the following financial year. The delay in delivering the PCs does not mean that the program has been cancelled or suspended, but that it has been amended for its better implementation.

### 2005-2006 Objective:

1. Continuation of the program for the 7<sup>th</sup> consecutive year.

### 2005-2006 Result:

1. The delivery date of the PCs was postponed for the beginning of the 2006-2007 school year for the better implementation of the program.

### Degree of Success:

1. –

### 2006-2007 Objective:

1. To deliver the PCs in the 2006-2007 school year.

## Educational and Recreational Centre for Children in SOS Villages

In 2005-2006, in cooperation with SOS Villages we established an Educational and Recreational Centre in the institution's premises in Athens and Thessaloniki.

At the SOS Village in Vari of Athens, a building was fully equipped to house:

- An literature and arts workshop
- A theatre workshop
- A music workshop
- An IT workshop

- An English language workshop.

At the SOS Village in Northern Greece, in Plagiari of Thessaloniki, a special area was fully equipped to house:

- An English language workshop
- A music workshop.

These workshops are attended by groups of children and teenagers who under the guidance of special instructors, learn to develop their creativity and expand their cultural and social interests.

#### 2005-2006 Result:

1. 55 teaching hours were completed.
2. 187 children participated in the workshops of Vari and Plagiari.

#### 2006-2007 Objective:

3. To enrich the workshops with more programs.
4. To present the creations produced by children attending the workshops.



The Literature and Arts Workshop in the S.O.S. Villages of Vari

## “Radio ELEPAP”

An additional program was created within the social investment framework of Vodafone Greece, involving the establishment and operation of “Radio ELEPAP”, a radio station for the mobility-impaired at the Hellenic Society for Disabled Children’s (ELEPAP) facilities.

For the purposes of the program, a specially dedicated area at ELEPAP’s premises was remodelled and equipped to house a radio studio so that shows could be recorded.

The objective of this endeavour is so that young people with mobility-impairments can:

- Express themselves, receive information and communicate via radio shows
- Acquire and retain useful expertise, skills and interests which will help them improve their life
- Develop emotional, social and professional skills
- Entertain themselves
- Integrate into society more easily in the future.

During its first year of operation, “Radio ELEPAP” achieved the following:

- ELEPAP facilities were re-designed to enable installation of the radio station accessible to people with disabilities

## Children



The program's logotype



The journalists of ELEPAP Radio

- Equipment was purchased and sound insulation and computer equipment were installed at the radio station
- The program was staffed with personnel qualified in radio (sound recorders and radio experts) and in general coordination of such programs with substantive factors in their selection being a positive stance to the disabled, their adaptability to the special needs of those people (different approach, speed, etc.) combined with their experience in the sector
- A team of 8 young adults with mobility-impairment was selected and they were involved in the following activities:
  - Training in sound recording
  - Training in radio show production
  - Introduction to the basic principles of journalism, reporting and editing
  - Free expression of concerns and views to the special team run by the social worker
  - Close collaboration with parents and close friends of participants.
- Recording of radio shows by the team of 8 people commenced and shows were CD recorded
- Broadcasting of Radio ELEPAP shows began on the Neo Iraklio radio station "Epikinonia 94 FM" entitled "Steps of Life"
- An open line of communication was established with participants in Radio ELEPAP via the address [radioelepap@yahoo.gr](mailto:radioelepap@yahoo.gr).

### 2005-2006 Result:

1. Operation of the "Radio ELEPAP" program.
2. Participation of 8 trainees in the program.

### 2006-2007 Objective:

1. To increase the number of participants in the "Radio ELEPAP" program.
2. To continue to broadcast radio shows.

## Communicating incentives for social awareness

Konstantinos Fikas and Yiannis Kostakis, Greek Paralympic medallists, have been appointed as ambassadors for the Vodafone Greece's Corporate Responsibility program entitled "We Care".

They play a particularly important role in communicating the incentives for social awareness to children by holding talks at schools and educational institutions across the country.



In cooperation with the Ministry of Education and Religious Affairs and Local Government Authorities we arranged for Konstantinos Fikas and Yiannis Kostakis to visit schools to allow school students to get to know the two medallists and to talk with them about their personal struggle to reach the top, the benefits of sport and fair play.

During 2005-2006, the two Paralympic medallists visited 11 schools overall in Greece, communicating the message of determination and raising awareness.

**2005-2006 Objective:**

1. Visits more than 10 schools and institutions.

**2005-2006 Result:**

1. Visits by the ambassadors to 11 schools nationwide.

**Degree of Success:**

1. 110%

**2006-2007 Objective:**

1. Visits more than 10 schools and institutions.

## Supporting children's foundations

During 2005-2006, we provided support, both financially and through our products and services to individual programs, promoting child welfare which were implemented by institutions, agencies, NGOs and local authorities.



Yiannis Kostakis with students of Thessaloniki

## Market



At Vodafone Greece, we believe that we have the ethical obligation to disseminate good Corporate Responsibility practices to the market and to contribute to raising awareness among the public.

### Applying the Code of Ethical Purchasing and supplier evaluation methods

Further to the collaboration with suppliers and non-governmental organisations and based upon best practices, Vodafone Group has developed a Code of Ethical Purchasing so as to set social and environmental standards. Vodafone Greece expects all its associates to follow or avoid any practices referred to in the Code.

In particular, the Code concerns the following issues (for further information, please visit [www.vodafone.com / responsibility / cep](http://www.vodafone.com/responsibility/cep)):

1. Child Labour
2. Forced Labour
3. Health and Safety
4. Freedom of Association
5. Discrimination
6. Disciplinary Practices
7. Working Hours
8. Payment
9. Individual Conduct
10. Environment

### Risk Assessment

During 2005-2006, we evaluated 54 suppliers of telecommunications equipment, information technology (IT) and value added services so as to identify those whose activities may entail a high risk for Vodafone Greece's operations. Evaluation criteria include parameters such as the size of the supplier, the country of production and operation, and the kind of products or services provided.

### Self-Assessment of suppliers

Based on the results of the Risk Assessment, we classified our suppliers in terms of risk in relation to the issues of the Code of Ethical Purchasing. We provided our 10 high-risk suppliers with the relevant Self-Assessment questionnaire so as to be able to evaluate the level of compliance of their operations with the specific principles set in the Code.

## Supplier audits

Based on the results of the Risk Assessment and the completed Self-Assessment questionnaires, we conducted a compliance audit at one of the company's main suppliers. The audit resulted in the identification of 14 cases for which the supplier committed to take specific steps so as to improve its performance. These cases included:

- Environmental management
- Occupational Health and Safety
- Personal conduct
- Implementing the Code of Ethical Purchasing across its supply chain.

### 2005-2006 Objective:

1. To identify high-risk suppliers and issues.
2. To train 80% of purchasing executives in Corporate Responsibility issues.
3. To review Corporate Responsibility issues with 5 suppliers.

### 2005-2006 Result:

1. Risk Assessment of 54 suppliers.
2. Training of 100% of purchasing executives in Corporate Responsibility issues.
3. Review of Corporate Responsibility issues with 10 suppliers (completed self-assessment questionnaires).
4. Audit of compliance at a high-risk supplier.

### Degree of Success:

1. 100%
2. 125%
3. 200%

### 2006-2007 Objective:

1. To implement the supplier qualification process (Code of Ethical Purchasing is fully embedded in the process).
2. To include the Code of Ethical Purchasing to all new contract.
3. To put in place a whistle-blowing mechanism for suppliers to support the implementation of the Code of Ethical Purchasing.

## Implementing responsible marketing practices and communication of our operation

In seeking to set the standards for promotional advertising and responsible marketing activities, during 2004 the Vodafone Group prepared guidelines ensuring that the marketing communication material is legal, proper, fair, sincere and truthful. However, above all, these guidelines ensure that this material respects people's diversity regarding age, gender, race, religion and physical or mental capacity.

# Market



"Vodafone Passport"  
roaming plan

Responsible marketing practices:

- The products and services developed and marketed by Vodafone Greece aim to meet the needs of its customers in the best possible manner
- The communication tools used by Vodafone Greece are simple and clear and aim to provide easy-to-understand transparent information to its customers
- The company does not use any hidden charges in its descriptions and always provides all information required for proper understanding.

Vodafone Greece took the following steps so as to ensure thorough understanding and transparency as regards prices and tariffs:

- In June 2005, launched Vodafone Passport, a new roaming plan through which its customers can call from abroad and are charged as if they were in Greece, with only 1.19 euro extra being charged per call
- As regards the Vodafone Mobile Connect 3G service, the company took the following steps:
  - It prepared a detailed tariff plan and renewal of all airtime plans for the service via all sales channels
  - Tariffs are now communicated on the company website and updated after any changes
  - Reference is made to charges in each advertising leaflet
  - Any change in price is announced in the Press
  - Direct mailing, newsletters and explanation of offers are provided to all corporate customers entitled to offers (for major corporate customers which have made known their e-mails and customers matching targeted use, age and profession profiles).
  - A clear-cut communication style is used avoiding any misleading statements regarding the free acquisition of a data card.
- Value Added Tax (VAT) started being incorporated in products and services in March 2005 due to the company's relevant legal obligation and was successfully completed in January 2006. A special team (in which employees from various company's department participated) undertook and implemented the project for all company's products and services and within the expected time frame. The company aimed to safeguard customers' interests by complying with transparent procedures, in line with the regulatory framework and competent bodies. At the same time, Vodafone Greece invested in providing thorough information to its customers about the imminent changes.

We also place great emphasis on the feedback we receive from the public. Complaints concerning Vodafone Greece made to the company were as follows:

- 97 from the Hellenic Telecommunications and Post Commission (EETT) regarding issues like handsets and coverage problems
- 57 from the Department of Consumer Affairs, the Association for Consumer Protection, the Ombudsman, the Consumers Institute and the Association for Quality of Life.

On 17 August 2005, EETT imposed a fine of 500,000 euros on Cosmote, TIM and Vodafone Greece for violations of telecommunications laws and competition laws related to the distribution, promotion and pricing of number portability in the Greek market. Vodafone Greece has lodged a petition to have this decision of the EETT annulled by the Council of State.

**2005-2006 Objective:**

1. Self-Assessment of marketing material every three months.
2. Implementation of 2 initiatives to provide more transparent and simple description of charges to customers.

**2005-2006 Result:**

1. Cancellation of the relevant procedure by Vodafone Group.
2. Implementation of 3 initiatives.

**Degree of Success:**

1. –
2. 150%

**2006-2007 Objective:**

1. To create an inter-departmental team for the review of the application of responsible marketing guidelines.
2. To review every six months the marketing material in accordance to responsible marketing guidelines.

## Responsibly managing our services content

Vodafone Greece implements a procedure to manage the appropriateness of content intended exclusively for adults, which is available via specific services. Users are obliged to verify their age before gaining access to the particular service, thus preventing access to inappropriate content by minors. In addition, we help parents bar their children's access to such services. It is important to note that a suitability evaluation system is applied to each and every java game provided by Vodafone Live!, based on users' age.

The Content Standards Steering Committee constantly monitors the guidelines issued by the Vodafone Group at international level and applies them in Greece. Its functions include procedures such as content and services classification, SPAM reduction. Note that every year Vodafone Greece participates in the annual audit held by the Vodafone Group as regards to compliance with Services Content Standards.



Vodafone live! services menu



## Market



Corporate leaflet "Content services management guidelines"

A leaflet entitled "Content services management guidelines" is available through Vodafone Shops and on the company's website. This leaflet offers information on the available content and services, as well as practical advice to parents on how to guide their children through responsible use of their handsets.

The company website ([www.vodafone.gr](http://www.vodafone.gr)) has a special section providing information on:

- Safe chatting
- Advice for both users and parents
- Behavioural rules for proper use of chat services
- Basic rules for safe use
- Links to websites of European and international organisations related to this subject.

In addition, meetings with other mobile communication companies in Greece took place that resulted in the creation of an "Industry Code of Practice" for content and services issues, which was jointly signed and then, submitted to EETT.

### 2005-2006 Objective:

1. To integrate a "filter" enabling access barring to specific websites from handsets.
2. To implement access controls restricting access to content unsuitable for minors.
3. To sign and implement the joint "Industry Code of Practice".
4. To distribute 30,000 leaflets.

### 2005-2006 Result:

1. Application date shifted by the Vodafone Group.
2. Application date shifted by the Vodafone Group.
3. Signed and implemented the "Industry Code of Practice" for content and services issues.
4. Distribution of 94,300 leaflets.

### Degree of success:

1. –
2. –
3. 0%
4. 314%

### 2006-2007 Objective:

1. To integrate a "filter" enabling access barring to specific websites from handsets.
2. To implement access controls restricting access to content unsuitable for minors.
3. To follow up on the implementation of the joint "Industry Code of Practice".

## Providing advice on the use of handsets while driving

Apart from being illegal, using a handset while driving is truly dangerous because it distracts drivers and endangers both themselves and others.

At Vodafone Greece, we are making every possible effort to provide systematic information on the proper use of handsets to all mobile communication users, regardless of the network they use. By way of example, the following initiatives' can be mentioned:

- A 12-second television spot on 5 channels for 8 days, aired 115 times
- The "Mobile communication and quality of life" and "Handsets and driving" leaflets, available at Vodafone Shops, forums, etc
- The company website [www.vodafone.gr](http://www.vodafone.gr)
- The "Minimata!" leaflet sent on a monthly basis to all post-pay customers.

### 2005-2006 Objective:

1. To distribute 30,000 leaflets.
2. To provide information through the corporate website.
3. To inform 50% of total customers and 100% of post-pay customers.

### 2005-2006 Result:

1. Distribution of 246,800 leaflets.
2. Information provided through the corporate website.
3. –

### Degree of Success:

1. 723%
2. 100%
3. –

### 2006-2007 Objective:

1. To provide information through the corporate website.

## Informing and motivating the public

In the context of systematic communication with Vodafone Greece customers, along with every monthly bill we send them a leaflet called "Minimata!" which is also available on the company website ([www.vodafone.gr](http://www.vodafone.gr) / About Vodafone / Minimata). During 2005-2006, "Minimata!" presented information on the following Corporate Responsibility issues:

- April 2005: Social support lines that can be called free of charge from a Vodafone Greece number
- June 2005: The work of Vodafone Greece for the environment and how we can all contribute
- July 2005: Vodafone Passport, a new cost-effective plan



Corporate leaflet  
"Handsets and driving"



# Market



Postpay customers' monthly leaflet



Corporate leaflet "Summary of the Corporate Responsibility Report"

- September 2005: Vodafone Simply, the easiest-to-use mobile is here!
- December 2005: Vodafone Greece's work for children
- January 2006: The "HERMES" program for systematic measurement of electromagnetic radiation
- February 2006: Vodafone Speaking Phone, a new service for the visually-impaired.

Apart from the aforementioned initiatives, we systematically inform the public through articles, special publications and various informative inserts in high circulation newspapers and magazines. Note that 22% of all articles regarding Vodafone Greece in the printed mass media referred to the Corporate Responsibility area. Finally, the company's website is constantly updated with any new information and/or Vodafone Greece programs related to Corporate Responsibility.

**2005-2006 Objective:**

1. To include Corporate Responsibility topics in 6 issues of "Minimata!"
2. To distribute more than 50,000 leaflets of the "We said... We have... We will..." (Short version of the Corporate Responsibility Report).

**2005-2006 Result:**

1. Relevant topics in 7 issues of "Minimata!".
2. Distribution of more than 369,000 relevant leaflets.

**Degree of Success:**

1. 116%
2. 738%

**2006-2007 Objective:**

1. To include Corporate Responsibility topics in 6 issues of "Epafes" (previously called "Minimata!").
2. To distribute more than 200,000 Corporate Responsibility leaflets.

## Performing internal audits of our operations

At Vodafone Greece, we operate an Internal Audit Process aiming at improving the business risk management mechanism within the company. This Internal Audit Process is an independent, objective consulting service which assesses the way in which the company operates and recommends optimisation measures, based on corporate governance and audit practices.

Moreover, the Vodafone Group's Internal Audit Division conducts an annual internal written evaluation of business risks in all operational process of companies in the Vodafone Group. The relevant questionnaire includes a series of questions on Corporate Responsibility aimed at improving the company's performance both at local and international level. The fact that the Chief Executives (CEOs) of local companies are the people who sign these questionnaires is proof of their importance. The above business risk analysis procedure constitutes the basis for additional audits in areas assessed as "high risk".



## Evaluating the reliability of our financial results

The US Sarbanes-Oxley Act was developed and adopted by the US Securities Exchange Commission (SEC) so as to promote the quality of financial results by:

- Promoting basic principles of business ethics and corporate governance
- Introducing internal mechanisms to manage business risks.

Given that the shares of the Vodafone Group are also traded on US stock exchanges, section 404 of the act stipulates that the company should include the following information in its Annual Financial Report:

- A statement certifying the adequacy of the business procedures leading to financial reporting
- A certification of financial results through detailed internal audits and operational processes
- Corrective actions, measures and controls regarding such results.

Since 2004-2005, Vodafone Greece has also started implementing section 404, by documenting and evaluating the effectiveness of internal mechanisms for business risk management and of the main processes and transactions leading to financial reporting. During 2005-2006, Vodafone Greece verified the implementation of corrective actions already identified and the effectiveness of all internal audits.

In the year ahead, Vodafone Greece aims to:

- Ensure proper implementation of control processes and points
- Record any changes
- Identify any other areas requiring improvement
- Obtain final validation from Deloitte which will certify compliance with the requirements of the specific Act for 2006-2007.





## Collecting, auditing and publishing data on our operations

In an effort to provide reliable and objective information, twice a year we collect quantitative data regarding our Corporate Responsibility activities according to a specific written procedure.

This procedure includes:

- Identification of performance indicators
- Recording of the sources of such information
- Checking the correctness of such sources
- Validation of data by a high-ranking executive within the company.

Corporate Responsibility data is subject to audits in the context of certification of:

1. The company's Environmental Management System according to ISO 14001:2004 standard and EMAS Regulation by ELOT. Data is included in the EMAS Environmental Statement, which is approved by the Ministry of the Environment, Physical Planning and Public Works and filed with the competent European Union agency.
2. The company's Occupational Health and Safety Management System according to ELOT 1801 (OHSAS 18001) standard by ELOT.

As part of the assurance work carried out by Deloitte on the 2005-2006 Vodafone Group Corporate Responsibility Report, Vodafone Greece was one of the operating companies where Deloitte reviewed:

- The application of the Accountability 1000 Assurance Standard principles to managing Corporate Responsibility; and
- The application of the processes for collecting, aggregating, validating and reporting the environmental, community and occupational health and safety data to Group.

Further details on Deloitte's assurance work and conclusions for Vodafone Group can be found on the 2005-2006 Vodafone Group Corporate Responsibility Report or at [www.vodafone.com/responsibility/assurance](http://www.vodafone.com/responsibility/assurance).

All information is available in:

- The Corporate Responsibility Report
- The EMAS Environmental Statement
- And on our website which is regularly updated.

**2005-2006 Objective:**

1. To ensure re-certification according to EMAS, ELOT 1801 (OHSAS 18001) and the new ISO 14001:2004.

**2005-2006 Result:**

1. Re-certification according to ISO 14001:2004, EMAS, ELOT 1801 (OHSAS 18001).

**Degree of Success:**

1. 100%

**2006-2007 Objective:**

1. To ensure re-certification in line with ISO 14001, EMAS, ELOT 1801 (OHSAS 18001).

# Workplace



We recognise that our business success and our future growth as a company is based on our employees, who are an important asset for Vodafone Greece.

## Providing equal opportunities to our employees

As a high-tech company, our people are thoroughly qualified with expert know-how, while also being skilled in putting such knowledge into practice and being willing to expand it.

Our objective is to attract, develop and retain exceptional people. Aiming to maximise our employees' abilities and create a high-performance working environment, we implement training, development and professional advancement programs for our people.

Level of education	
Ph.D.	1%
Postgraduate Studies	18%
University Degree	21%
Technical Education Institutes	24%
Colleges	19%
High School	17%

Gender	
Women	51%
Men	49%

Age	
Minimum	18
Maximum	62
Average	32

Such programs include, inter alia:

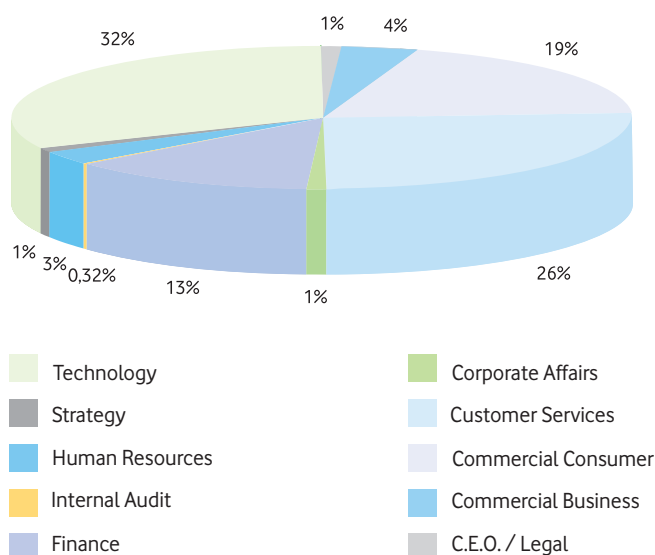
- Implementation of a "Career Path" that will enable employees to know their professional path and advancement prospects within the company
- Internal relocation within the company
- Implementation of an integrated performance and development evaluation system, applied once every year to all employees
- Implementation of an equal treatment policy according to which all employees and interested candidates enjoy equal opportunities in the working environment

- Management of an official recognition and reward scheme in order to strengthen employees' morale and bolster loyalty.

**2006-2007 Objective:**

1. To ensure that every employee in the business has an annual performance dialogue and development discussion with their line manager.

Human Resources Allocation of Vodafone Greece



### Improving communication and the exchange of ideas

Vodafone Greece human resources actions are governed by specific work principles aiming to promote respect and confidence building. Our objective is to create an open line of communication between the company and its employees.

To this end, we use various communication tools such as:

1. The company's Global Intranet, the daily customised electronic bulletin board and the quarterly corporate magazine "En Kinisi".

These tools are used so as to:

- Inform employees about corporate issues (e.g. strategy, developments, new products and services, company initiatives)
- Strengthen corporate culture
- Provide correct and timely information on company policies and systems.

2. The HR (Human Resources) Help Desk service, which is a communication channel between employees and the Human Resources Division. During 2005-2006, this service received more than 13,500 calls.



## Workplace

3. The employee Suggestion Scheme. Suggestions are evaluated and implemented in order to improve corporate practices and increase employee contribution to the company's results. During 2005-2006, the second year the scheme was in operation, 399 suggestions were submitted.

Moreover, every two years, all Vodafone Group companies, in collaboration with specialised external consultants, conduct an Employee Satisfaction Survey. It is worth noting, that in 2005 Vodafone Greece saw an increase in employee participation, putting it in top place after the Vodafone Group. The figure stood at 98.1% of all employees in relation to 94.2% of the respective survey conducted in 2003. The study and analysis of results, as well as the creation of action plans contribute to our further development and improvement. The survey will be repeated in early 2007.

### Informing and motivating our people

We took steps to provide our employees with substantial information on the company's Corporate Responsibility:

- Publication of articles in the corporate magazine "En Kinisi"
- Presentation of the program results, prevailing global trends, and examples of good practices in Vodafone Greece Global Intranet Corporate Responsibility area
- Distribution of the 2004-2005 Vodafone Greece Corporate Responsibility Report (for the first time in hard copy)
- Organisation of 4 "Team Briefings" annually during which employees are informed about corporate issues such as financial results, new products and policies
- Distribution of a special leaflet on responsible marketing entitled "Answers are in your pocket", in cooperation with the Vodafone Group
- Distribution of a Corporate Responsibility Report designed exclusively for Vodafone employees in cooperation with the Vodafone Group
- Sending messages via the company's customised electronic bulletin board
- Sending a symbolic gift on the occasion of the World Environment Day (post-it made of recycled paper with the message to promote the paper and toner recycling programs).



Quarterly corporate magazine  
"En Kinisi"

#### 2005-2006 Objective:

1. To raise awareness by 10% (namely 88 communication actions on Corporate Responsibility issues).

#### 2005-2006 Result:

1. Approximately 100 relevant actions.

#### Degree of success:

1. 136%

#### 2006-2007 Objective:

1. To raise awareness by 10% (110 actions).

## Providing training opportunities

Recognising that the business success of Vodafone Greece is ensured by the skills, specialisation and commitment of our people, we invest considerably in our human resources. During 2005-2006, the company allocated around 2,000,000 euros to train 96% of its employees including in-house training on their relevant work field. General knowledge, skill courses and development courses are designed and planned on the basis of the training needs arising every year. The annual training plan is prepared at the end of June, when the annual "Performance management Review" procedure is completed. The following parameters are taken into account:

1. The company's strategic goals and priorities
2. Development of new products and services, as well as Vodafone Greece's strategic plan
3. The Performance Management Review results and in particular the areas requiring improvement. These areas are then analysed in relation to the company's organisation and scope of business
4. Employee development plan
5. Previous year's training, programs, participation and programs evaluation
6. Training needs in the Health and Safety issues.

### Training sectors:

1. **Training in products / services:** Products and services development requires continuous training of the employees directly involved with technical and commercial issues. Depending on the product or service, training may include smaller or larger groups of employees of our customer service chain. Moreover, as and when appropriate, management executives are also trained to further disseminate knowledge both internally and to our associates.
2. **Training in scope of work / specialisation:** In cases of process conversion, introduction of new work methods and changes in scope of work, employees are trained so as to acquire the necessary know-how and successfully carry out their duties.
3. **Training in business skills and executives development:** We recognised that every job requires specific knowledge and skills such as negotiation, communication, cooperation, leadership, manpower management skills.
4. **International executives' development programs:** These programs are mainly intended for medium to top level company executives, as well as for special employee groups. Their objective is to:
  - Strengthen executives' management skills
  - Inform them on the Vodafone Group's goals and strategy
  - Bring them into contact with Vodafone Group executives from other countries in order to exchange views and best practices and further develop a common, global culture.



## Workplace

5. **Training in health, safety issues and handling emergencies:** The majority of this training is primarily linked to our employees' prosperity and to a lesser extent to their work. In certain cases, however, like with the Safety Volunteers, training is relevant to the employees' work.

6. **Academic training, graduate and post-graduate courses:** We implement long term educational courses in collaboration with universities or recognised private education organisations in the field of Business Administration, intended for employees lacking such skills. Participation in such courses aim to prepare employees to assume managerial tasks or expanded roles.

### 2005-2006 Result:

1. A 10% increase in development educational courses.
2. Training of 100% of employees in special Health and Safety issues (pursuant to each job description).

### 2006-2007 Objective:

1. A 10% increase in development educational courses.
2. To cover 100% of employees in terms of ergonomics and Health and Safety Issues (wherever necessary pursuant to each job description).

## Caring for our employees' health and safety

Health and Safety is managed in accordance with Greek laws and international standards (OHSAS 18001) with a system guaranteeing the health and safety of Vodafone Greece employees in all aspects of their everyday work and focusing on risk prevention.

Aiming at the continuous improvement of the working environment and conditions for our people, the company offers a Medicare health plan combined with accident and loss of income insurance. We also collaborate with 3 Workplace Physicians in Athens and with consultants on health and safety at work so as to cover the needs of employees in the provinces, and provide recommendations and advice on the steps that must be taken to ensure employees' overall health. In June 1999, the company received ELOT 1801 (OHSAS 18001) certification; a proof of our systematic management of employee health and safety issues.

In addition, we have set up a Health and Safety Committee. The latter meets 4 times a year so as to identify areas of concern or divergence from Greek legislation, to review company's policies and to assist in working out solutions. Safety Experts and Workplace Physicians make regular visits to all Vodafone Greece facilities (buildings, shops, Base Stations) to:

- Evaluate workplace conditions
- Examine possible problems related to the workplace and their causes
- Prepare action plans to resolve them.

Finally, the company offers safe driving seminars to those employees whose work requires the use of a car.



Vodafone Greece  
Headquarters in Attiki





An employee safety plan has been prepared and is implemented at all building facilities. Physical security is monitored by special security staff and state-of-the-art security systems. We also utilise Safety Volunteers who assist their colleagues in cases of emergency. Currently, there are 170 Safety Volunteers.

**2005-2008 Objective:**

1. To reduce work related accidents resulting in lost time by 10%.

**2005-2006 Result:**

1. 3 lost time accidents and 11 (non-controlled) accidents which happened when travelling to and from the workplace.

**Degree of Success:**

1. 135%

**2005-2008 Objective:**

1. To reduce work related accidents resulting in lost time by 10%.

## Offering benefits

The employee financial benefits offered by the company include a Medicare health plan, a pension scheme, a stock option program, annual bonuses, a handset, wedding present, and others. In order to ensure a balance between the personal and professional life of employees, we designed a specific policy aiming to provide a more flexible professional environment through the adoption of alternative work forms and practices. Some of the company's initiatives include:

- Implementation of favourable policies for working mothers during their maternity period
- Flexible working hours regarding morning arrival times applicable to all employees (except those working on shifts)
- Implementation of a program of regular check-ups for employees and daily cooperation with 3 Workplace Physicians. The above program applies to approximately 800 employees every year
- A specialised program entitled "Food and Health" aimed at promoting balanced nutrition and overall health. Two six-month programs have been implemented
- Employees can play 3 sports (Mini-Soccer 5x5, Basketball and Volleyball) and participate in various leagues organised between companies
- A fully equipped gym is in operation at the company's headquarters for employees to use and keep in shape
- Programs and activities are organised for employees' children such as a vocational orientation program implemented in collaboration with specialised work psychologists
- Coordinating the participation of children in camps all over Greece.



The gym in Vodafone Greece Headquarters in Attiki



## Main Figures in Table Form

<b>Society - Economy</b>	<b>2005-2006</b>	<b>2004-2005</b>	<b>2003-2004</b>
Turnover (€ million)	1,803.1	1,683.3	1,473.7
Earnings before interest, taxes, depreciation and amortisation (EBITDA) (€ million)	681.8	654.2	577.3
Earnings before taxes (€ million)	458.2	435.6	354.3
Net Sales (€ million)	903.4	830.9	741.8
Total investments in assets (€ million)	2,405.04	2,240.30	–
Cost of goods sold (€ million)	899.7	852.4	731.9
<b>Social - Income distribution</b>	<b>2005-2006</b>	<b>2004-2005</b>	<b>2003-2004</b>
Income tax (€ million)	153.3	161.3	131.1
Value Added Tax (€ million)	177.4	144.4	126.3
Fee of subscribers billing mobile telephony (€ million)	35.8	29.7	24.5
Salaried staff social security contributions (€ million)	17.9	16.2	15.1
Total cost of payrolling and benefits (€ million)	96.1	88.1	83.6
<b>Social - Contribution</b>	<b>2005-2006</b>	<b>2004-2005</b>	<b>2003-2004</b>
Financial aid for "Children" programs (€)	725,951	564,656	485,967
Value of products provided to charities (€)	1,450	18,212	1,414
<b>Market</b>	<b>2005-2006</b>	<b>2004-2005</b>	<b>2003-2004</b>
Total Vodafone Greece customer base	4,479,285	4,003,908	3,678,208
Number of Vodafone Shops (privately-owned and franchise)	244	220	210
Complaints through EETT	97	44	–
Complaints through the Department of Consumer Affairs, the Association for Consumer Protection, the Ombudsman, the Consumers Institute and the Association for Quality of Life	57	–	–
<b>Environment</b>	<b>2005-2006</b>	<b>2004-2005</b>	<b>2003-2004</b>
Average number of Base Stations	2,487	2,216	2,025
Use of renewable energy sources (kWh)	906,000	744,000	86,000
Total network and offices energy consumption (kWh)	76,333,000	81,229,000	80,316,000
Total CO <sub>2</sub> emissions from company's network and offices (tn)	85,657	80,152	80,827
Total CO <sub>2</sub> emissions prevention due to company programs (tn)	7,962	5,282	3,405
Installed quantity of R-22 refrigerant (kgr)	11,837	11,985	13,167
Replenished quantity of R-22 refrigerant (kgr)	707	400	715
Ozone Depletion Potential (ODP) indicator for refrigerants / kgr (x 10 <sup>-3</sup> )	4,176	4,364	4,891
Total water consumption (m <sup>3</sup> )	74,615	36,453	24,966
No. of handsets, accessories, batteries collected as part of the recycling program	24,683	16,746	14,272
Approximately flight distance covered by employees (miles)	1,302,696	1,169,188	–
Environmental fines (€)	51,000	62,000	–
<b>Workplace</b>	<b>2005-2006</b>	<b>2004-2005</b>	<b>2003-2004</b>
Total number of employees	2,536	2,403	2,373
No. of women in first line managerial level	2	2	–
Total number of accidents	14	24	21

# Website Index

Organisation	Website
AccountAbility Standards	<a href="http://www.accountability.org.uk">www.accountability.org.uk</a>
Aristotle University of Thessaloniki	<a href="http://www.auth.gr">www.auth.gr</a>
Body for the collection of domestic batteries (AFIS)	<a href="http://www.afis.gr">www.afis.gr</a>
Business in the Community	<a href="http://www.bitc.org.uk">www.bitc.org.uk</a>
Centre for Renewable Energy Sources	<a href="http://www.cres.gr">www.cres.gr</a>
Cerebral Palsy Greece	<a href="http://www.cp-ath.gr">www.cp-ath.gr</a>
Consumers Institute	<a href="http://www.inka.gr">www.inka.gr</a>
Corporate Social Responsibility Europe	<a href="http://www.csreurope.org">www.csreurope.org</a>
Deloitte	<a href="http://www.deloitte.gr">www.deloitte.gr</a>
Department of Consumer Affairs	<a href="http://www.efpolis.gr">www.efpolis.gr</a>
Dow Jones Sustainability Index	<a href="http://www.sustainability-index.com">www.sustainability-index.com</a>
e-KIVOTOS	<a href="http://www.e-kivotos.gr">www.e-kivotos.gr</a>
Elpida	<a href="http://www.elpida.org">www.elpida.org</a>
EMAS	<a href="http://ec.europa.eu/environment/emas/index_en.htm">http://ec.europa.eu/environment/emas/index_en.htm</a>
European Commission	<a href="http://ec.europa.eu">http://ec.europa.eu</a>
European Foundation for Quality Management	<a href="http://www.efqm.org">www.efqm.org</a>
European Telecommunications Standard Institute	<a href="http://www.etsi.org">www.etsi.org</a>
Fire Brigade	<a href="http://www.fireservice.gr">www.fireservice.gr</a>
FTSE4GOOD	<a href="http://www.ftse.com">www.ftse.com</a>
Global e-Sustainability Initiative	<a href="http://www.gesi.org">www.gesi.org</a>
Global Reporting Initiative (GRI)	<a href="http://www.globalreporting.org">www.globalreporting.org</a>
Greek Advertisers Association	<a href="http://www.sde.gr">www.sde.gr</a>
GreenLight	<a href="http://www.eu-greenlight.org">www.eu-greenlight.org</a>
GSM Association	<a href="http://www.gsmworld.com">www.gsmworld.com</a>
Hellenic Cancer Society	<a href="http://www.hcs.org.gr">www.hcs.org.gr</a>
Hellenic Management Association	<a href="http://www.eede.gr">www.eede.gr</a>
Hellenic National Committee for Unicef	<a href="http://www.unicef.gr">www.unicef.gr</a>
Hellenic National Transplant Organisation	<a href="http://www.eom.gr">www.eom.gr</a>
Hellenic Network for Corporate Social Responsibility	<a href="http://www.csrhellas.gr">www.csrhellas.gr</a>
Hellenic Organisation for Standardisation (ELOT)	<a href="http://www.elot.gr">www.elot.gr</a>
Hellenic Ornithological Society	<a href="http://www.ornithologiki.gr">www.ornithologiki.gr</a>
Hellenic Police	<a href="http://www.astynomia.gr">www.astynomia.gr</a>
Hellenic Red Cross	<a href="http://www.redcross.gr">www.redcross.gr</a>
Hellenic Society for Social Paediatrics and Health Promotion	<a href="http://www.socped.gr">www.socped.gr</a>
Hellenic Society of Disabled Children	<a href="http://www.elepap.gr">www.elepap.gr</a>
HERMES Program for the systematic measurement of EMF	<a href="http://www.hermes-program.gr">www.hermes-program.gr</a>
International Business Leaders Forum (IBLF)	<a href="http://www.iblf.org">www.iblf.org</a>
International Commission on Non-Ionising Radiation Protection (ICNIRP)	<a href="http://www.icnirp.de">www.icnirp.de</a>
International Organisation for Standardisation	<a href="http://www.iso.org">www.iso.org</a>
Medecins du Monde	<a href="http://www.mdmgreece.gr">www.mdmgreece.gr</a>
Ministry of Education and Religious Affairs	<a href="http://www.ypepth.gr">www.ypepth.gr</a>
Ministry of the Environment, Physical Planning and Public Works	<a href="http://www.minenv.gr">www.minenv.gr</a>
National Centre for Urgent Social Aid	<a href="http://www.ekav.gr">www.ekav.gr</a>
National Centre of Instant Help	<a href="http://www.ekab.gr">www.ekab.gr</a>
National Technical University of Athens	<a href="http://www.ntua.gr">www.ntua.gr</a>
National Telecommunications and Post Commission	<a href="http://www.eett.gr">www.eett.gr</a>
Organisation Against Drugs (OKANA)	<a href="http://www.okana.gr">www.okana.gr</a>
Public Power Corporation	<a href="http://www.dei.gr">www.dei.gr</a>
SOS Children's Villages	<a href="http://www.sos-villages.gr">www.sos-villages.gr</a>
Special Olympics Hellas	<a href="http://www.specialolympicshellas.gr">www.specialolympicshellas.gr</a>
The Smile of the Child	<a href="http://www.hamogelo.gr">www.hamogelo.gr</a>
Therapy Centre for Dependent Individuals	<a href="http://www.kethea.gr">www.kethea.gr</a>
Wireless Intelligence	<a href="http://www.wirelessintelligence.com">www.wirelessintelligence.com</a>
World Business Council for Sustainable Development	<a href="http://www.wbcasd.org">www.wbcasd.org</a>
World Health Organisation	<a href="http://www.who.int/en/">www.who.int/en/</a>
World Wide Fund for Nature (WWF)	<a href="http://www.wwf.gr">www.wwf.gr</a>

\*Note: This list includes organisations mentioned in this document.

# GRI Relevant Requirements Table

Core GRI Indicators		Status	Page	Core GRI Indicators		Status	Page
Vision and strategy				3.7	Mission and values statements, internally developed codes	F	10-11, 66-67
1.1	Sustainable development vision and strategy	F	6-7, 10-23	3.8	Mechanisms for shareholders to provide recommendations	NR	–
1.2	CEO statement	F	6-7	3.9	Identification and selection of major stakeholders	F	16-19
Profile				3.10	Stakeholder consultation	F	16-19, 54-55
2.1	Name of reporting organisation	F	4	3.11	Stakeholder feedback	F	16-19
2.2	Major products, services and brands	F	8-9	3.12	Use of feedback from stakeholders	F	16-19
2.3	Operational structure	NR	–	3.13	Consideration of the precautionary principle	NR	–
2.4	Major business areas	NR	–	3.14	Participation in external initiatives	P	21-22, 69-70
2.5	Location of operations	P	4-5, 8-9	3.15	Memberships in industry and business associations	F	21
2.6	Nature of ownership	F	4	3.16	Managing upstream and downstream impacts	F	66-75
2.7	Nature of markets served	F	4-5, 24-25, 82	3.17	Management of indirect impacts	F	10-81
2.8	Scale of reporting organisation	P	82	3.18	Major decisions on operational changes	NA	–
2.9	List of stakeholders	F	16	3.19	Sustainability programmes and procedures	F	4-81
2.10	Contact person(s) for the report	F	5	3.20	Certification pertaining management systems	F	12-13, 74
2.11	Reporting period	F	4	Economic performance indicators			
2.12	Date of previous report	F	4	EC1	Net sales	F	9, 82
2.13	Boundaries of the report	F	4-5	EC2	Geographic breakdown of markets	P	8-9
2.14	Significant changes	F	4-81	EC3	Cost of all goods, materials, and services purchased	P	9, 82
2.15	Basis for reporting on joint ventures and subsidiaries	F	4	EC4	Percentage of contracts paid by agreed terms	NR	–
2.16	Explanation of any re-statements of information provided in earlier reports, and the reasons for such re-statement	NA	–	EC5	Total payroll and benefits	F	82
2.17	Decisions not to apply GRI principles	NA	–	EC6	Distributions to providers of capital	NR	–
2.18	Criteria / definitions used	NR	–	EC7	Change in retain earnings	NR	–
2.19	Significant changes in the measurement methods applied to key economic, environmental, and social information	P	48	EC8	Total sum of taxes	F	82
2.20	Policies and internal practices on accuracy, completeness and reliability of the report	F	5, 12-13	EC9	Subsidies received	NR	–
2.21	Policy for independent assurance of the report	F	5	EC10	Community donations	P	82
2.22	Access to additional information	F	4-5	Environmental performance indicators			
Governance structure and management system				EN1	Total materials use other than water, by type	NR	–
3.1	Governance structure of the organisation	NR	–	EN2	Percentage of waste materials used	NR	–
3.2	Independent, non-executive Directors	NR	–	EN3	Direct energy use segmented by primary source	P	36
3.3	Process for determining the expertise of Board members	NR	–	EN4	Indirect energy use	NR	–
3.4	Board-level processes for identification and management of economic, environmental and social risks and opportunities	NR	–	EN5	Total water use	F	82
3.5	Linkage between executive compensation and achievement of the organisation's goals	NR	–	EN6	Land areas used in biodiversity-rich habitats	NR	–
3.6	Organisational structure and key individuals for implementation and audit	P	13-14	EN7	Major impacts on biodiversity	NR	–
				EN8	Greenhouse gas emissions	F	82
				EN9	Use and emissions of ozone-depleting substances	F	46-47, 82
				EN10	NOx, SOx, and other significant air emissions	NR	–
				EN11	Waste volume by type and method of disposal	P	40-45
				EN12	Significant discharges to water by type	NR	–
				EN13	Significant spills of chemicals, oils and fuels	NR	–

Core GRI Indicators		Status	Page
EN14	Environmental impacts of products and services	F	34-51
EN15	Reclaimable products after useful life	P	44-45
EN16	Incidents and fines on the environment	F	49-50
Social performance indicators: Labour practices and decent work			
LA1	Workforce breakdown	NR	–
LA2	Net employment creation and average turnover	NR	–
LA3	Percentage of employees represented by trade unions or covered by collective bargaining agreements	NR	–
LA4	Policy and procedures for consultation with employees	NR	–
LA5	Practices on recording and notification of occupational accidents and diseases (ILO Code)	NR	–
LA6	Formal health and safety committees	F	80-81
LA7	Injuries, lost days, absentee rates and work-related fatalities	P	80-81, 82
LA8	Policies or programmes on HIV / AIDS	NR	–
LA9	Training hours per employee category	NR	–
LA10	Equal opportunity policies or programs	P	76-77
LA11	Composition of senior management	NR	–
Social performance indicators: Human rights			
HR1	Policies and procedures dealing with human rights	P	11
HR2	Consideration of human rights impacts as part of investments and procurement	NR	–
HR3	Policies and procedures to evaluate and address human rights within the supply chain	P	66-67
HR4	Policy and procedures for preventing discrimination	NR	–
HR5	Freedom of association policies	NR	–
HR6	Policy excluding child labour	NR	–
HR7	Policy to prevent forced and compulsory labour	NR	–
Social performance indicators: Society			
SO1	Policies to manage impacts on communities in areas affected by activities	F	24-33, 53
SO2	Policies addressing bribery and corruption	NR	–
SO3	Policies managing political lobbying and contributions	NR	–
Social performance indicators: Product responsibility			
PR1	Policy for preserving customer health and safety	F	31, 52-55, 71
PR2	Policies for product information and labeling	P	69-71
PR3	Policies for consumer privacy	F	8-9, 12-13

## GRI Relevant Requirements Table

Telecommunications Sector Specific GRI			
Indicators		Status	Page
Internal operations			
IO1	Capital investment in telecom network infrastructure	P	82
IO2	Net costs when extending service to geographic locations and low-income groups	NR	–
IO3	Practices to ensure health and safety of field personnel	P	80-81
IO4	Practices for exposure to radiofrequency emissions from handsets	F	52
IO5	Practices for exposure to radiofrequency emissions from Base Stations	F	52
IO6	Policies addressing Specific Absorption Rate of handsets	NR	–
IO7	Practices on the siting of Masts and Transmission sites	P	49-50
IO8	Data for sites	NR	–
Providing access			
PA1	Policies for remote and low population density areas	NR	–
PA2	Policies to overcome barriers for access and use of products and services	F	26-30
PA3	Policies to ensure availability and reliability	NR	–
PA4	Quantify the level of availability	NR	–
PA5	Products and services provided to and used by low and no income people	NR	–
PA6	Programs for emergency situations and disaster relief	NR	–
PA7	Policies to manage human rights issues for access and use of products and services	P	69-70
PA8	Policies to communicate EMF issues	F	52-55, 71-72
PA9	Amount invested in electromagnetic field research	NR	–
PA10	Initiatives to clarify charges and tariffs	F	67-69
PA11	Initiatives to inform customers for responsible, efficient and environmentally preferable use	F	30, 44-46, 49-50, 71-72
Technology applications			
TA1	Examples of the resource efficiency of products and services	NR	–
TA2	Examples of products, services and applications to replace physical objects	NR	–
TA3	Measures of transport and/or resource changes of customer use	NR	–
TA4	Estimates of the rebound effect	NR	–
TA5	Practices for intellectual property rights and open source technologies	NR	–

### Notes:

The afore-mentioned requirements-indicators refer to Sustainability Reporting Guidelines of GRI (2002) and to GRI telecommunications Sector Supplement (2003).

F: Fully reported\*

P: Partially reported\*

NR: Not reported\*

NA: Not applicable

The complete table in which the additional GRI indicators are included is available at:

[www.vodafone.gr](http://www.vodafone.gr) / Corporate responsibility / CR Report

\*In Vodafone's Corporate Responsibility Report 2005-2006.

# Abbreviations

ACCI:	Athens Chamber Commerce and Industry	IBLF:	International Business Leaders Forum
AFIS:	Domestic Battery Recycling Scheme	ICNIRP:	International Commission on Non-Ionising Radiation Protection
BITC:	Business in the Community		
BS:	Base Station	ISO:	International Organisation for Standardisation
CO <sub>2</sub> :	Carbon dioxide	KASP:	Centre for the Rehabilitation of Spastic Children
CR:	Corporate Responsibility	KETHEA:	Therapy Centre for Dependent Individuals
CRES:	Centre for Renewable Energy Sources	kwh:	Kilowatt-hour
CSR:	Corporate Social Responsibility	M <sup>2</sup> :	Square Metre
EETT:	National Telecommunications and Post Commission	MHz:	Megahertz
EFQM:	European Foundation for Quality Management	MMS:	Multimedia Messaging Service
EIA:	Environmental impact assessment	MTX:	Switching Centre
EKAB:	National Centre of Instant Help	ODP:	Ozone Depleting Potential
ELEPAP:	Hellenic Society for Disabled Children	OKANA:	Organisation Against Drugs
ELOT:	Hellenic Organisation for Standardisation	Pb:	Lead
EMAS:	Eco-Management and Audit Scheme	PPC:	Public Power Corporation
EMF:	Electromagnetic Field	RES:	Renewable Energy Sources
ETSI:	European Telecommunications Standard Institute	SMS:	Short Message Service
GeSI:	Global e-Sustainability Initiative	UMTS:	Universal Mobile Telecommunications System
GRI:	Global Reporting Initiative	VAT:	Value Added Service
GSM:	Global System of Mobile Telecommunication (2 <sup>nd</sup> Generation)	WBCSD:	World Business Council for Sustainable Development
		WWF:	World Wide Fund for Nature
HCFC:	HydroChloroFluoroCarbons	PV:	Photovoltaic
HR:	Human Resources	Tn:	Ton
HSSPHP:	Hellenic Society for Social Paediatrics and Health Promotion	€:	Euro
		3G:	3 <sup>rd</sup> Generation telecommunications network



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