

# Corporate Responsibility Report

April 2006 - March 2007



**vodafone**





# Vodafone Greece

## Corporate Responsibility Report 2006-2007

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# Letter from the Chairman of the Board of Directors and Chief Executive

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At Vodafone Greece we are taking consistent steps to reduce our impact on the environment, given that one of our business principles is a commitment to sustainable business practices and environmental protection. Energy savings, use of renewable energy sources and recycling are not just theory for us, but ongoing strategic investments and an everyday practice for our 2,600 employees, and are coupled with a specific methodology and measurable results.

Since 1993, when Vodafone Greece began its operations, we have been systematically investing in cooling/heating and lighting energy saving programs, as well as photovoltaic systems to provide power to our base stations. Over the last three years, our energy program prevented the emission of 22,830 tons of carbon dioxide, a quantity that equals the annual energy consumption of approximately 4,000 Greek households.

At the same time, we have been investing in recycling mobile phones, accessories, batteries and paper. Thanks to the participation of our employees and the general public, more than 70,000 mobile phones, accessories and 2.9 tons of household batteries, have been collected for recycling since the programs were launched in 2003 and 2005 respectively.

At Vodafone Greece we believe that every business, no matter what its size, can invest in at least one environmental management program relevant to its operations. As that business will discover, the result is not only environmental protection, but also responsible and efficient operations.

In line with our commitment to be useful to the communities in which we operate, over the last year we continued to support programs that utilise mobile telecommunications technology to improve the quality of life. One example is the pilot Telemedicine program being implemented in 5 remote areas of Greece. Moreover, children are our focus when it comes to social investment, and we are currently implementing programs in collaboration with leading bodies and organisations in Greece.

Our Corporate Responsibility Report presents all our programs together with specific commitments, objectives and results. Our philosophy is for our programs to reflect the needs of the community in which we operate, and our commitment is that year-by-year we constantly improve our results and have an ever-increasing positive impact on the world around us.

A handwritten signature in black ink, appearing to read 'George Koronias'.

George Koronias  
Chairman of the Board of Directors & Chief Executive

# Introductory Note

At Vodafone Greece we use the term Corporate Responsibility not Corporate Social Responsibility because we believe that an integrated Corporate Responsibility program relates to how a company is managed, operates and behaves towards society, stakeholders and the environment.

In our definition a company is responsible when at the same time as achieving its commercial objectives it also takes into account the impact of its operations on society as a whole and takes suitable steps in that regard with measurable results. Consequently, depending on the extent of its activities –without this necessarily translating into financial outlays– the company is obliged to reduce the potential negative impact and bolster the positive impact on the world around it.

The multi-faceted Vodafone Greece Corporate Responsibility program is defined through the Risk Assessment process and the Stakeholder Engagement Survey, both conducted every two years for all company's operation (see pages 9-10). Based on the above processes results, the areas where we focus our activities, with systematic actions and measurable results, are:

1. Environment
2. Mobile Phones - Masts - Health - Network Deployment
3. Access to Communications
4. Customers
5. Supply Chain
6. Employees
7. Social Investment

This is the 5th Vodafone Greece Corporate Responsibility Report which presents the management practices and the results of our actions for the financial year from 1 April 2006 to 31 March 2007 (2006-2007 period).

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 Vodafone Panafon S.A. has a 100% holding).

## Note

- The term "Vodafone Group" refers to Vodafone Group Plc which directly or indirectly holds 99.878% of Vodafone Greece's share capital.
- The 2006-2007 objectives cited in this report were laid down in the Corporate Responsibility Report for the 2005-2006 financial year which is available on the 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 available on the company's website and is updated at regular intervals.

For more information visit the website:

[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 relating to the financial years 1 April 2002 - 31 March 2003, 1 April 2003 - 31 March 2004, 1 April 2004 - 31 March 2005, and 1 April 2005 - 31 March 2006 are available at [www.vodafone.gr/About Vodafone/Corporate Responsibility/Reports](http://www.vodafone.gr/About Vodafone/Corporate Responsibility/Reports).
- The Vodafone Group Corporate Responsibility Report is available at [www.vodafone.com/responsibility](http://www.vodafone.com/responsibility).

## Comments

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

Please send your views to:

Vodafone Greece

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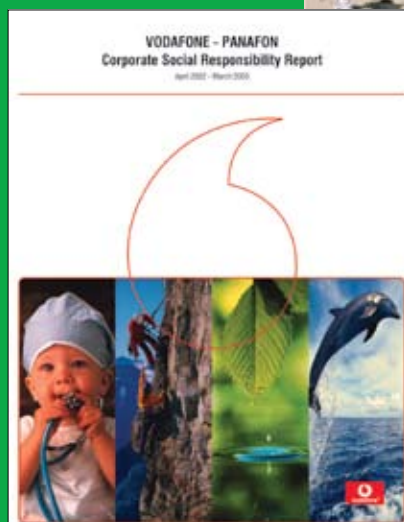
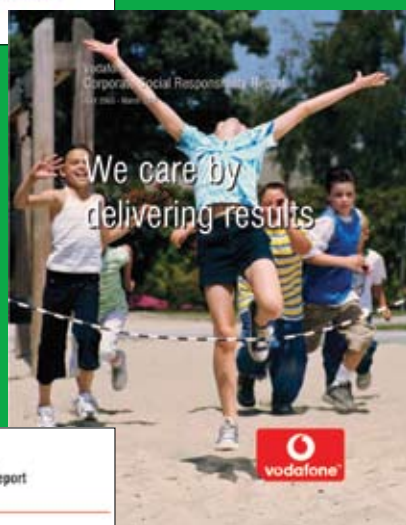
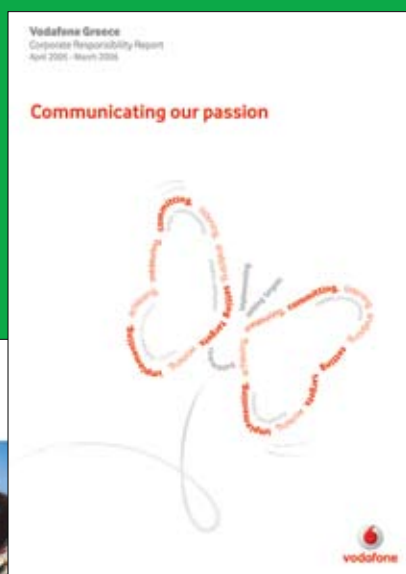
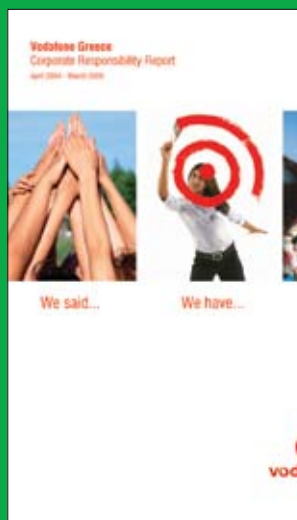
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## Vodafone Greece Corporate Responsibility Reports



## 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 Eco-Management and Audit Scheme (EMAS) Regulation by the accredited certification body Lloyd's Register Quality Assurance (LRQA). 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.

At the same time, Vodafone Greece is one of the companies in the Vodafone Group which has provided data on the procedure, the collection and management methods for data included in its Corporate Responsibility Report. This initiative took place in the context of the relevant quality assurance work carried out by Deloitte for the Vodafone Group Corporate Responsibility Report for 2006-2007. More information can be found in the Vodafone Group Corporate Responsibility Report for 2006-2007 or at the website [www.vodafone.com/responsibility/assurance](http://www.vodafone.com/responsibility/assurance).

This Report follows the basic principles, guidelines and instructions contained in the Global Reporting Initiative (GRI) in those areas where applicable in order to facilitate content evaluation and comparison with other companies. Lastly, the AA1000 Assurance Standard has been taken into consideration in publishing this Report.

# About Vodafone Greece and the Vodafone Group

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09/1992	Acquisition of GSM (Global System for Mobile Communication) 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 mobile telecommunications services made available
11/1998	Listing on the Athens Stock Exchange and the London Exchange
06/1999	One of the few companies worldwide to have developed a Total Quality Management System which received certification from ELOT and NQA covering: Quality (ISO 9001), the Environment (ISO 14001), Health and Safety (ELOT 1801) and Information and Data Security (BS 7799)
10/2000	Vodafone Greece innovates: the new innovative communication system, the Vodafone CU card, is released
12/2000	Operating licence obtained for fixed wireless telephony
04/2001	Commercial release of General Packet Radio Service (GPRS)
05/2001	The first Greek company to receive the "Recognised for Excellence in Europe award" from the European Foundation for Quality Management (EFQM)
07/2001	Acquisition of 3G mobile telecommunications licence and additional 2G spectrum
09/2001	Pilot LMDS services
10/2001	Official opening of Vodafone Greece shops
11/2001	Vodafone Greece's "How are you?" advertising campaign
12/2001	ISO 9001:2000 re-certification for the company's Quality Management System
12/2001	"Excellence in Social Contribution award" from the Hellenic Advertisers Association for the environmental program "Caring about forests"
01/2002	Change in the company's trade name from Vodafone Panafon to Vodafone
03/2002	"Committed to Excellence award" from the EFQM and the Hellenic Management Association
07/2002	Vodafone Greece innovates: customers are offered the ability to send multimedia messages (MMS)
07/2002	ISO 9001:2000 certification obtained for the Vodafone Greece Shops Quality Management System
12/2002	ELOT EN ISO 14001:1996 Environmental Management System re-certification
01/2003	Vodafone Greece innovates: Vodafone live! presented; a new innovative menuing system combining colour, sound and images
03/2003	2.5G handsets on release 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	Vodafone Greece innovates: Mobile phones, batteries and accessories recycling program initiated
11/2003	"Excellence in Social Contribution award" from the Hellenic Advertisers Association in the People section for the company's contribution to Children.
11/2003	"Social Investment award" from the Hellenic Advertisers Association in the Environment section for the company's activities in the Recycling and Energy categories.
11/2003	EMAS certification obtained
06/2004	"Business and Environment award" 2004 from the Athens Chamber of Commerce and Industry (ACCI)



07/2004	Shares suspended from trading on the Athens and London Exchanges
11/2004	Vodafone Greece innovates: Vodafone live! upgraded in line with 3G technology
04/2005	ELOT 1801 re-certification for the Health and Safety at Work Management System and ISO 9001:2000 re-certification for the company's Quality Management System
05/2005	Vodafone Simply released on the Greek market
06/2005	ELOT EN ISO 14001:2004 Environmental Management System re-certification
07/2005	ISO 9001:2000 re-certification for the Vodafone Greece Shops Quality Management System
09/2005	Blackberry® released on the Greek market
10/2005	New Vodafone Greece advertising campaign with the slogan "NOW – passionate about every moment"
11/2005	"Excellence in Social Contribution award" from the Hellenic Advertisers Association in the Continuous Social Investment category (over the previous 5 years)
12/2005	BS 7799 Information and Data Security system re-certification
01/2006	Release of the largest range of 3G-only handsets with the Vodafone logo in cooperation with the largest 3G handset manufacturers worldwide
05/2006	Vodafone Greece renews registration in the European EMAS Regulation Register
10/2006	First place worldwide for the Vodafone Group according to the Accountability Rating® index
01/2007	New organisational structure for Vodafone, since on January the 22nd, Mr Charalambos Mazarakis, is appointed Chief Operating Officer
03/2007	Best Corporate Responsibility Report for the Vodafone Group (2006) at the Acca Prizes
03/2007	Collaboration with the Scouts of Greece to promote mobile phones and accessories recycling
03/2007	Initiate an integrated Corporate Responsibility print campaign

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

<b>Vodafone Group</b>	<b>2006-2007 (£ bn)</b>	<b>2005-2006 (£ bn)</b>
Revenue	31.1	29.4
Adjusted Operating Profit	9.5	9.4
Operating (loss)	(1.6)	(14.1)
Free cash flow	6.1	6.4
Market capitalisation (at 31 March)	71.6	72.4
Closing proportionate customers (m)	206.4	170.6

<b>Vodafone Greece</b>	<b>2006-2007 (€ million)</b>	<b>2005-2006 (€ million)</b>
Turnover	1,772.3	1,803.1
Earnings before interest, taxes, depreciation and amortisation (EBITDA)	610.4	681.8
Earning before taxes	380.7	458.2
Net sales	891.7	903.4
Total investment in assets	2,311.93	2,187.42
Cost of goods sold	880.6	899.7

# Managing Corporate Responsibility

We have integrated Corporate Responsibility into our vision, values, strategic goals and business principles and into the corporate governance manual and policies we implement. We believe that Corporate Responsibility should be an integral part of our day-to-day operations and it is critical that we 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

"We will be the communications leader in an increasingly connected world."

### Our Strategic Goals

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

### Our Business Principles

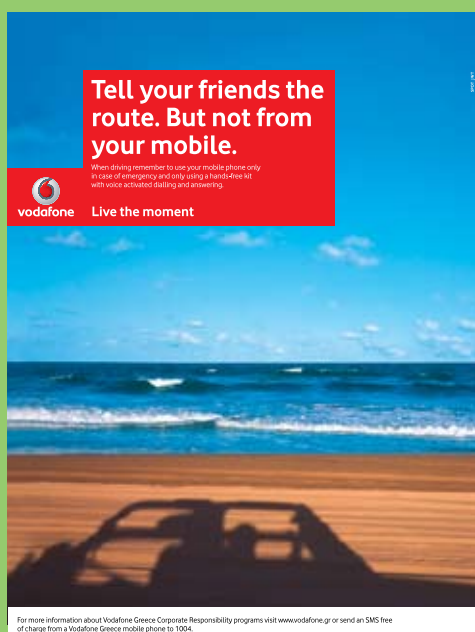
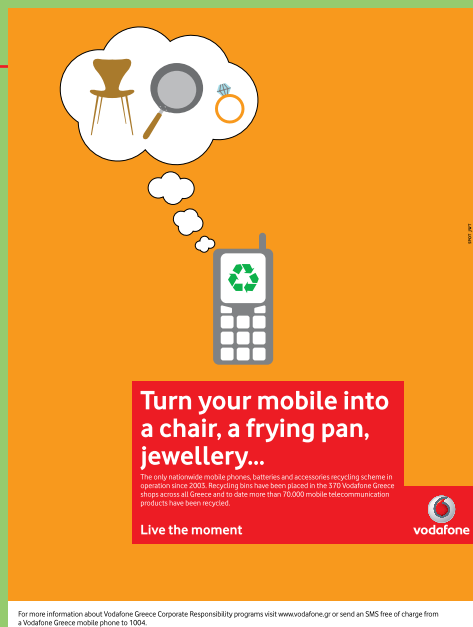
- 1. Value Creation.** We believe that competition in a market economy, pursued in an ethical way, is the best way of delivering benefits to our stakeholders.
- 2. Public Policy.** We will voice our opinions on government proposals and other matters that may affect our stakeholders but we will not make 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 and 3-year strategic plans, encompass the implementation of Corporate Responsibility via specific, long-term and medium-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, even before the above had been developed by the Vodafone Group, Vodafone Greece had prepared a Business Manual which set out its philosophy, practices, mission, values and responsibility to society and the environment in which it operates.

## Corporate Responsibility print campaign



## Assessing the impact of our operations

Every two years we carry out a Risk Assessment in the fields of:

1. Energy - Carbon Dioxide (CO<sub>2</sub>) Emissions
2. Waste
3. Responsible Network Deployment
4. Electromagnetic Fields (EMF)
5. Suppliers - Construction
6. Cooling - Fire Suppressant Systems
7. Services Content - Spamming  
- Responsible Mobile Phone Usage
8. Products and Services
9. Responsible Marketing
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 impact, based on their occurrence probability (on a scale of 1 to 5) and their potential impact (on a scale of 1 to 10)
4. risk quantification (e.g. 70 out of a maximum of 100)
5. priority and target-setting for programs the company is obliged to implement to minimise risk.

## Identifying our Stakeholders' expectations

To better understand the needs and expectations of the society in which we operate, every two years we carry out a qualitative and quantitative survey using an independent research firm. In 2005 we carried out a quantitative and qualitative survey involving 150 stakeholders. Stakeholders from categories 1 to 9 in the table below participated in the specific survey:

1. Non-Governmental Organisations (NGOs)
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

# Managing Corporate Responsibility

The survey clearly showed the need of stakeholders for short, focused and frequent information bursts relating to Vodafone Greece's activity in the Corporate Responsibility area and based on that, in March 2007, we presented an integrated print campaign designed to present Vodafone Greece's Corporate Responsibility programs.

## 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.

## 2006-2007 Result:

1. Presentation of an integrated Corporate Responsibility print campaign.
2. Participation in conferences, meetings and consultations on these matters, communication with the Hellenic Authority for Information and Communication Security and Privacy (ADAE) and Competent Public Authorities about its proposals. Both in relation to the issue of Data Retention for dealing with criminal acts as well as the issue of Information Disclosure, the company supported the need for the shortest possible retention period and the adoption of strict security standards for the Information Disclosure operation.

## Degree of Success:

1. 100%
2. 100%

## 2007-2008 Objective:

Carry out a 2nd Stakeholder Engagement Survey.

## Integrating responsibility into our Management Systems

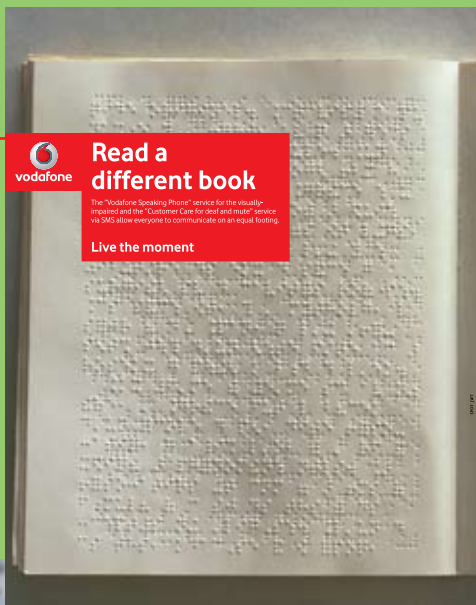
At Vodafone Greece we have developed management systems which are certified by accredited bodies. In this way we ensure an even more systematic and efficient approach to Corporate Responsibility issues.

- **ISO 14001:** The Environmental Management System we implement for all our operations has been certified according to the requirements of the ISO 14001 standard since June 1999 (Certificate No. 04.33.01/006 ELOT).
- **EMAS:** In November 2003 we were the first mobile telecommunications company in Greece and the second one worldwide to receive certification under the European Union's EMAS. This system enables us to systematically manage those of our activities which impact on the environment and to provide information to the public through our Environmental Statement (Certificate No. EMAS EL-000011). In May 2006 the EMAS Committee unanimously decided to renew Vodafone Greece's registration in the EMAS Register for Greece. The European Commission has included Vodafone Greece's actions on the official EMAS website as an example of systematic management of the environmental impact arising from company operations ([http://ec.europa.eu/environment/emas/casestudies/vodafone\\_en.htm](http://ec.europa.eu/environment/emas/casestudies/vodafone_en.htm)).

As part of the EMAS 2006 European Awards we represented Greece on the 5-member judging committee and participated in the prize ceremony which was jointly organised by the European Commission, the Ministry of Environment, Planning and Public Works, and the Federal Environmental Service of Austria.

- **EAOT 1801 (OHSAS 18001):** The Occupational Health and Safety Management System we implement for all our operations has been certified according to the requirements of the ELOT 1801 (OHSAS 18001) standard since June 1999 (Certificate No. 06.33.01/001 ELOT). In February 2007 the company's Occupational Health and Safety Management System was successfully evaluated by the certification body Lloyd's Register Quality Assurance (Certificate No. 362212).





For more information about Vodafone Greece Corporate Responsibility programs visit [www.vodafone.gr](http://www.vodafone.gr) or send an SMS free of charge from a Vodafone Greece mobile phone to 1004.



Corporate Responsibility print campaign



For more information about Vodafone Greece Corporate Responsibility programs visit [HYPERLINK "http://www.vodafone.gr"](http://www.vodafone.gr) or send an SMS free of charge from a Vodafone Greece mobile phone to 1004.

- **ISO 9001:** The Quality Management System we implement for all our operations has been certified according to the requirements of the ISO 9001 standard since March 1996 (Certificate No. 02.29.02-33.01/249.1 EL0T/IQNET). Since July 2002 the Quality Management System implemented at the Vodafone Greece Shops has also been certified according to ISO 9001, which was an innovative step by Greek standards since it was the first retail chain to receive such a distinction. This certification ensures that all points of sale across the entire country offer the same high standard of service, follow the same procedures and implement practices focused on the customer. In February 2007 the company's Quality Management System was successfully evaluated by the certification body Lloyd's Register Quality Assurance (LRQA, Certificate No. 362212).

- **ISO 27001-2005 (BS 7799):** In 1999 Vodafone was the first network in Greece, and among the first in Europe, to receive certification under the BS 7799 standard for its Information and Data Security Management System, with the overriding aim being to ensure maximum possible security and protection for our customer's data and information (NQA Certificate No. S1). In its effort to ensure continuous improvement, the company's new security strategy is to acquire a new certificate for its Information Data and Security Management System according to the ISO 27001 standard.

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. Following, the administrative authority for secrecy of communications imposed to Vodafone Greece a €76 million fine, which the company paid. Vodafone Greece is appealing this decision for annulment in the Council of State.



**EMAS**  
VALIDATED INFORMATION  
REG. NO EL-000011

Vodafone Greece certifications



# Managing Corporate Responsibility

## Integrating responsibility into our organisational structure

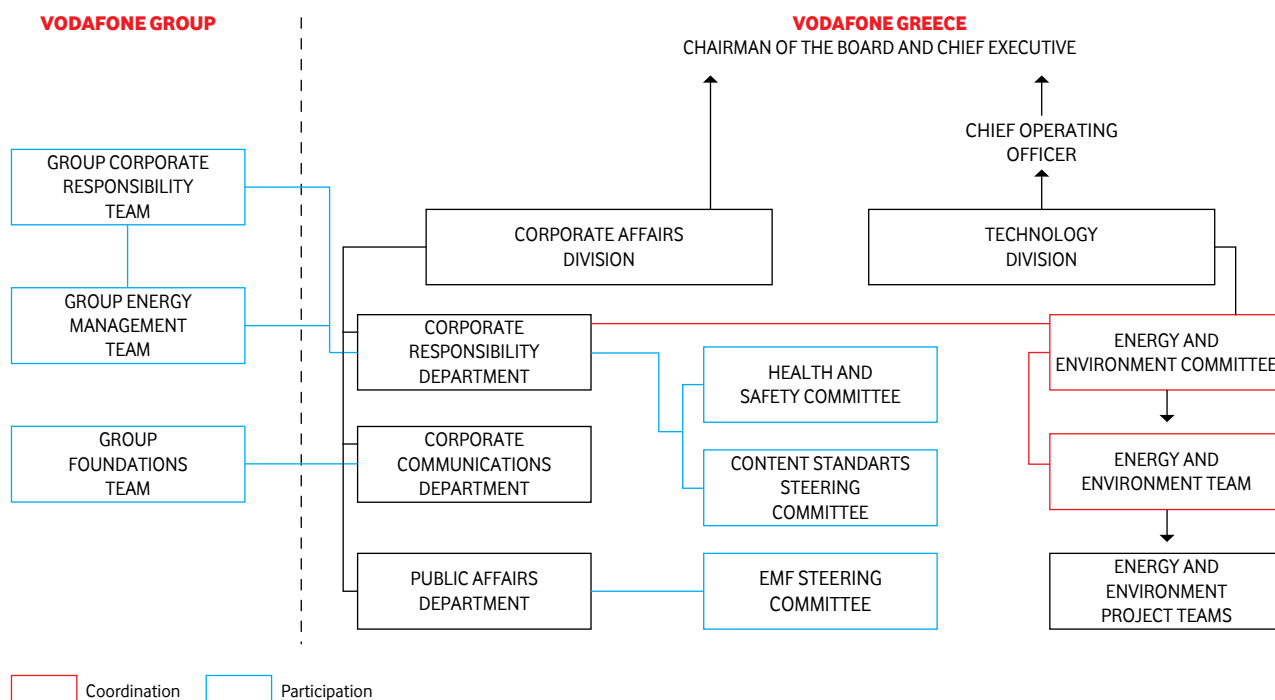
- The Vodafone Group and Vodafone Greece have both set up Corporate Responsibility Departments.
- The Vodafone Greece Corporate Responsibility Department participates in the Vodafone Group Energy Management Team ensuring consistency and harmonisation of local and global practices in the fields of energy efficiency and use of renewable energy sources.
- 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 charged with implementing sound environmental practices
  - the Content Standards Steering Committee, charged with continuous monitoring content aimed at adults made available via mobile phones. At the same time it is also responsible for validating and implementing local policies and for adapting international Vodafone Group guidelines on this matter
  - 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 (Electromagnetic Field) Steering Committee, responsible for implementing Vodafone Group policies on EMF and safety issues and for ensuring compliance with Greek legislation.

Vodafone Greece is managed by the Board of Directors consisting of 3 to eleven 11 Directors. The members of the Board of Directors ([www.vodafone.gr](http://www.vodafone.gr)) are appointed by the Shareholders of the Company for a five year term, automatically extended until the first regular General Meeting following the expiration of their term, which term cannot exceed a six year period. The members of the Board of Directors, shareholders or not, can be re-elected and are freely revocable.

The Board of Directors has the responsibility for the administration (management and disposition) of the company's property and the representation of the company. It decides generally on all issues concerning the company including (indicatively: the raise of loans, the approval of the years financial statements), guarantees in favour of third parties and the entrusting of the management of the company to third parties within the frame of the company's object, with the exception of those which, pursuant to the law or to articles, belong to the exclusive authority of the General Meeting.

The Board of Directors may, exclusively and only in writing and by special resolution, entrust the exercise of all or several of its powers and authorities (except for those requiring collective action), as well as the representation of the company, to one or more persons, among its members or not, determining at the same time the extent of their authority.

## Vodafone Greece organisational structure for issues concerning Corporate Responsibility





Corporate magazine  
for employees

In any event the authority of the Board of Directors is subject to the provisions of Articles 10 and 23a of C.L. 2190/1920, as in force. Especially for the cases where it is imperative for the company to be represented by personal appearance before any Court, Prosecutor or other Judicial Authority, in order to testify under oath, submit lawsuits or file a complaint and to relinquish from these actions, attend as civil plaintiff before any penal court both in the prejudicial stage and in the court hearing stage and to relinquish from this attendance, initiate judicial process against penal court decisions and orders and relinquishment from these actions, the Company is dully and legally represented apart from the Chairman, by the Deputy Chairman and Chief Executive, by any Director of Division or subdivision, or regional division and for cases regarding Vodafone Shops by its manager or his substitute.

Immediately after its election the Board of Directors meets self-invited or after invitation by the elder of the Directors and is organised as a corporate body electing its Chairman and Vice Chairman. The Board of Directors may elect one Managing Director (Chief Executive Officer), only among its members, determining at the same time their authority. The capacity of the Chairman or the Vice Chairman can coexist in the same Director with the one of the Managing Director. The Chairman of the Board of Directors conducts the meetings. The Chairman, in his absence or hindrance, is replaced to the full extent of his authority by the Vice Chairman and in case of hindrance of the latter, following a resolution of the Board of Directors, by the Managing Director, or by any other Member of the Board.

If for any reason, a Director's seat is vacated, the remaining Directors, as long as they are at least three, elect temporarily a substitute for the remaining time of the term of office of the replaced Director. Such election must be submitted for approval to the first following Ordinary or Extraordinary General Meeting. The actions of the Director who was elected this way are considered valid, even if his election is not approved by the General Meeting.

# Managing Corporate Responsibility

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After the annual accounts (annual financial statements) have been approved, the General Meeting, by a special vote conducted by roll call, resolves on the release of the Board of Directors and the Auditors from any liability for compensation. The Board of Directors and the employees of the Company vote only with shares they own. The release of the Board of Directors is invalid in the cases of Article 22a of Codified Law 2190/1920.

More information regarding the Board of Directors, is available in Vodafone Group Corporate Responsibility Report (page 28), as well as in the websites [www.vodafone.com](http://www.vodafone.com) and [www.vodafone.gr](http://www.vodafone.gr).

## Quantitatively evaluating our Corporate Responsibility performance

Based on procedures adopted by the Vodafone Group in 2003, we evaluate our practices and activities on three levels.

### 1. Qualitatively evaluation:

We generate a collective indicator which summarises the degree to which Corporate Responsibility practices are implemented in terms of company operations.

This covers the following categories:

- Reputation Management
- Consistent Operating Standards
- Delivering on Promises
- Flagship Theme

Each preferred practice is scored and the maximum score is 320 points. In the last quarter of 2006-2007 we achieved a total of 239 points. This procedure is repeated at quarterly intervals.

### 2. Quantitative Evaluation:

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

- Energy efficiency
- Waste management
- Water
- Cooling - Fire suppressant systems
- Mobile phone, battery and accessory re-use and recycling program
- Legislative compliance
- Social investment

The results are collected four times a year and the consolidated results are included in this Report. The total number of indicators comprising each category is over 300. Each year the number of indicators rises to cover the constantly expanding scope of Corporate Responsibility activities.

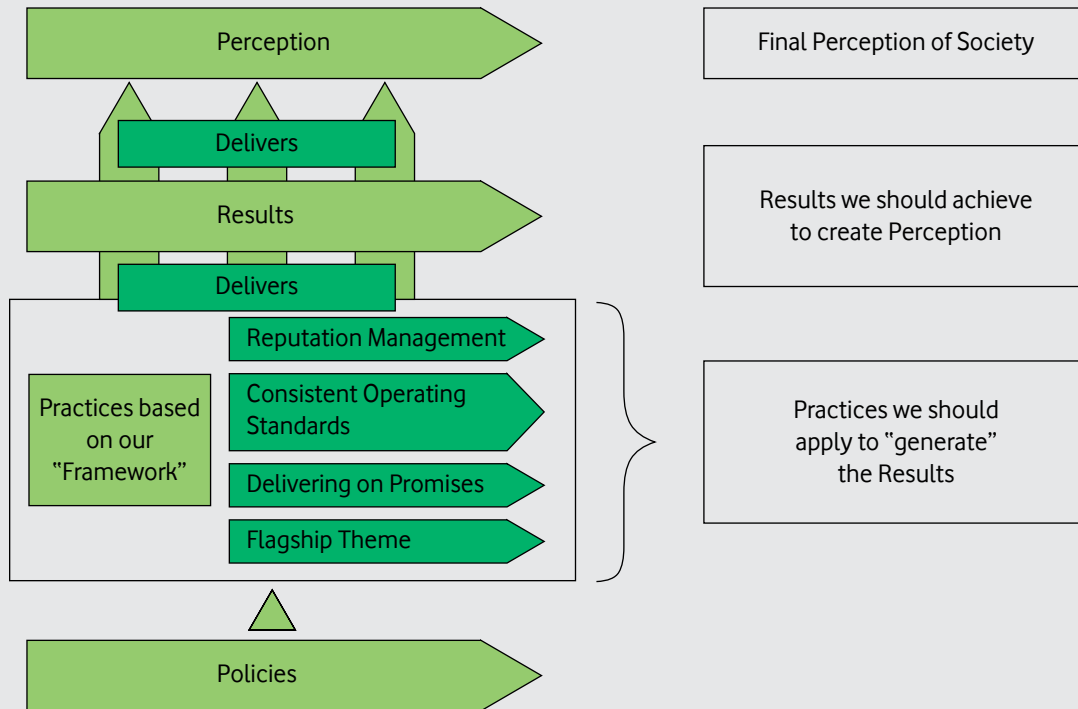
### 3. Public Perception Measurements:

Vodafone Greece conducts a systemic survey among the general public each month with a sample of 500 participants representative of the Greek population in Athens, Thessaloniki and six large urban centres to monitor Vodafone Greece brand performance compared to other brands in the mobile telecommunications sector. Part of this survey is to analyse the degree to which the general public considers that Vodafone Greece is a company that operates responsibly.

At the same time, in 2006 Vodafone Greece was one of the companies in the Vodafone Group which participated in the pilot GlobeScan Reputation Research. The research was repeated in 2007. Moreover, we evaluate the positive perception of our actions in the Corporate Responsibility area based on annual surveys conducted by independent firms in Greece.



## Practices and results evaluation system on Corporate Responsibility



Prompting pop-up messages for employees



## 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 members of the Group worldwide. At the conference held in December 2006 in Cairo, Vodafone Greece presented the pilot "Telemedicine" program which is being implemented in remote areas, as part of the presentations of best practices by Group companies.

As a member of the Hellenic Network for Corporate Social Responsibility (CSR), Vodafone Greece was involved in publication of the first Greek catalogue entitled "50+ Best Practices" with the following three forms of best practices:

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

# Managing Corporate Responsibility

## 2006-2007 Objective:

Exchange best practices with one company in the Vodafone Group.

## 2006-2007 Result:

-

## Degree of Success:

0%

## 2007-2008 Objective:

Exchange best practices.

## 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)
- CSR Europe

Likewise, Vodafone Greece is an active member of the Hellenic Network for Corporate Social Responsibility (CSR). The Vodafone Group, and Vodafone Greece, as a member, are also members of the Dow Jones Sustainability Index and the FTSE4 Good Index. For more information regarding the above organisations, for example participation start dates, please visit the relevant websites.

## Communicating our Corporate Responsibility

In March 2007 Vodafone Greece commenced the first integrated print campaign covering the Corporate Responsibility area. We focused on recycling programs, products and services for the disabled, responsible use of mobile phones when driving, proper use of mobile phones by children, and social investment programs focused on children.

At the same time we set up the 1004 line, a four digit number that customers (whether post- or pre-pay customers) can send an SMS to, free of charge, asking for information about any topic relating to Corporate Responsibility. Company customers receive a reply SMS and if the question requires a more detailed response, informative materials are sent to the customer. This number was launched in October 2006 and by March 2007 around 220 SMS had been sent, primarily with questions about recycling issues and the new leaflet on antennas, mobile phones, technology and health entitled "The apple of discord".

In May 2006 we launched the SMS Corporate Responsibility program. The program started on World Culture Day with the following exhortation being made to customers: "Vodafone Greece recommends: Setting your mobile phone to silent while at the cinema, theatres, etc.". Customers who have stated that they do not want to receive informative SMS are excluded from these mass dispatches.

The "Hellenic Network for CSR" logo



Electronic informative messages for employees



The company took the following steps to provide its employees with more substantial information on the company's initiatives in relation to Corporate Responsibility:

- publication of articles in the corporate magazine "joy!"
- presentation of the results of our programs, prevailing global trends, and examples of best practices from other organisation on the company's Global Intranet
- distribution of the Vodafone Greece Corporate Responsibility Report for 2005-2006
- presentation of Corporate Responsibility issues at quarterly team briefings during which employees are informed about corporate issues such as financial results, new products and new policies
- sending info messages via the company's customised electronic bulletin board
- sending out symbolic gifts on the occasion of World Environment Day (a tin can with basil seeds and compost made of recycled materials).

#### 2006-2007 Objective:

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

#### 2006-2007 Result:

155 internal briefings.

#### Degree of Success:

140%

#### 2007-2008 Objective:

1. To send customers 3 Corporate Responsibility SMS.
2. To continue the integrated Corporate Responsibility print campaign.

Vodafone Greece systematically implements environmental programs directly associated with the environmental impact 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.

## 1 Electromagnetic fields

From the operation of the mobile telecommunications 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 gases 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.

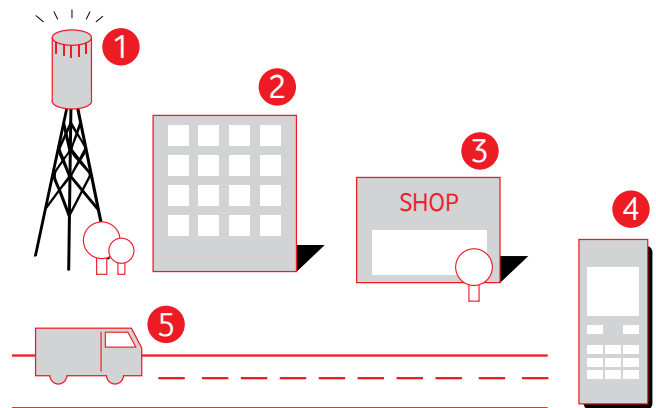
## 1 2 3 4 Wastes

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.

## Environmental aspects of a mobile telecommunications company's operation



## 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

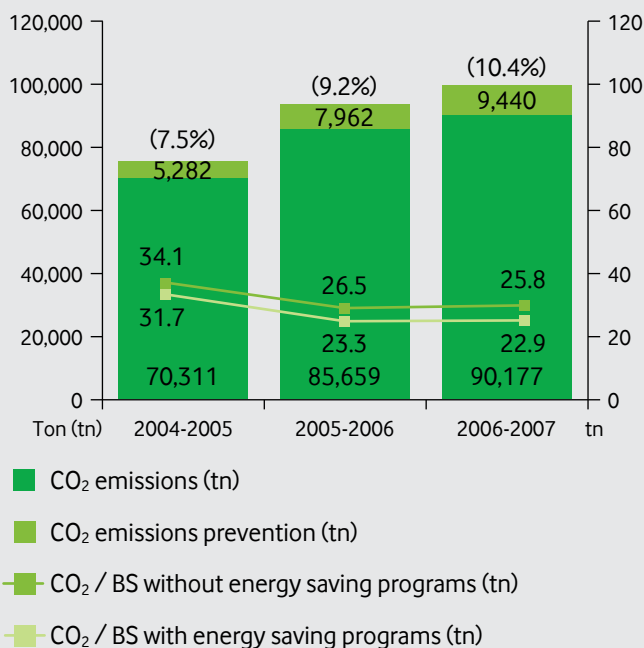
The operation of the company's mobile telecommunications network is based on Base Stations for the reception and transmission of radio's signals. These Base Stations could have a visual impact in urban, rural and environmentally sensitive areas.



"As a professor of environmental history and international environmental affairs, I am delighted to see that Vodafone Greece has lately undertaken to assess and monitor its environmental footprint, and to take actions to reduce it. It is especially important to go beyond recycling, as Vodafone Greece has done, to address energy use and the carbon consequences of a company's activities. Vodafone Greece has made an impressive start on the environmental front, showing what can and should be done for the Greek –and the global– environment. I hope to learn of further progress, especially in the realm of renewable energy, next year."

John R. McNeill  
Professor of Environmental History  
Cinco Hermanos Chair in International  
Environmental Affairs Georgetown University

### CO<sub>2</sub> Emission Prevention from Vodafone Greece Programs

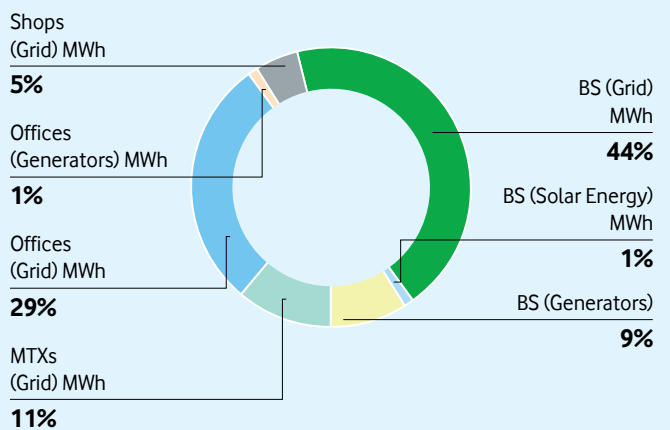


### Preventing CO<sub>2</sub> emissions to the atmosphere

We are implementing programs to significantly reduce our network energy consumption. In 2006-2007 we estimate that we prevented the emission of more than 9,400 tons of CO<sub>2</sub> into the atmosphere via our energy efficiency programs and the use of renewable energy sources at our offices and across our telecom network in general. These activities are outlined below. The cost savings from these energy programs implemented by the company are in the order of € 2,175,000 a figure which translates into 0.12% of overall company turnover.

Measuring power 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.

### Allocation of Energy Consumption 2006-2007\*



\* The increase in the power consumption figure at company offices (from 8% last year to 29% this year) and the relevant decrease in the energy consumption figure at switching centres (from 36% last year to 11% this year) is due to the change in how offices are defined. As a result of this change, some of the switching centres and their power consumption figures have been recorded this year in the offices category. In order to make the data presented comparable, the data from previous years in the diagrams below has been adjusted based on the new definition.

## 2006-2007 Objective:

1. Prevent the emission of 8,500 tons of CO<sub>2</sub>.
2. Reduce CO<sub>2</sub> emissions by 40% per megabyte (MB) of network traffic using 2005-2006 as the baseline (2006-2011).

## 2006-2007 Result:

1. Prevention of the emission of 9,440 tons of CO<sub>2</sub>.

## Degree of Success:

1. 111%

## 2007-2008 Objective:

1. Prevent the emission of 10,500 tons of CO<sub>2</sub>.
2. Reduce CO<sub>2</sub> emissions by 40% per megabyte (MB) of network traffic using 2005-2006 as the baseline (2006-2011).

## Innovating by using renewable energy sources

### Green Base Station

We constructed a pilot "Green" Base Station which operates exclusively using renewable forms of energy in order to reduce cost and limit the environmental impact from the power generation and consumption requirements of the company's network. Oil-fuelled generator which supplied the station with power was replaced by a system which combines photovoltaic panels, a wind turbine and fuel cells (hydrogen) where the sun or wind are inadequate to cover the station's power requirements.

This "Green" station has been operating on a pilot basis from January till August 2006. Trials have shown that the system can fully cover Base Station power requirements with a low electrical load in remote areas. The system reduces the environmental impact and operating costs of station.

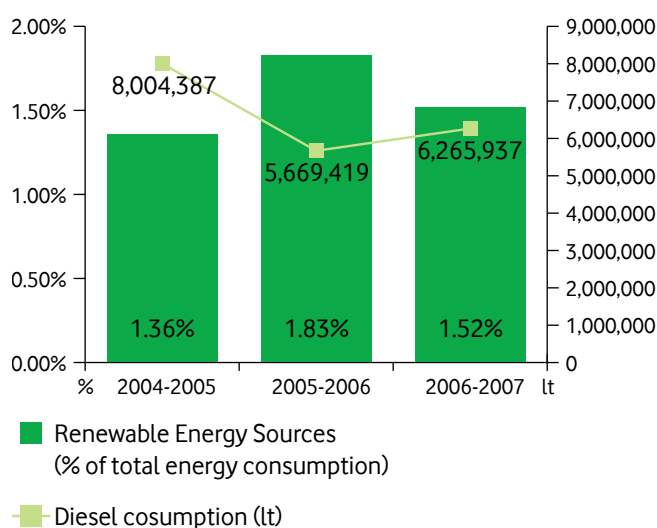
In March 2007 the design for the second phase of trial operation of a "Green" Base Station was completed. The station will include a photovoltaic system with the same output and wind turbine and hydrogen fuel cells of greater output. At the same time it will also have a central system for controlling and monitoring its operation.

## Photovoltaic Systems

Seeking to utilise solar energy, Vodafone Greece initially installed photovoltaic systems at 24 non-urban Base Stations. Today that number has risen to 123 Base Stations. The energy produced by photovoltaic systems is around 1.52% of the total energy used by the network. Increased reliance on 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.

## Diesel Consumption / RES Use



## Saving energy across our network\*

### Heating/Cooling energy savings

At Vodafone Greece we save heating/cooling energy at Base Stations which account for around 50% of their total energy consumption. Savings are achieved by installing free cooling systems. 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. In this way, these systems reduce energy consumption compared to conventional air-conditioners. This practice is applied at 35% of Base Stations that have air-conditioning units and at all new ones constructed resulting in more than 60% cooling and heating energy savings at the specific stations.



Pilot "Green"  
Base Station



Photovoltaic system  
in Base Station

#### Company Switching Centers (MTXs)

- |                            |                      |
|----------------------------|----------------------|
| 1. Kavala                  | 8. Paiania / Athens  |
| 2. Kalohori / Thessaloniki | 9. Kifissos / Athens |
| 3. Finikas / Thessaloniki  | 10. Pireos / Athens  |
| 4. Larissa                 | 11. Pallini          |
| 5. Dassilio / Patra        | 12. Lykovrisi        |
| 6. Patra                   | 13. Syros            |
| 7. Metamorfosi / Athens    | 14. Irakleio         |



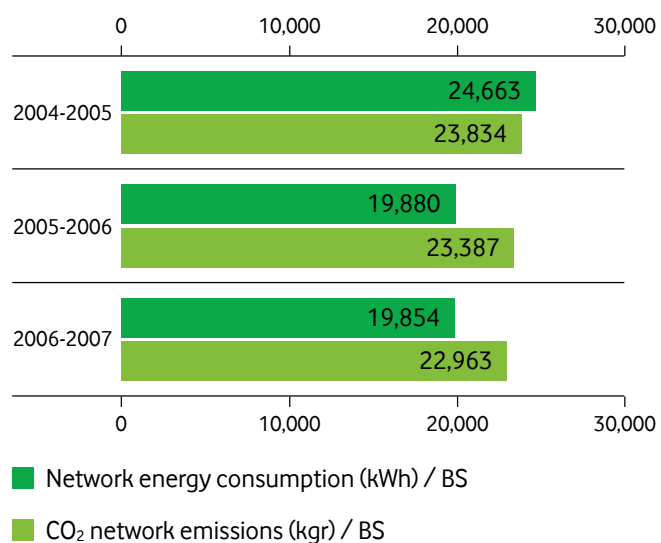
\* The company network includes Base Stations, Switching Centres (MTXs) and Data Centres.

We have also modified the set point of air-conditioning systems at Base Stations as follows:

- a reduction in the heating set point from 17°C to 10°C
- an increase in the cooling set point from 25°C to 28°C.

In this way we have significantly reduced the heating/cooling energy consumed at Base Stations. This measure was applied to all Bases Stations with air-conditioning systems.

#### Network Energy Consumption of Vodafone Greece



#### Base Station equipment

Given the development of the 3G network and the addition of new Base Stations, an increase in network energy consumption is expected. 3G equipment is primarily being installed at existing 2G stations with the aim of reducing the overall burden on the environment from the construction of new stations. It is estimated that each of the current 605 3G facilities corresponds to an increase in energy consumption in the order of 30%. Despite that, over recent years energy consumption per Base Station has been gradually decreasing, proof of the effectiveness of the energy efficiency programs implemented by the company.

##### 2006-2007 Objective:

5% savings in network energy consumption.

##### 2006-2007 Result:

12.9% saving in network energy consumption (7,971 MWh).

##### Degree of Success:

258%

##### 2007-2008 Objective:

15% savings in network energy consumption.

## 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.

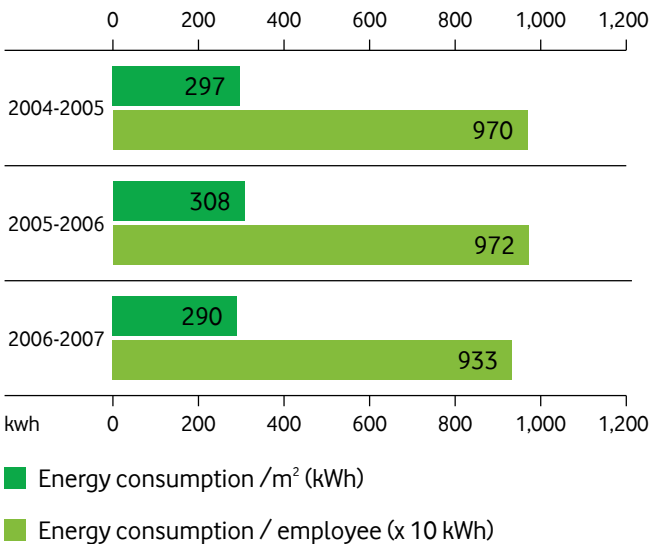
They include:

- energy savings
- reduced CO<sub>2</sub> emissions
- reduced operating costs
- prolonged lighting lifespans.

Today this specific practice has been extended to office space covering 28,350 m<sup>2</sup> including the building complexes in Halandri, Kifissos and Lykovrysi. Energy savings for lighting at the installation sites exceed 30%.

In 2006-2007 motion detectors were installed in the communal areas of the Halandri building complex (meeting rooms and WCs). Lighting in these areas is automatically switched on only when people are present thus avoiding power wastage. At the same time, the number of hours that lighting is on in the underground parking areas at the Halandri building complex was reduced to approximately 4 hours a day (in operation during employee arrival and departure times). During the rest of the day, only safety lighting is left on. The overall energy savings for lighting from these two measures are over 50%.

## Offices Energy Consumption of Vodafone Greece



### 2006-2007 Objective:

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

### 2006-2007 Result:

5.9% reduction in offices energy consumption per m<sup>2</sup>.

### Degree of Success:

102%

### 2007-2008 Objective:

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

## Recycling lead batteries

At Vodafone Greece we promote the recycling of lead batteries used by the company network. 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 land-fill sites. Over the last two years more than 170 tons of lead batteries have been sent for recycling.



Lead batteries

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.

**2006-2007 Objective:**

100% recycling of stored lead batteries.

**2006-2007 Result:**

100% recycling of stored lead batteries (156.6 tons).

**Degree of Success:**

100%

**2007-2008 Objective:**

100% recycling of stored lead batteries.

Paper collection bin

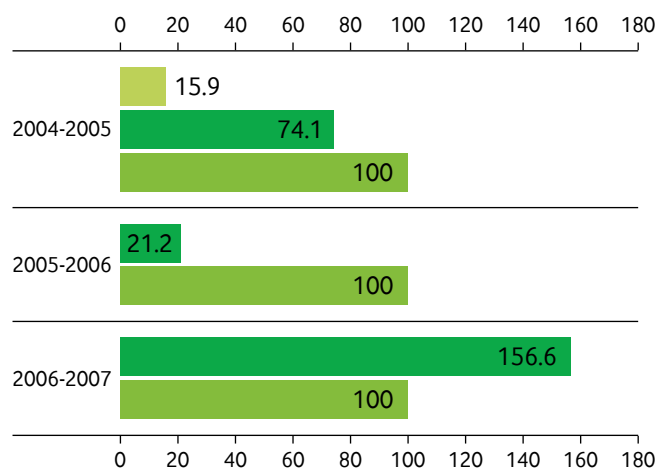


The European program «GreenLight» logo



Toners collection bin

**Recycling of Lead Batteries (Pb)**



Re-used (tn)

Recycled (tn)

Percentage (%) Recycled / Re-used



## Recycling paper and printer toners

Vodafone Greece implements a program which seeks to reduce paper and toner consumption and to recycle these items. Over recent years the company has modified most of its computer software so that around 1,769 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 or cannot print documents at all). In 2006-2007 the paper use per employees decreased by 8%.

In parallel, the company has installed:

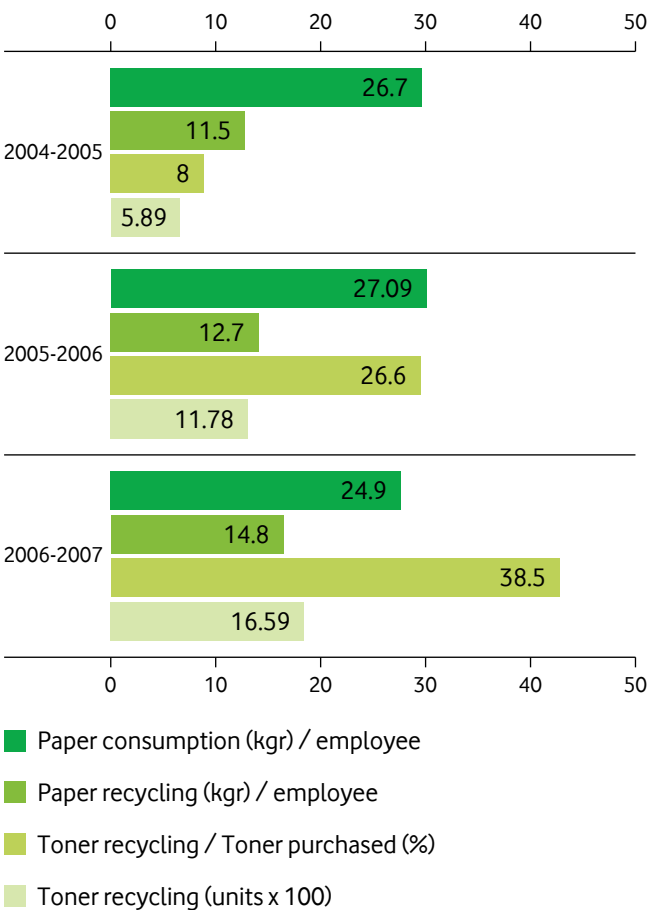
- paper collection bins (240 litres) at central locations in company buildings (such as printing and photocopying areas)
- paper collection bins (18 litres) in each office/workplace (in total around 2,200 bins have been placed)
- paper collection bins (100 litres) at central locations in company buildings (such as printing and photocopying areas).

In 2006-2007:

- there was a 17% increase in paper recycling per employee
- more than 50 tons of paper (office paper, advertising leaflets, packaging materials) were sent for recycling, saving more than 650 trees
- 1,659 toners were sent for recycling, a quantity corresponding to 38.5% of those purchased by the company.

The use of paper and toners has a small 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.

## Recycling / Use of Paper - Recycling of Toners



### 2006-2007 Objective:

1. 15% increase in paper recycling per employee.
2. 5% reduction in paper use per employee.
3. 50% recycling of used toners.

### 2006-2007 Result:

1. 17% increase in paper recycling per employee (14.8 kgr per employee).
2. 8% reduction in paper use per employee (24.9 kgr of paper per employee).
3. 38.5% of used toners were recycled (a 45% increase compared to last year).

#### Degree of Success:

1. 113%
2. 160%
3. 77%

#### 2007-2008 Objective:

1. 5% increase in paper recycling per employee.
2. 5% reduction in paper use per employee.
3. 60% recycling of used toners.

### Re-using and recycling electrical and electronic equipment

In support of the "Reduce - Re-use - Recycle" principle, Vodafone Greece disposes of 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 scheme for electrical and electronic equipment.

In this way we are contributing to a reduction in the environmental impact caused by discharging heavy metals such as lead, zinc and cadmium in land-fill sites and dumpsites. Over the last 3 years (2004-2007) more than 385 tons of electrical and electronic equipment have been sent for recycling, which accounts for 95% of the equipment withdrawn.\*

In 2006-2007 primarily with the assistance of the Vodafone Group and in cooperation with suppliers of network equipment, we have ensured that the equipment used after 1.7.2006 complies with the requirements of Presidential Decree 115/2004 and does not contain hazardous substances whose use is prohibited.

\* It should be noted that the recycling/re-use figures are practically 100% since each asset 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%.

#### 2006-2007 Objective:

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

#### 2006-2007 Result:

Re-use and recycling of 95% of electrical and electronic equipment leaving our warehouse (181.8 tons).

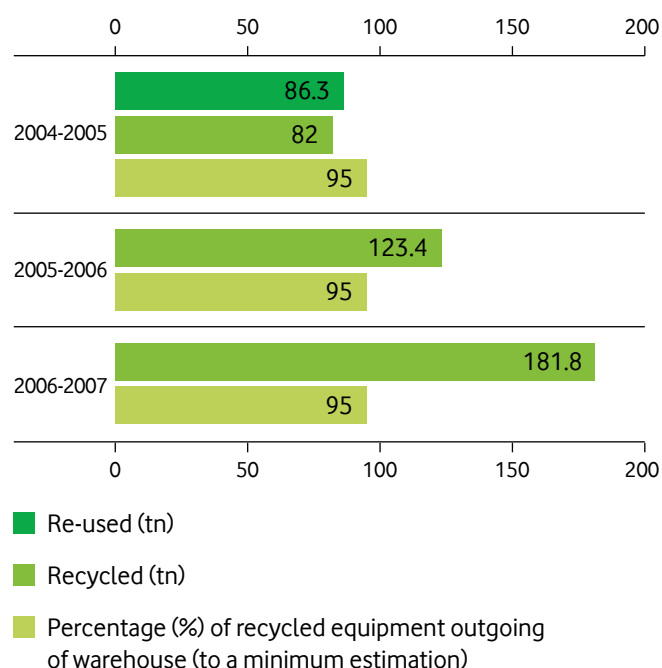
#### Degree of Success:

100%

#### 2007-2008 Objective:

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

### Recycling of Electrical and Electronic Equipment



### Implementing waste oil recycling

At Vodafone Greece we promote the recycling of waste oils, which are produced by the network and company buildings, in cooperation with the approved waste oil alternative management body. Even though waste oils were being sent for recycling as standard practice, the conditions for collecting appropriate documentation of safe management only came into existence in 2006-2007. It should be noted that over 24,000 lt of waste oils have already been sent for recycling (documented).

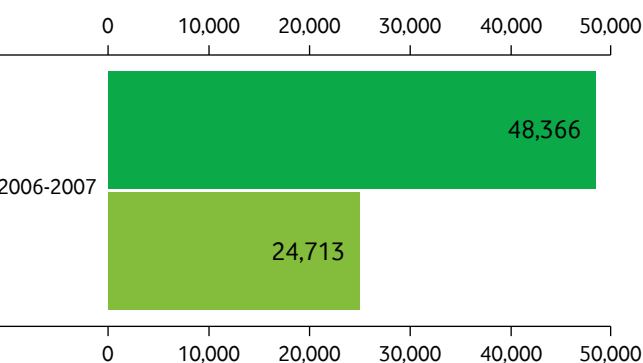
**2006-2007 Result:**

Documented recycling of 33.8% of waste oils.

**2007-2008 Objective:**

Documented recycling of 100% of waste oils.

**Recycling of Waste Oils**



■ Waste oils recycling (without the appropriate certificates)

■ Waste oils recycling (with the appropriate certificates)

**Implementing a mobile phones, batteries and accessories recycling program**

In June 2003 Vodafone Greece was the first mobile telecommunications company to implement a nationwide mobile phones, batteries and accessories recycling program. In 2006-2007 more than 16,000\* mobile telecommunications products were collected in more than 370 special bins that had been installed at the Vodafone Greece shops and at company buildings across Greece. It should be noted that all mobile phone owners were able to participate in the program regardless of the network they use.

\* Quantitative calculations are made based on the date the mobile telecommunications items are sent to the supplier and not based on the collection date with the result that the products which have been collected in one year are reported in the results the following year.

Having collected the materials including spent mobile phones, batteries and accessories, they were sent to a specialised body authorised by the state which under Greek law is responsible for re-use, dismantling or further use of the materials for the production of other items. A mobile phone consists of other 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 overall.

Although the program is in its fifth year, public participation is not proportionally in line with mobile phone and accessory sales. According to available data, in 2006-2007 only 0.2% of the mobile phones sold from the Vodafone Greece shops during that period was actually collected for recycling at the shops and company buildings. Recycling of mobile phones in Greece is currently at an embryonic stage and we aim to raise public awareness that will prevent such materials end up in landfills or rubbish dumps.

We took the following steps to raise public awareness:

- in February 2006 employees were called upon to become ambassadors of the mobile phone recycling program and to inform their friends and families. The aim of this measure was to collect old and “forgotten” mobile phones
- agreement was reached with the Scouts of Greece about installing 400 mobile phones and accessories collection bins at the organisation’s branches across Greece
- a print insert for the national and regional media was launched. The insert sought to inform and educate the public about the benefits of mobile recycling.

In 2006-2007, in cooperation with mobile phone suppliers, we ensured that mobile phones sold at the company’s shops after 1.7.2006 were in compliance with the requirements of Presidential Decree 115/2004 and did not contain hazardous substances whose use has now been prohibited.



The mobile phones accessories and household batteries recycling program logo



Mobile phones, accessories and household batteries collection bin



Internal activity for the promotion of mobile phones recycling program

#### 2006-2007 Objective:

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

#### 2006-2007 Result:

1. 43.4% decrease in the number of mobile phones collected (3,019 mobile phones).
2. Application at 100% points of sale.

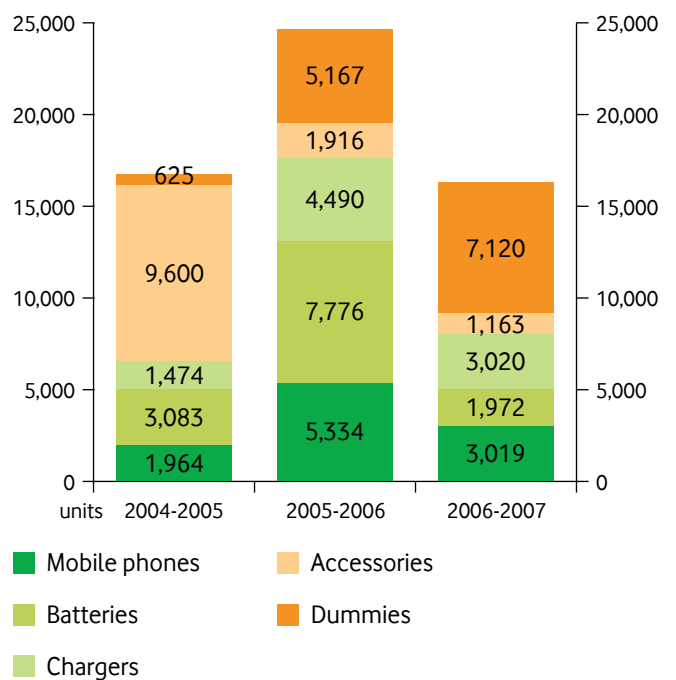
#### Degree of Success:

1. 0%
2. 100%

#### 2007-2008 Objective:

15% increase in the number of mobile phones and accessories collected.

#### Recycling of Mobile Phones, Batteries and Accessories



Implementing a household battery recycling program

The household battery recycling program commenced on a pilot basis at the company’s four central buildings in July 2004. Due to employees’ response, the program was extended in November 2005 to all Vodafone Greece shops and other company buildings. Special collection bins have been placed at all Vodafone Greece shops nationwide. The program was jointly implemented with the approved body for the collection of household batteries (AFIS) and by the end of March 2007 more than 2.9 tons (around 97,000 batteries) of spent batteries had been collected.

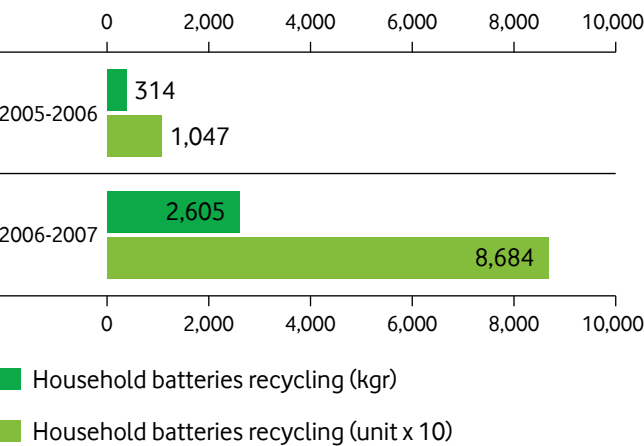
**2006-2007 Objective:**  
Collect 700 kgr of spent household batteries (around 23,000 batteries).

**2006-2007 Result:**  
2.6 tons of spent household batteries collected (around 86,840 batteries).

**Degree of Success:**  
372%

**2007-2008 Objective:**  
Collect 3 tons of spent household batteries (around 100,000 batteries).

Recycling of Household Batteries



Using more environmentally-friendly refrigerants and fire suppressants

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

Today 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. In 2006-2007 the installed quantity of HCFC R-22 (a substance contributing in ozone layer depletion) reduced by 7% while at the same time overall ODP for the quantity of refrigerants installed decreased by 10.6%. These results are indicative of the effort being made to systematically use more environmentally-friendly substances.

Despite our efforts, though, the breakdowns of refrigerant systems which operate using HCFC R-22 increased, resulting in a 23.7% increase of the quantity of R-22 being replenished.

**2006-2007 Objective:**  
5% reduction in the ODP indicator for refrigerant systems.

**2006-2007 Result:**  
10.6% reduction in the ODP indicator for refrigerant systems (the indicator is already 0 for fire suppressants).

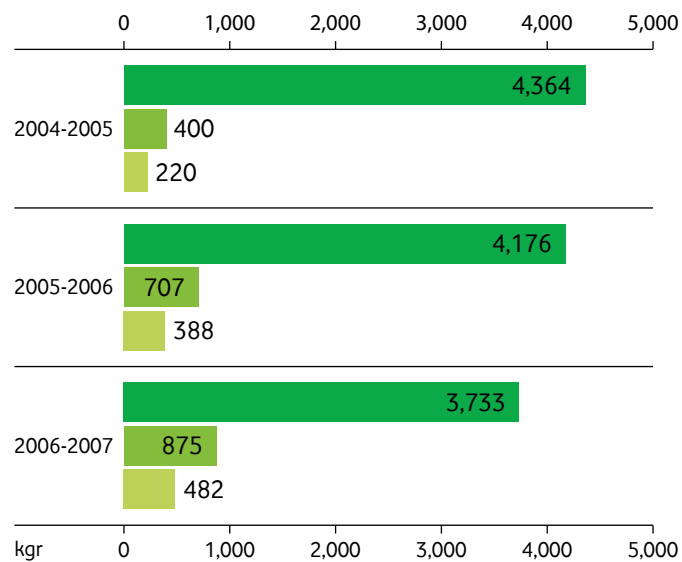
**Degree of Success:**  
212%

**2007-2008 Objective:**  
5% reduction in the ODP indicator for refrigerant systems.





## Refrigerants\*



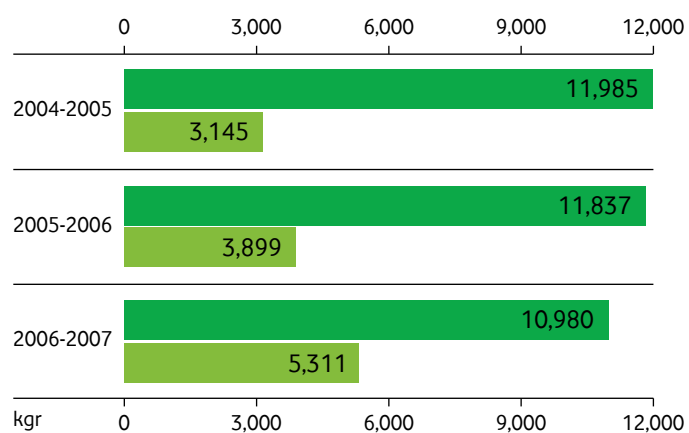
■ Total ODP of refrigerants / kgr of refrigerants ( $\times 10^{-5}$ )

■ Replenished R-22 (kgr)

■ ODP of replenished R-22 ( $\text{kgr} \times 10^{-1}$ )

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

## Types of Refrigerants



■ HCFC (R-22)

■ HFC (R-407)

# Environment

## Monitoring water consumption

In 2006-2007 water consumption at Vodafone Greece facilities dropped by 17.6%. Even though water consumption is not one of the company's main impact on the environment, this sector is responsibly handled since water is a valuable natural resource.

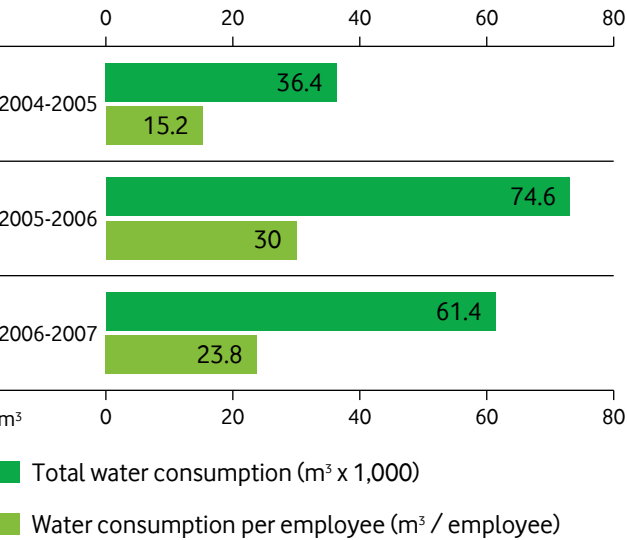
**2006-2007 Objective:**  
2% reduction in water use per employee.

**2006-2007 Result:**  
20.6% reduction in water use per employee.

**Degree of Success:**  
-

**2007-2008 Objective:**  
2% reduction in water use per employee.

### Water Consumption



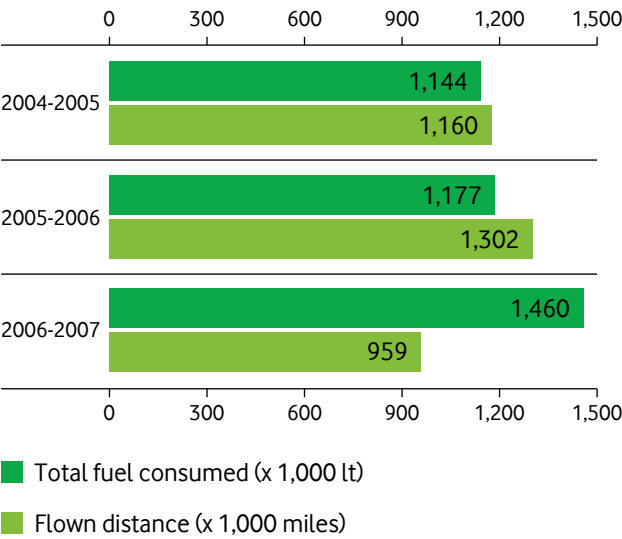
## Monitoring the environmental impact of transport

Based on available data, fuel consumed by the Vodafone Greece corporate fleet of vehicles rose by approximately 24% 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 impact on the environment based on the results of the Risk Assessment of its operations.

**2006-2007 Result:**

- 24% increase in fuel consumed by company vehicles.
- 26% reduction in the air miles travelled.

### Fuel Consumption for Cars





Ecolife 2006 exhibition



"Useful-Useless"  
exhibition in  
Municipality  
of Rhodes



## Participating in events to promote environmental responsibility

### Vodafone Greece's participation in the Ecolife 2006 exhibition

The company attended Ecolife 2006 environmentally-friendly products and services exhibition. The overall work of Vodafone Greece to protect the environment was presented at the exhibition with emphasis being placed on the mobile phones, accessories and household batteries recycling programs that the public can participate in.

### Vodafone Greece's participation in the Municipality of Rhodes' exhibition "Useful-Useless"

School children and older residents of Rhodes visited the info-booth that Vodafone Greece had set up as part of the Useful-Useless event organised by the Municipality of Rhodes in March 2007. The event was held on the occasion of the World Consumer Rights Day and visitors were given the opportunity to learn about the company's multi-faceted environmental programs in the fields of recycling and use of renewable energy sources.

# Mobile Phones - Masts - Health - Network Deployment

**The rapid growth of mobile telecommunications has familiarised us with the mobile phones usage, but not with the technology required for their operation. As a result, while most people demand to have coverage everywhere, others are concerned about EMF used by mobile telecommunications.**

We deploy our network of Base Stations in line with the guidelines issued by international scientific organisations and strictly comply with the standards adopted in relation to public exposure limits to electromagnetic fields. In Greece, according to the new law, the adopted limits are 30% stricter than those contained in 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. In addition, mobile phones sold in the Vodafone Greece shops comply with the ICNIRP guidelines on restricting the exposure of people to Radio Frequency (RF) fields. At the same time, we are also implementing an integrated information program for stakeholders and citizens about issues arising from the operation of mobile telecommunications.

## **Public perception surveys on mobile telecommunications, technology and health issues**

At Vodafone Greece every two years we carry out a quantitative and qualitative stakeholder survey as well as public perception surveys to measure their opinion about the company's responsibility on matters of mobile telecommunications, technology and health. The results from the last survey demonstrated that the main reason for concern among the public was lack of understanding of mobile technology, and in particular the need to operate antennas.

In particular:

- 70% of those questioned did not know that a nearby antenna is needed for a mobile phone to operate
- 79% of those questioned are not concerned due to personal reasons but because of the information they had heard/read about health issues
- 82% of those questioned requested more information about the way mobile phones and antennas operate.

## **Informing the public**

At Vodafone Greece based on these surveys we updated our informational leaflets to explain in simple language issues such as how mobile phones operate, why antennas are needed and whether there is a health risk involved.

- We published two new brochures: "The apple of discord: Technology, antennas, mobile phones, health" as well as a concise leaflet version. The two brochures also explain the international and national context within which mobile telecommunications operate and the positions of the WHO and other respected international bodies. Finally, references, bibliography and information sources have been included for those readers in need of further scientific information.
- In 2006-2007 we distributed 107,645 new publications through our shops, by e-mail and/or at info meetings with public authorities, organisations, mass media and workshops.
- In addition, we updated the company website ([www.vodafone.gr](http://www.vodafone.gr)) and the company's intranet, including all the aforementioned information as well as an e-learning tool.
- We sent information to more than 1,000,000 customers via the "Epafes" leaflet which is enclosed with the monthly post-pay customers bill.
- We responded to more than 200 inquiries from individuals and organisations sent to our e-mail address [emfinfo.gr@vodafone.com](mailto:emfinfo.gr@vodafone.com), the CR 4-digit -free of charge- number 1004 or by e-mail.

## **Dialogue with Local Communities**

- We held more than 230 info meetings with representatives of local government, national and regional media, associations and NGOs.
- Along with other mobile telecommunications companies, we participated in 2 workshops organised by the National Telecommunications and Post Commission (EETT) and one workshop organised by the North-eastern Aegean Technical Chamber.

"Industrial development in the 21st century has been replaced by the development of the services sector. The rapid transformation of the Greek economy into a new economy is creating a new dynamic, shaping new forms of responsibility, leading to the emergence of new models and new possibilities. Local government's concern is a new innovative model of regional development; one which is fair and benefits society without social exclusion; a model which combines private sector social responsibility with the statutory role of the public administration. Mobile and wireless communication networks have a primary role to play in this regard. Infrastructure for providing information, which is a public good, now supplements the traditional infrastructure of a region.

Full and complete network infrastructure for our citizens is and should be a top priority. That is because a large number of advanced services such as telemedicine, teleworking, the supply of information, e-government, e-business or leisure applications can be provided through such networks. These are services that will do away with public sector queues, will create new business models, and will improve the quality of democracy and the citizens' standard of living.

The private sector bears a share of the responsibility for the social role of public administration. Vodafone Greece fulfils this role in the best possible manner. Thanks to a sponsorship from Vodafone Greece, our Municipality has already implemented a telemedicine program on a pilot basis which today assists 15 people with severe heart complications, offering them the option of being examined in real time and having their pharmaceutical treatment adjusted by Trikala Hospital doctors using broadband mobile infrastructure to transfer medical data.

I want to single out the social message behind this initiative and at the same time, stress that this collaboration may expand into other sectors, a fact which will multiply the opportunities and chances for our city to develop and grow."

Michalis Tamiros  
Mayor of Trikala

#### **2006-2007 Objective:**

1. Maintain and improve direct communication with citizens and their representatives, customers, opinion leaders and employees on issues relating to mobile phones, Base Stations and health.
2. Provide advice to customers wanting to reduce their EMF exposure from their mobile phones.
3. Set objectives, track and report against Stakeholder opinion on how responsibly the company is acting with regard to mobile phones, Base Stations and health issues (2006-2008).

#### **2006-2007 Result:**

1. a) Published 2 new brochures and distributed 107,645 copies.  
b) Updated 4 webpages.  
c) Distributed information to more than 1,000,000 customers.  
d) Held more than 230 meetings.  
e) Participated in 3 workshops.
2. Responded to more than 200 inquiries.
3. 1 nation-wide public perception survey.

#### **Degree of Success:**

1. 100%
2. 100%
3. 100%

#### **2007-2008 Objective:**

1. Conduct a public perception survey.
2. Communicate issues of mobile telecommunications, technology and health based on scientific developments and in line with the needs of stakeholders and citizens.



## Supporting innovative University information programs

### The "HERMES" Program: 24-hour monitoring of EMF

The "HERMES" Program is an innovative system for continuous monitoring and recording of EMF in the environment, emitted by RF sources, such as radio and television stations, mobile telecommunications antennas and radars. It is implemented by the National Technical University of Athens and the Aristotle University of Thessaloniki. The two universities have the scientific oversight of the project: they check and certify all technical equipment and ensure the transparency of measurements and their results. Vodafone Greece has provided funding for the technical equipment.

The university laboratories post the measurement results on the program website [www.hermes-program.gr](http://www.hermes-program.gr) on a daily basis. On the website, visitors can search for all measurement results, find general information about EMF, the views of international organisations, the Greek legislation, sources for further information and an interactive e-learning tool.

The program started in November 2002 and today it is present in 15 prefectures nationwide with 41 area monitors. Since November 2006, with the support of Vodafone Greece, an area monitor as well as an info kiosk were installed and are currently in operation at the Thessaloniki Science Centre and Technology Museum (NOESIS).

### The "ENIGMA" Information Program about EMF

The "ENIGMA" program records the level of knowledge of different population groups about issues arising from technological developments in the field of mobile telecommunications as it relates to modern lifestyle, and provides substantiated scientific guidance on those issues. The program is implemented by the Health and Epidemiology Laboratory of the University of Athens Medical School and the Hellenic Society for Social Paediatrics and Health Promotion (HSSPHP).

The program was launched in November 2006. Until today, the program's scientific team has reviewed all current national and international bibliography, has organised a pilot study to measure the knowledge level of specific target groups in Attica, and has provided relevant information through workshops and the program's website.

#### 2006-2007 Objective:

1. Extend the program to 8 new locations.
2. Inform the public about the program through extensive media coverage and by presenting it to opinion leaders and local communities.

#### 2006-2007 Result:

1. Support for the actions of the National Technical University of Athens and the Aristotle University of Thessaloniki to extend the "HERMES" Program to 13 new locations.
2. Present the program in 4 conferences and 1 workshop for the regional media.

#### Degree of Success:

1. 162%
2. 100%

#### 2007-2008 Objective:

1. Provide support for the actions of the National Technical University of Athens and the Aristotle University of Thessaloniki to extend the "HERMES" program to 16 new locations.
2. Provide support for info meetings and other similar informative actions of the university programs "HERMES" and "ENIGMA".



Monitoring Station "HERMES"  
in the Science Center  
and Technology Museum

"The "HERMES" program is a very suitable tool to inform the population on actual levels of exposure arising from radio frequency (RF) sources. In particular the narrowband measurements give very valuable information on the exposure arising from different RF sources of exposure, e.g. mobile telecommunication Base Stations or broadcasting transmitters. The provided information is a suitable tool for risk communication purposes, the bar charts on exposure demonstrate very well the exposure level and also the exposure distribution at given locations. It can be recommended to indicate that these exposure levels describe the exposure at a given location, but that they do not exactly describe individual exposure of exposed persons. Nevertheless, the given values are representative for individual exposure. Moreover, suitable information on electromagnetic radiation and regulatory aspects are given. Taken together the project "HERMES" is a very good tool of information on exposure to RF sources for the population."

Dipl.-Ing. Dr. Georg Neubauer  
Deputy Business Unit Manager  
Principal Scientist  
Smart Systems Division  
Business Unit Mobile Communications Safety  
Austrian Research Centers GmbH – ARC

## Implementing Health and Safety of RF Fields Policy

At Vodafone Greece, over the last two years many company departments have worked together to implement a Health and Safety for RF Fields policy. This policy relates to potential risks to health and safety of employees and the general population from exposure to RF fields. As part of this policy, special protective measures have been implemented for all those people working at Base Stations. The policy covers all phases in the lifecycle of a Base Station and terminals from supply to commissioning and maintenance. A recent inspection carried out at Vodafone Greece by the Vodafone Group Internal Audit Division confirmed that this policy has been successfully implemented.

## Measuring exposure to RF fields from devices close to the body

Vodafone requires that manufacturers of mobile phones sold at its shops check –using the US measurement protocol prepared by US Federal Communications Commission (FCC)– that the Specific Absorption Rate (SAR) is in line with national and international standards when devices are used next to the ear and next to or close to the body. At the same time, in cooperation with standards organisations, Vodafone Greece is also promoting a new international protocol for body-worn measurements.

# Mobile Phones - Masts - Health - Network Deployment

## Responsibly deploying our network

Mobile telecommunications operation is based on a network of Base Stations which is used to transmit voice (conversations), text (SMS) and data (photographs, music, video, etc.). Studies show that the public is interested in the visual nuisance caused by Base Stations. For this reason, in 1998 Vodafone Greece began to design stylish small-scale antennas with a low visual impact in urban, semi-urban and sensitive surroundings.

In particular, Vodafone Greece:

- develops alternative methods for integrating antennas into the existing structure environment, so as to avoid interfering with the natural surroundings
- creates special installations at existing buildings and ensures co-location is achieved with other mobile telecommunications companies. In 2006-2007 there were 79 special installations and 23 collocations
- special installations, which blend into the surroundings, are also used such as Stations in the shape of a palm tree or church tower, or even with the majority of the installations underground. These special constructions relate to Base Stations located in areas of special interest such as archaeological sites or national parks.

In January 2007, we announced a pilot national roaming service, in cooperation with TIM Hellas, at the islands of Kefalonia and Ithaca, in Kalamata and for the wide region of the Messinian Bay. In March 2007, this service was extended to areas of Eastern Macedonia and Thrace in the prefectures of Serres, as well as in the islands of Crete, Karpathos, Kassos and Antikythera. By using this service, customers of the two companies can make two-way use of the networks so that in cases where one of the two networks cannot offer coverage they can communicate using the network of the other company. This service reduces the need to deploy new Base Stations and thus, the environmental impact from mobile telecommunications network operation.

Vodafone Greece also conducts environmental impact assessments (EIA) to ensure that any possible environmental impact during Base Station construction and operation is mitigated. 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 telecommunications and uninterrupted communication between users. More than 18 government departments are 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.

### 2006-2007 Objective:

Develop and report against a method to measure and track key stakeholder opinion relating to how responsibly Vodafone Greece deploys its network.

### 2006-2007 Result:

Implementation of the responsible network deployment policy is monitored based on specific indicators. These indicators include the percentage of private properties where contracts are not renewed, and the average period required to acquire licences.

### Degree of Success:

100%

### 2007-2008 Objective:

15% of new Base Stations will be included in the special constructions category.



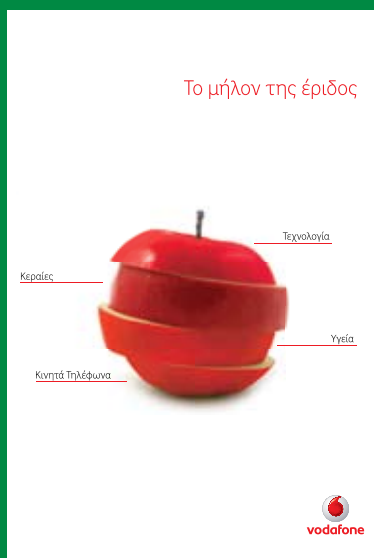
Informative leaflet for "HERMES" program



"HERMES" program website

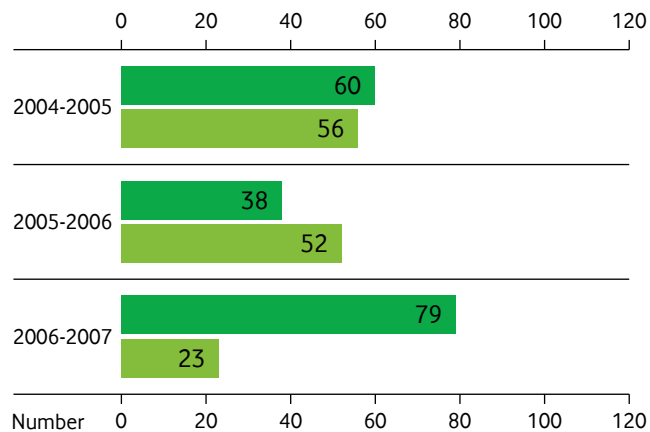


Base Station special construction



"The apple of discord: Technology, antennas, mobile phones, health"

## Annual Special Constructions - Collocations



■ Number of special constructions

■ Number of collocations  
(with other mobile telecommunications companies)

**Our aim is to ensure that the benefits of mobile telecommunications are constantly extended into other sectors while at the same time making them more accessible to increasing numbers of people.**

## Contributing to society and the economy

Today more than 95% of the Greek population enjoys the benefits of mobile telecommunications making use of its services thanks to the major drop in prices offered by technological development. The telecommunications sector is one of the few sectors of the Greek economy where there has been a reduction in the cost of services provided over recent years. For Vodafone Greece, the average drop in the cost of services provided and the monthly fixed fees (for March 2007 compared to March 2002) were in the order of 36.1% for post-pay customers and 54.5% for pre-pay customers.

Mobile telecommunications 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 telecommunications has raised new questions about its use and impact (such as infringements of privacy caused by mobile phones conversations in public places). For this reason the company offers leaflets on these topics at the Vodafone Greece shops and on its website.

### 2006-2007 Objective:

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

### 2006-2007 Result:

Study not carried out.

### Degree of Success:

0%

### 2007-2008 Objective:

Update the leaflet on proper use of mobile phones.

## 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:

33% reduction in the number of people who do not have access to our products and services.

### 2006-2007 Result:

4 products and services made available:

- a) Pilot program entitled "Telemedicine in remote areas".
- b) "Vodafone Speaking Phone" for the visually impaired.
- c) Customer Care for deaf and mute service via SMS.
- d) Vodafone Simply, mobile phone.

### Degree of Success:

100%

### 2005-2010 Objective:

33% reduction in the number of people who do not have access to our products and services.





"Telemedicine" program:  
Pulse Oximeter



"Telemedicine" program:  
Cardiograph



"Telemedicine" program:  
Spirometer



"Telemedicine" program:  
Process of taking and sending  
examinations

## Using mobile telecommunications technology to improve medical services

At Vodafone Greece in 2006 we started supporting a pilot program entitled "Telemedicine" at 5 regional clinics run by the Central Macedonia 2nd Health and Welfare System with the participation of Thessaloniki's Papageorgiou General Hospital and technical support from the company Vidavo.

Telemedicine refers to the procedure for obtaining patient examinations from a regional clinic for example and sending them to a central hospital to be examined by specialist doctors such as cardiologists. Telemedicine is based on mobile telecommunications technology and new generation medical devices. These devices permit patients to be examined using a cardiograph for example and for that data to be sent to a central hospital to a specialist cardiologist who will receive the examinations and send back his diagnosis in the same way.

In order to implement the one-year long pilot program the Nea Pella Regional Clinic, the Sindos Regional Clinic - Diavates Health Centre, Kontariotissa Regional Clinic - Litohoro Health Centre, Malgares Regional Clinic and Skydra Health Centre were supplied with life-signs equipment (electrocardiograph, spirometer, oxymeter, manometer and glucosometer) and a PDA device. At the same time the Papageorgiou Hospital has been supplied with suitable equipment, including computers, to process and manage the medical examinations.

The benefits to patients at that they can practice preventative medicine, while at the same time geographical limitations are abolished and the sense of security felt by citizens is strengthened thanks to direct access to specialist doctors. Doctors can better manage their patients since they can provide specialist healthcare services in rural areas while at the same time they also have the opportunity to communicate with specialists.

In a similar vein, Vodafone Greece is also supporting the pilot Telemedicine program run by the Municipality of Trikala. Thanks to sponsorship of 10 PDA devices and 40 SIM/GPRS cards, participants in the program can now have their course of pharmaceutical treatment directly checked and adjusted by doctors at the Trikala Hospital using the Vodafone Greece network which carries the relevant medical data.

# Access to Communications

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## **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 another innovative service for the visually-impaired called "Vodafone Speaking Phone". This service can be activated on conventional mobile phones and announces to users the information and functions which appear on the mobile phone's screen using "Real Speak" technology.

For example:

- this service was developed to cover the specific needs of the visually-impaired
- trials were conducted in cooperation with the Hellenic Technology for the Blind Development Association (STAT)
- it is available at all Vodafone Greece 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 and instructions as well as a Braille leaflet
- information is immediately available by just calling 13830.

The functions spoken are SMS, incoming calls, etc., numbers per digit, per pair or all together, date and time, directory, battery status and network signal. By 31 March 2007 the service had been activated for more than 410 visually-impaired company customers following a request made by them.

At the same time, following an invitation from the Accessibility Committee of the Hellenic Ministry of Transport and Communication, the company was given the chance to present the entire range of products and services it offers to the disabled.

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

People with hearing-speech impairments can communicate with Vodafone Greece Customer Service Department. Users of this service can send complaints or request clarifications about how to use their mobile phones to the Customer Service Department by SMS and the Customer Service Department will reply in the same manner.

The SMS is sent to 13830, in other words the same number which applies when placing an ordinary phone call to the Customer Service Department. Between the date when the service became operational and 31 March 2007 the Customer Service Department received more than 290 SMS concerning issues like services activation.

## **Offering special tariff plans for socially vulnerable groups**

In order to facilitate people facing hearing or speech impairments, since April 2002 the company has been offering 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 521 users are registered for this tariff plan and that these users are also automatically registered with the hearing-speech impairment service mentioned above.

"The option to use mobile phone functions (such as the contacts and calendar), to participate in the SMS game and the ability to access the internet via the GPRS network are elements that mark the start of a new age in communication and the provision of information to the visually impaired. For anyone with eyesight problems, Vodafone Greece is a company which really made day-to-day communication easier. The Vodafone Speaking Phone service which announces the user the content appearing on the mobile phone screen, thus provides equal access to mobile telecommunications products and services to all people facing this kind of disability."

Athanasios Ilias  
Chairman of the Hellenic Technology  
for the Blind Development Association (STAT)



"Vodafone Speaking Phone" audio CD  
user guidelines

## Providing the easiest-to-use mobile phone

The results of research carried out by the Vodafone Group in a series of European countries showed that consumers want an easy-to-use mobile phone. Vodafone's response was the Vodafone Simply mobile phone. The main features are the simplified menu, easy-to-read screen, and quick keys offering access to the most important functions. More than 11,000 such mobile phones were sold in 2006-2007.

## Offering free of charge access to social support lines

We offer our customers the ability to make free calls from their mobile phone to social support lines and the emergency services.

During the period 2006-2007, the following lines received more than 200,000 calls.

- 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
- 1145: Ithaki Helpline (Drug Addict Treatment Centre Helpline)

At the same time, in 2006-2007 more than 4,900,000 calls were placed over the Vodafone Greece network to emergency services. The main volume was received by the Hellenic Police (100), and the National Centre of Instant Help - EKAB (166).

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

- the Hellenic Police (100)
- the EKAB (166)
- the Fire Brigade (199)

# Access to Communications

In addition, since December 2006 Vodafone Greece has been providing support for the caller location information service and the single European emergency number 112 in cooperation with the Civil Protection Authority, the ADAE and the EETT.

## 2006-2007 Objective:

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

## 2006-2007 Result:

New four-digit numbers not found.

## Degree of Success:

100%

## 2007-2008 Objective:

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

## Offering a solar mobile phone charger

In 2005 Vodafone Greece was the first mobile telecommunications company in the world to make a solar mobile phone charger commercially available via its shops. Using sunlight, this charger stores energy which is then used to power up the mobile phone, thus avoiding the use of electrical power and the consequent impact on the environment this has. The only thing required for it to work is sunlight and the charger can be used anywhere, even on the beach. It has also been designed so that it is compatible with most common mobile phones thus eliminating the need to change charger when you change mobile phone.

It is worth noting that when a conventional charger is plugged in, it continues to consume power even if the mobile phone is not connected to it. On an annualised basis, this corresponds to one kilowatt hour of consumption or, expressed in other terms, one kilogram of CO<sub>2</sub>.

## 2006-2007 Objective:

Sell 200 items.

## 2006-2007 Result:

134 chargers were sold and 95 distributed.

## Degree of Success:

67%

## 2007-2008 Objective:

Sell 100 chargers.

## Contributing to a reduction in telecommunication fraud

One of Vodafone Greece's initiatives since 2003 has been to reduce the mobile phone theft. In collaboration with the World Telecommunications Organisation and other Vodafone Group companies we have created and operate a database with the serial numbers of each stolen mobile phone which is recorded in the database on the owner's request. This means that it is impossible to activate these mobile phones on our network.

In 2006-2007 around 600 stolen mobile phones were recorded in the database. Our objective is to deal with this problem on a national level in cooperation with the competent independent authorities, mobile telecommunications companies in Greece and mobile phone manufacturers.

## 2006-2007 Objective:

Continue the program.

## 2006-2007 Result:

600 stolen mobile phones recorded in the database.

## Degree of Success:

100%

## 2007-2008 Objective:

Continue the program.



## Collaborating with the academic community

In order to stay abreast of new trends which are emerging all the time in the mobile telecommunications sector, we collaborate with the academic community. We respond to students from universities and educational institutions who request information on our operations and procedures as part of the academic studies. Note that during 2006-2007 for example we replied to more than 80 student requests.

### 2006-2007 Objective:

Continue the program.

### 2006-2007 Result:

Replies provided to around 80 student requests.

### Degree of Success:

100%

### 2007-2008 Objective:

Continue the program.



Solar charger



## Implementing responsible marketing practices and communication of our operation

In seeking to set the standards for promotional advertising and 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.

At Vodafone Greece, just some of the responsible marketing practices we have implemented include:

- developing and distributing products and services aimed at covering our customers' needs in the best possible manner
- communicating simply and clearly so as to provide transparent information to ensure the highest degree of understanding among our customers
- communicating without hidden charges and providing all the necessary information for proper understanding.

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

- in March 2007 we reduced the fixed call charge and extended the collaborating networks which have the Vodafone Passport roaming program available for post and pre-pay customers and business tariff plan customers. More specifically the fixed charge for Vodafone Passport which applies to both outgoing and incoming roaming calls was reduced from € 1.19 to € 1. Vodafone Passport has now been extended and is available on 30 collaborating networks.
- we took the following steps relating to the business programs Vodafone Mobile Connect 3G Broadband, Vodafone Mobile e-mail and Vodafone Office:
  - preparation and updating of detailed tariff lists which were distributed to all sales channels
  - tariffs are now displayed on the company website and updated after any changes
  - reference is made to tariffs in each advertising flyer
  - any change in tariffs or special offers is announced in the press

- we use letters, newsletters, microsites, presentations at meetings –meals where offers are explained– aimed at both small and major business customers who have provided their e-mails, and these are tailored to their usage profile, age and profession
- communications are clear-cut, avoiding any misleading statements about any restrictions on the services we offer.

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

- 54 from the EETT regarding mobile phones and coverage problems
- 111 letters from the Department of Consumer Affairs.

### 2006-2007 Objective:

1. Create an inter-department team for the review of the implementation of responsible marketing guidelines.
2. Half-yearly checks of marketing materials to ensure they are compatible with responsible marketing guidelines.

### 2006-2007 Result:

1. Inter-department team set up.
2. Half-yearly check carried out.

### Degree of Success:

1. 100%
2. 100%

### 2007-2008 Objective:

1. Publish informative leaflet for parents.
2. Half-yearly checks of marketing materials to ensure they are compatible with 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. In addition, we help parents bar their children's access to such services.

"Vodafone Passport" roaming plan



In the new financial year (from June 2007 onwards) we will establish special filters for users who do not want themselves or their children to have access to all Vodafone Greece content services aimed exclusively at adults giving them the opportunity to deactivate access to that content. By calling the Customer Service Department and requesting activation of the "Minors Profile" for the specific number, each time the owner of that number or any user who happens to be using that number tries to visit and use a Vodafone Greece service aimed exclusively at adults, access will be denied.



Corporate Responsibility leaflet

Moreover, the company's 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, etc. Note that every year Vodafone Greece participates in the annual audit held by the Vodafone Group as regards compliance with Content Services Standards.

The leaflet entitled "Content Services Management Guidelines", which provides information about available content and services and practical hints for parents about instructing their children on how to responsibly use mobile phones, is available from the Vodafone Greece shops and the company website. The company website ([www.vodafone.gr](http://www.vodafone.gr)) also has a special section with information about behaving responsibly when using chat services.

Moreover, we supported the international conference hosted in Thessaloniki in September 2006 named "We want safer children on line". Leading scientists and experts, representatives of public services and organisations and NGOs from around the world attended the conference and presented their activities. The conference was held by the national internet safety portal Safe-Net-Home as part of the European Commission's "Safer Internet" initiative.



Vodafone live! services menu

# Customers

Lastly, the Vodafone Group and 15 other European mobile telecommunications and content provider companies, supported by the European Commission, signed a European MoU in February 2007 on safer use of mobile phones by children and adolescents. As part of this agreement, the companies agreed to draw up national regulatory codes, by the end of February 2008. Some of the objectives of this MoU are to develop mechanisms for controlling access to content unsuitable for minors, to categorise content so that content unsuitable for minors is clearly and immediately recognisable, and to prepare info campaigns for parents and children about safe mobile phone usage.

## 2006-2007 Objective:

1. Integrate a "filter" enabling access barring to specific websites from mobile phones.
2. Implement access controls restricting access to content unsuitable for minors.
3. Follow up on the implementation of the joint "Industry Code of Conduct".

## 2006-2007 Result:

1. Development of "filter" for enabling access barring to specific websites controlled by Vodafone Greece from mobile phones.
2. Development of a mechanism to control access to Vodafone Greece services aimed exclusively at adults.
3. Check on implementation of the joint industry "Code of Conduct" was carried out via internal compliance with its rules, its integration into all company contract with content providers, dispatch of the code to all Vodafone Greece content service providers and posting of the code to the company website.

## Degree of Success:

1. 50%
2. 80%
3. 100%

## 2007-2008 Objective:

1. Utilise the "filter" enabling access barring to specific websites controlled by Vodafone Greece from mobile phones.
2. Prepare a policy on mobile phone advertising.
3. Prepare a national Code of Practice in line with the European MoU.
4. Publish info leaflet for parents.

## Providing advice on the use of mobile phones while driving

Apart from being illegal, using a mobile phone 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 mobile phones to all mobile telecommunications users, regardless of the network they use.

The following initiatives have been taken:

- we published the leaflet "Mobile Phones and Driving" which is available at the Vodafone Greece shops and was distributed at conferences, etc.
- information on the company website [www.vodafone.gr](http://www.vodafone.gr)
- a print insert was taken out to inform and educate the public about lawful use of mobile phones when driving.

## 2006-2007 Objective:

Provide information through the corporate website.

## 2006-2007 Result:

1. Information provided through the corporate website.
2. Information provided via leaflets.
3. Information provided via the Corporate Responsibility campaign.

## Degree of Success:

300%

## 2007-2008 Objective:

Continue to provide information.



Corporate Responsibility leaflets

## Informing and motivating the public

In an effort to systematically communicate with Vodafone Greece customers, along with every monthly bill we send out a leaflet called "Epafes", which is also available on the company website ([www.vodafone.gr](http://www.vodafone.gr)).

During 2006-2007, "Epafes" presented information on the following Corporate Responsibility issues:

- June 2006: Vodafone Greece—exclusive sponsor of the Fernando Botero sculpture exhibition
- June 2006: Vodafone Greece protecting the environment and the planet Earth!
- November 2006 Vodafone Greece supports the Archelon Association and the Caretta-caretta sea turtle.
- January 2007: "The apple of discord"
- January 2007: Getting into recycling

These initiatives complement the information we systematically provide to the public through articles, special publications and various information inserts in high circulation newspapers and magazines. Finally, the company's website is constantly updated with any new information and/or company programs related to Corporate Responsibility.

### 2006-2007 Objective:

1. Include Corporate Responsibility topics in 6 issues of "Epafes" (formerly "Minimata!").
2. Distribute 200,000 Corporate Responsibility leaflets.

### 2006-2007 Result:

1. Corporate Responsibility topics included in 4 issues of "Epafes".
2. 267,000 leaflets distributed.

### Degree of Success:

1. 67%
2. 134%

### 2007-2008 Objective:

Publish 2 Corporate Responsibility leaflets.



# Customers

## Performing internal audits of our operation

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 operating companies are the people who sign these questionnaires is proof of their importance. The above business risk assessment 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.

### 2006-2007 Result:

1. Proper implementation of all processes and audit mechanisms to ensure that financial results are properly generated and reported.
2. Proper implementation of these points was checked via internal mechanisms.
3. External auditor certification provided for the first time in line with the timeframes laid down in the specific legal provisions.

### 2007-2008 Objective:

1. Ensure proper implementation of control processes and points.
2. Record any changes.
3. Identify other areas for improvement and to implement the necessary corrective measures.
4. Obtain final validation from Deloitte which will certify compliance with the requirements of the specific Act for 2007-2008.

## Collecting, auditing and publishing data on our operations

In an effort to provide reliable and objective information, we collect quantitative data regarding our Corporate Responsibility activities.

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.





Postpay customers' monthly leaflet



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

1. the company's Environmental Management System according to the ISO 14001 standard and the European EMAS Regulation, included in the EMAS Environmental Statement, which is approved by the Ministry of Environment, Planning and Public Works and submitted to the competent body of the European Union
2. the company's Health and Safety System according to the EL0T 1801 (OHSAS 18001) standard.

At the same time, Vodafone Greece is one of the companies in the Vodafone Group which has provided data on the procedure, the collection and management methods for data included in its Corporate Responsibility Report. This initiative took place in the context of the relevant quality assurance work carried out by Deloitte for the Vodafone Group Corporate Responsibility Report for 2006-2007.

More information can be found in the Vodafone Group Corporate Responsibility Report for 2006-2007 or at the website [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.

#### 2006-2007 Objective:

Re-certification according to ISO14001, EMAS, EL0T 1801 (OHSAS 18001).

#### 2006-2007 Result:

Re-certification according to ISO14001, EMAS, EL0T 1801 (OHSAS 18001).

#### Degree of Success:

100%

#### 2007-2008 Objective:

Re-certification according to ISO14001, EMAS, EL0T 1801 (OHSAS 18001).

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

Further to the collaboration with suppliers and NGOs and based upon best practices, Vodafone Group has developed a Code of Ethical Purchasing so as to set social and environmental standards. Vodafone 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/SupplyChain](http://www.vodafone.com/Responsibility/SupplyChain)):

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

Company suppliers and associates compliance with the principles of the Code of Ethical Purchasing is now a contractual obligation. These principles have been included in all contracts and in the amendments of those signed by the company with its suppliers and associates.

## Supplier qualification procedure

Vodafone Greece has developed a special procedure which determines how the company commences collaborations with new suppliers. Any new supplier wishing to collaborate with Vodafone Greece should provide specific information to the company which permits it to carry out a risk assessment on issues relating to the Code of Ethical Purchasing. If the company is interested in commencing collaboration with a new supplier, the results of the risk assessment will show whether the supplier needs to fill out the Self-Assessment questionnaire or whether on-site inspections of the supplier's facilities should be carried out. Only when these procedures are successfully concluded can the supplier qualify as a potential company supplier.

## Supplier audits

Based on the results of the risk assessment carried out in 2005-2006, we conducted audits at three "high risk" suppliers to assess their compliance with the principles of the Code. The audits resulted in the identification of 24 instances for which the suppliers committed to take specific steps so as to improve their performance.

These instances included:

- environmental management (11 instances)
- occupational health and safety (9 instances)
- labour issues (3 instances)
- implementing the Code of Ethical Purchasing across the supply chain (1 instance).

## "Speak Up"

We launched the "Speak Up" program, a whistle-blowing mechanism that encourages suppliers and Vodafone Greece employees to point out any inappropriate conduct or practice by the company or its suppliers. Suppliers and Vodafone Greece employees have the ability to raise any concerns they have about the correctness of procedures and practices implemented by Vodafone Greece in the procurement sector by sending them to a specific email address. At the same time, Vodafone Greece undertakes to complete a timely investigation, follow-up and resolution of all issues reported.



"Nowadays, a company is judged not only by how it operates, but also for the supplier it collaborates with. Vodafone's Code of Ethical Purchasing is a tool that helps us respond to the market's added demands. Implementing it, gave us the chance to evaluate the policies we implement, particularly in relation to labour relations and environmental protection. However, the most important benefit is the dynamic set in motion for the market overall, since one requirement is that it be applied to every supplier that we collaborate with."

Loukas Papadimitriou  
Sales Director  
Telecommunications Section  
Inform P. Lykos S.A.

#### 2006-2007 Objective:

1. Implement the supplier qualification process (Code of Ethical Purchasing is fully embedded in the process).
2. Include the Code of Ethical Purchasing in all new contracts.
3. Put in place a whistle-blowing mechanism for suppliers to support the implementation of the Code of Ethical Purchasing.

#### 2006-2007 Result:

1. Implemented the supplier qualification process in which the Code of Ethical Purchasing is fully embedded.
2. The Code of Ethical Purchasing is included in all new contracts and amendments to existing contracts.
3. "Speak Up" program was launched.

#### Degree of Success:

1. 100%
2. 100%
3. 100%

#### 2007-2008 Objective:

Achieve 100% follow up within three months for all local suppliers identified as "high risk" during qualification.

# Employees

**We acknowledge that our business success and future development and growth as a company is based on our people who are Vodafone Greece's most important capital.**

## 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.	0.5%
Postgraduate studies	8.5%
University degree	24%
Technical Education Institutes	16.9%
College	9.7%
Institutes of Vocational Education	23%
High School	17.4%

### Gender

Women	51%
Men	49%

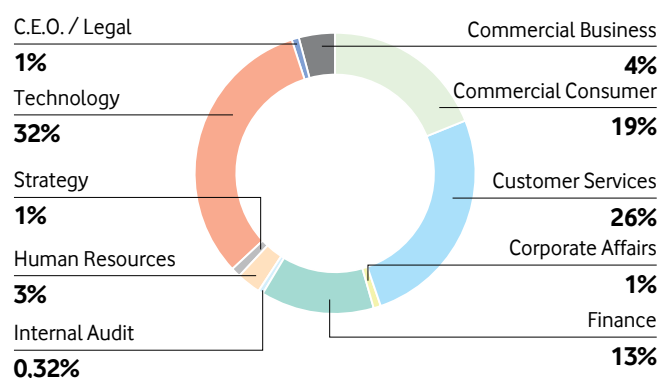
### Age

Minimum	19
Maximum	63
Average	32.4

Such programs include:

- implementation of an integrated performance and development evaluation system, applied once every year to all employees
- option to relocate in-house based on an official procedure
- management of an recognition and reward policy designed to strengthen staff morale and bolster loyalty
- implementation of an equal treatment policy according to which all employees and interested candidates enjoy equal opportunities in the working environment.

## Human Resources Allocation



### 2006-2007 Objective:

Ensure that every employee of the company has an annual performance dialogue and development discussion with their line manager.

### 2006-2007 Result:

All involved employees were covered by this procedure.

### Degree of Success:

100%

### 2007-2008 Objective:

Continue the program.





Vodafone Greece Headquarters in Attiki



## Improving communication and the exchange of ideas

All our actions concerning Vodafone Greece's human resources are governed by specific work principles that 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 intranet, daily customised newsletters and the quarterly corporate magazine "joy!".

These tools are used so as to:

- inform employees about corporate issues (strategy, developments, new products and services, company initiatives)
- strengthen corporate culture
- provide correct and timely information on company policies and systems.

2. The Human Resources Help Desk service, which is a communication channel between employees and the Human Resources Division.

3. Every two years, all Vodafone Group companies, in collaboration with specialised external consultants, conduct an Employee Satisfaction Survey.

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 the development and implementation of improvement actions. The next survey will be conducted in October 2007. The Group objective is to conduct the survey every year.



## Providing training opportunities

Training strategy is closely associated with company strategic objectives. For this reason the Training and Development Department researches and analyses the training needs of employees and then develops and runs training, development and career advancement courses.

The annual training plan is prepared at the end of March, to effectively bolster the performance dialogue procedure.

The following parameters are taken into account:

1. the company's strategic goals and priorities (new products/services)
2. employee development plans
3. available resources.

Training sectors:

1. Training in products/services: For the support of new products and services, training is required for the staff directly involved with technical and commercial issues.
2. Training in scope of work/specialisation: Training here relates to the know-how needed by employees to successfully carry out their duties.
3. Training in business skills and executive development: Business skills relate to how employees achieve their objectives and are associated with performance drivers.
4. International executives development programs: This primarily relates to mid-level and senior management executives of the company and is intended to:
  - brief them about Vodafone Group strategy
  - bring them into contact with Vodafone Group executives, in order to exchange views and practices and develop a common, global culture.

5. Training in health, safety issues and handling emergencies: This kind of training is directly linked to the employees' prosperity and their safety at work.
6. Academic training, graduate and post-graduate courses: These are long-term educational courses implemented in collaboration with universities or recognised private education organisations and are part of the preparation and empowerment of employees who will take up managerial or more demanding duties.

### 2006-2007 Objective:

1. 10% increase in development educational courses.
2. Coverage of all employees in terms of Ergonomics and Health and Safety Issues (wherever necessary pursuant to each job description).

### 2006-2007 Result:

1. 35% increase.
2. Coverage of all employees.

### Degree of Success:

1. 135%
2. 100%

### 2007-2008 Objective:

1. Provide all employees with a personal development plan.
2. Re-design training courses for departments in constant contact with customers.

**Εθελοντική Αιμοδοσία**

**Έλα κι εσύ  
στην ομάδα!**



**25/05/06** Μακρυγιάννη 88, Αγ. Ι. Ρέντης  
**29/05/06** Τζαβέλλα 1-3, Χαλάνδρι  
**30/05/06** Τζαβέλλα 1-3, Χαλάνδρι  
**01/06/06** Πατριάρχης Αγ. Γεωργίου, Φοινίκας, Θεσσαλονίκη  
**01/06/06** Πειραιώς 163 και Εχελιδών, Κ. Πετράλωνα  
**06/06/06** Τζαβέλλα 1-3, Χαλάνδρι  
**07/06/06** Σοφ. Βενιζέλου 11 και Σερρών, Λυκόβρυση



## Caring for 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 work, with focus on risk prevention. Vodafone Greece offers a Medicare scheme coupled 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 physical and mental health.

In June 1999, the company received ELOT 1801 (OHSAS 18001) certification; a proof of our response to the requirements for 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 and the company's policies on such issues 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. 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.

# Employees

## 2005-2008 Objective:

Reduce work related accidents resulting in lost time by 10%.

## 2006-2007 Result:

2 minor accidents in the workplace led to lost working time (in 2005-2006 there were 3 such accidents).

## Degree of Success:

200%

## 2007-2009 Objective:

Reduce work related accidents resulting in lost time by 10%.

## Offering benefits

The economic benefits offered by Vodafone Greece to employees include the medicare scheme, medicare for the disabled (whether employees or their children), a pension plan, stock options, an annual bonus, preferential mobile phone usage terms, wedding and birth gifts, a monthly meal allowance, discounts and special offers on company products, and discounts on car and home insurance premiums.

In addition to these economic benefits to employees, our concern is also to ensure a balance between professional and private life by creating a more flexible professional environment by adopting alternative work forms and practices.

Some of the actions implemented on the company's initiative include:

- implementation of favourable policies for working mothers during their maternity period
- flexible working hours regarding morning arrival times applicable to all employees (apart from those employed 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 fully fitted gym at Vodafone Greece's Headquarters to allow employees to exercise. Employees can also take part in a mini-soccer 5x5 tournament

- programs and activities are organised for employees' children such as a vocational guidance program implemented in collaboration with specialised work psychologists
- coordinating the participation of children in summer camps all over Greece and providing financial support
- hosting a children's party once a year for the children of employees at which gifts are distributed.

## Implementing a blood donation program

Since 1996 Vodafone Greece has been implementing a blood donation program at company premises with the active involvement of employees. This voluntary blood donation program is run twice a year in cooperation with the Athens hospitals, Patissia General and Amalia Fleming, and the Thessaloniki hospital, Agios Pavlos. The resulting blood bank covers the needs of all our people and their close relatives. In 2006-2007, 318 employees took part in the voluntary blood donation program and 397 blood units were used.

## 2006-2007 Objective:

Continue the program.

## 2006-2007 Result:

1. 318 employees participated.
2. Increase the number of blood units.

## Degree of Success:

100%

## 2007-2008 Objective:

Continue the program.



Vodafone Greece employees  
volunteering program



The gym in Vodafone Greece  
Headquarters in Attiki

## Implementing a volunteering program

Vodafone Greece's people participate in the corporate volunteering program which from time to time is supplemented with new initiatives. The program started back in 2002 and related to collecting clothing and food for charitable organisations like Mediciens du Monde, the Greek Red Cross, the Strofi Treatment Centre and individual families in the Municipality of Perama. During 2006-2007, around 190 hours were spent in implementing the program by a team of employees in the context of their day-to-day work while more than 780 items of clothing were distributed.

Another initiative implemented for the first time in March 2007 was a tree planting program in the Schinias area of the Municipality of Marathonas by company employees in cooperation with the environmental organisation "Clean-Up Greece". 50 company employees took part and 450 trees were planted. In our effort to offer more, the program of volunteer activities will be supplemented with similar initiatives.

### 2006-2007 Objective:

Enhance the program.

### 2006-2007 Result:

1. 780 items of clothing distributed.
2. Tree planting conducted.

### Degree of Success:

100%

### 2007-2008 Objective:

Continue the program.

We consider it our obligation to improve the living conditions of specific social groups, especially children and the disabled, and to support environmental programs that contribute to a better quality of life for all of us. For this reason we are implementing multi-annual programs with measurable results in cooperation with leading organisations and foundations to provide information, raise awareness and to substantively improve the day-to-day life of less well-off population groups.

## Respite Home for children suffering from cerebral palsy

The Respite Home for children suffering from cerebral palsy was established in 2003-2004 with support provided by Vodafone Greece to the Hellenic Cerebral Palsy Society. 500 m<sup>2</sup> of the Society's premises were dedicated to the Respite Home which includes 3 spacious bedrooms capable of sleeping 4 people each, a fully fitted bathroom, kitchen and staff quarters, living-room - library and veranda. Guests at the Respite Home can also use the Society's facilities such as the refectory, the swimming pool, sports facilities since the Respite Home operates on the Society's premises.

The children staying at the Respite Home do so, on average for one week, and at the Home have the opportunity to improve their social skills and participate in educational and leisure activities. At the same time, the Respite Home helps address the needs of families raising a child with cerebral palsy who have to be absent for a short time on business or to deal with family issues. The team staffing the respite home includes specialists and consists of therapists, social workers, nurses, physical education instructors, sociologists, and special needs teachers.

### 2006-2007 Objective:

Accommodate 300 children.

### 2006-2007 Result:

321 children accommodated.

### Degree of Success:

107%

### 2007-2008 Objective:

Accommodate 350 children.

## Educational program to prevent road accidents involving children

In 2005 we commenced collaboration with the HSSPHP and the Centre for Research and Prevention of Injuries among the Young (CEREPRI) of the Athens Medical School to develop an innovative and creative education program.

The program entitled "On the road safely" is aimed at school pupils, teachers and parents and seeks to prevent children being involved in road accidents. Starring "Prodromos", the program's loveable mascot, the program includes the following activities:

- educational material for kindergarten and primary school children
- teacher aids to promote program implementation
- workshops held in each area where the program is implemented with the involvement of local organisations, parents and teachers
- arranging activities with Prodromos for groups of children across the entire country
- satellite activities for junior high school pupils such as photography exhibitions, developing a website, setting up a newsletter
- evaluating the program via pupil and teacher questionnaires.

In 2006-2007, 10 workshops were held, 20 activities sessions for primary school pupils, 21 satellite activities were organised with junior high school pupils and 22,574 info leaflets were sent out.





Respite Home for children suffering from cerebral palsy

"The benefits of sport for the disabled are particularly important since it offers them the ability to develop and grow in both physical and mental terms within an environment based on respect and acceptance of diversity, while at the same time offering them opportunities to integrate into society as a whole. Vodafone Greece has been supporting the Special Olympics over the last 4 years, bolstering the efforts made in various ways, so that athletes from all over Greece have the opportunity to take part in nationwide and international sporting and cultural events."

Yianna Despotopoulou  
Special Olympics Hellas Chairman



"LETO" mobile  
paediatrics and  
dentistry unit



Educational program  
for the prevention  
of road accidents  
involving children

#### 2006-2007 Objective:

1. Host more than 50 workshops and activity sessions.
2. Extend the program to junior high school pupils.

#### 2006-2007 Result:

1. 51 workshops with activities sessions and satellite activities were held.
2. The program was extended to cover junior high schools.

#### Degree of Success:

1. 102%
2. 100%

#### 2007-2008 Objective:

Organise 55 workshops with activities sessions and satellite activities.

#### "LETO" mobile paediatrics and dentistry unit

The "LETO" mobile paediatrics and dentistry unit established by Vodafone Greece and Mediciens du Monde at 2003, travels around all of Greece to provide paediatric and dental care to children living in remote and underdeveloped areas which have no hospitals or health centres.

"LETO" provides the following services:

- 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 eating habit and oral hygiene and distribution of informative material.

#### 2006-2007 Objective:

Examine more than 5,500 children.

#### 2006-2007 Result:

7,584 children examined.

#### Degree of Success:

138%

#### 2007-2008 Objective:

Examine 8,000 children.

# Social Investment

## "e-KIVOTOS" mobile consulting unit

"e-KIVOTOS" is the second mobile unit we have set up in cooperation with Medecins du Monde and it seeks to provide consultancy services to adolescents and young people in the 10 to 16 age bracket facing family, social or psychological problems. A double-decker bus has been transformed and renamed "e-KIVOTOS" having been fitted with computers with internet access via the Vodafone Mobile Connect service to welcome young people looking for information about the problems of concern to them.

The unit is staffed by three psychologists who provide information to young people about its role and the services offered and by a computer technician who provides instructions on how to use computers and the internet. Information is also available via [www.e-kivotos.gr](http://www.e-kivotos.gr), a dedicated Internet portal featuring information in categories concerning young people with detailed lists of articles on those topics. The content has been reviewed by a team of psychologists, social workers and doctors.

The subjects covered by the portal are:

- education
- relationships/psychology
- health
- family
- leisure/activities.

### 2006-2007 Objective:

Visits of the unit to areas outside of Attica.

### 2006-2007 Result:

The unit visited areas across the whole of Greece and came into contact with 4,000 children.

### Degree of Success:

100%

### 2007-2008 Objective:

Contact of the unit with 4,500 children.

## Special Olympics Hellas

Since 2004 Vodafone Greece has been a supporter of the Special Olympics, for all the related sporting activities conducted across all of Greece. Since the establishment of the Special Olympics in Greece in 1987, the number of athletes who have participated has exceeded 11,000 and the number of volunteers 2,000. The aim of the Special Olympics is to create a feeling of respect for diversity and to defend the right of everyone to be involved in sports.

The athletes stand out for their sense of fair play and offer unique moments of enjoyment in their every effort. In 2006-2007 football, swimming and bowling events were held and the arrival ceremony for the flame from the European Games in Rome which took place in Patra was certainly a noteworthy event. For three days the European Cultural Capital hosted a series of events in honour of the Special Olympics.

### 2006-2007 Objective:

Support the 2007 Special Olympics events.

### 2006-2007 Result:

Supported the Special Olympics events.

### Degree of Success:

100%

### 2007-2008 Objective:

Support the 2008 Special Olympics events.

## Tele-rehabilitation for children suffering from cerebral palsy

For the fourth consecutive year the tele-rehabilitation program for children suffering from cerebral palsy was implemented by us in collaboration with the Hatzipaterio Centre for the Rehabilitation of Spastic Children (KASP). This is an innovative program which combines technology and medicine to offer the following services to children with cerebral palsy:

- treatment
- education
- communication
- social integration
- daily 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 caring for a child with cerebral palsy.



"e-KIVOTOS" mobile consulting unit



Special Olympics



Tele-rehabilitation for children suffering from cerebral palsy

#### **2006-2007 Objective:**

Complete the program for the participant children.

#### **2006-2007 Result:**

The program was completed for the participant children.

#### **Degree of Success:**

100%

#### **2007-2008 Objective:**

Investigate program's continuation.

### **PC donation scheme for schools**

In 1999 we began running a scheme to donate computers to schools around the country. To date we have provided more than 1,150 fully equipped multimedia PCs to primary and secondary level schools in Greece. Schools which receive PCs are chosen by the Ministry of Education and Religious Affairs which collaborates closely with the company in implementing this scheme.

#### **2006-2007 Objective:**

Deliver PCs for the 2006-2007 school year.

#### **2006-2007 Result:**

142 PCs delivered for the 2006-2007 school year.

#### **Degree of Success:**

100%

#### **2007-2008 Objective:**

Investigate program's continuation.

# Social Investment

## Children's Creative Workshops at the SOS Children's Villages

In 2005-2006 in cooperation with the SOS Children's Villages we established Children's Creative Workshops at the charity's premises in Athens and Thessaloniki. At the SOS Children's Village in the Vari area of Athens a building was fully equipped to house:

- an oral and visual arts workshop
- a theatre workshop
- a music workshop
- a new technologies workshop
- an English workshop.

In 2006-2007 the parental support counselling team began its work. At the SOS Children's Village in Northern Greece in the Plagiari area of Thessaloniki a building was fully equipped to house:

- an English workshop
- a music workshop.

In 2006-2007 two new visual arts and new technologies workshops were created.

The workshops were attended by children from the broader area, who along with children from the SOS Children's Villages developed their creativity and skills under the guidance of expert instructors.

### 2006-2007 Objective:

1. Enrich workshop programs.
2. Present the creations produced by children attending the workshops.

### 2006-2007 Result:

1. 3 new workshops were developed in Athens and Thessaloniki.
2. The works produced by children attending the workshops were presented at a special event held in June 2006.

### Degree of Success:

1. 100%
2. 100%

### 2007-2008 Objective:

1. Run the same number of workshops.
2. Present the works produced by children in Athens and Thessaloniki.

## "Radio ELEPAP" radio station

In 2005 we set up the "Radio ELEPAP" station for the mobility-challenged. The station was set up together with the Hellenic Disabled Children's Society (ELEPAP) at its facilities. A modern, fully equipped radio studio was created to train participants in the scheme and record broadcasts. The aim 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 knowledge, skills and interests which will help them improve their life
- integrate into society more easily in the near future.

A team of experienced professionals has undertaken to train those participating in the "Radio ELEPAP" scheme to develop shows covering various subject matters. The shows are broadcasted by the Neo Iraklio radio station Epikinonia 94FM as part of the Life Steps show. An open line of communication was established with participants in "Radio ELEPAP" via the address radioelepap@yahoo.gr.

Vodafone Greece is also the lead sponsor of the Mamma-Mia event organised by ELEPAP to celebrate Mother's Day. The event was hosted in May 2006 at the Markopoulo Olympic Equestrian Centre attended by large numbers of children who had the opportunity to play and take part in various activities and show just how much they love their mothers via the wonderful handicrafts they made. The children also had the opportunity to learn about the Children's Road Accident Prevention educational program via interactive activities which were organised at the event.

### 2006-2007 Objective:

1. Increase the number of participants in the "Radio ELEPAP" program.
2. Continue to broadcast radio shows.

### 2006-2007 Result:

1. The number of participants rose by 4.
2. Radio shows continued to be broadcasted.

### Degree of Success:

1. 100%
2. 100%

### 2007-2008 Objective:

Continue to broadcast radio shows.





Creative Workshops at the  
SOS Children's Villages



"Radio-ELEPAP"



Yiannis Kostakis with students



Konstantinos  
Fikas with  
students

## 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 "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 authorities we arranged for Konstantinos Fikas and Yiannis Kostakis to visit schools to allow school pupils to get to know the two medallists and to talk with them about their personal struggle to reach the top, the benefits of sports and fair play.

### 2006-2007 Objective:

For ambassadors to visit more than  
10 schools and institutions.

### 2006-2007 Result:

Visits to 11 schools.

### Degree of Success:

110%

### 2007-2008 Objective:

Visits to 15 schools and institutions.

## Supporting children's foundations

During 2006-2007 we offered financial assistance and our company's products and services to individual programs promoting child welfare which were implemented by institutions, agencies, NGOs and local authorities.



# Social Investment

## Implementing an environmental education and awareness-raising program

In 2005-2006 we supported the Hellenic Ornithological Society in running the environmental education and awareness-raising program at the Antonis Tristis Park. This park is one of the last wildlife reserves in the Athens urban environment and covers more than 100,000 m<sup>2</sup>. It is located between the Municipalities of Ilion, Agioi Anargyri and Kamatero which are also involved in managing it. The environmental education program seeks to highlight the park's natural riches and raise awareness among the public, especially children.

In an age when most of Attica's wetlands have shrunk in size, the water courses in the park combined with the evergreen and coniferous trees, reed beds and farmland attract many species of birds and animal species all year round. Over the last decade members of the Hellenic Ornithological Society have been watching birds at the Park and have recorded 147 different species. Young and old visitors to the Park can:

- visit the Orientation and Information Centre
- wander in the natural setting of the park grounds along special pathways
- learn about nature via info leaflets.

In 2006-2007 the Forest House was set up to accommodate children and their activities. Visits were also arranged for individual families who participated in park events (1,413 adults and 1,249 children).

### 2006-2007 Objective:

1. More than 2,000 school pupils to visit the park.
2. Regenerate the park grounds for extra tours.

### 2006-2007 Result:

1. Participation of 3,453 children in the program.
2. Grounds laid out to run the program better.

### Degree of Success:

1. 173%
2. 100%

### 2007-2008 Objective:

Participation of 4,000 children in the program.

## Caretta-caretta sea turtle protection and information program

In 2007 we set up a Caretta-caretta protection and information program with the "Archelon" Association which works to protect this species of sea turtle. The program is aimed at the general public, fishermen and people who love the sea.

The purpose of the program is to inform people about how they can contribute to protecting and saving Caretta-caretta sea turtles on the beaches where they lay their eggs. During the summer volunteers from the "Archelon" Association visited beaches in the Peloponnese and Attica, handed out info leaflets and explained to bathers how they can help protect sea turtles. At central locations in the same areas exhibitions with photographs, documentaries and info leaflets were also organised. During the winter volunteers informed fishermen and friends of the sea and people living by the sea about the same topics.

### 2006-2007 Result:

79,771 people were informed about the program.

### 2007-2008 Objective:

Extend the program to other areas of Greece.



Awareness program  
for the Caretta-caretta  
protection



Environmental education  
and awareness program



## Supporting initiatives to promote the social good

In February 2006 the three mobile telecommunications companies Cosmote, TIM and Vodafone Greece set up the "Prospero" service to support and provide integrated management for charitable events like TV-marathons. This service allows certain 4-digit numbers to be used by the three companies for a specific time period. Customers of all three companies can send as many SMSs as they want to the specific number during that period.

Each SMS costs € 1 plus VAT. The total net revenues (VAT excluded) which result from use of the service are paid over by the three mobile telecommunications companies to the institution body organising the charity event (by depositing it with the Deposits and Loans Fund). 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. During the year 19 measures were implemented to raise funds for charitable bodies.

### 2006-2007 Objective:

Continue the program.

### 2006-2007 Result:

Program continued to operate.

### Degree of Success:

100%

### 2007-2008 Objective:

Continue the program.

## Objectives - Results - New Commitments Table

Section	2006-2007 Objective	2006-2007 Result	2007-2008 Objective
<b>Managing Corporate Responsibility</b>	To ensure implementation of the action plan based on Stakeholder Engagement Survey.	Presentation of an integrated Corporate Responsibility print campaign.	Carry out a 2nd Stakeholder Engagement Survey.
	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.	Participation in conferences, meetings and consultations on these matters, communication with the Hellenic Authority for Information and Communication Security and Privacy (ADAE) and Competent Public Authorities about its proposals. Both in relation to the issue of Data Retention for dealing with criminal acts as well as the issue of Information Disclosure, the company supported the need for the shortest possible retention period and the adoption of strict security standards for the Information Disclosure operation.	—
	Exchange best practices with one company in the Vodafone Group.	—	Exchange best practices.
	To raise internal awareness by 10% (110 actions).	155 internal briefings.	To send customers 3 Corporate Responsibility SMS.
		—	To continue the integrated Corporate Responsibility print campaign.

Section	2006-2007 Objective	2006-2007 Result	2007-2008 Objective
<b>Environment</b>	Prevent the emission of 8,500 tons of CO <sub>2</sub> .	Prevention of the emission of 9,440 tons of CO <sub>2</sub>	Prevent the emission of 10,500 tons of CO <sub>2</sub> .
	Reduce CO <sub>2</sub> emissions by 40% per megabyte (MB) of network traffic using 2005-2006 as the baseline (2006-2011).	–	Reduce CO <sub>2</sub> emissions by 40% per megabyte (MB) of network traffic using 2005-2006 as the baseline (2006-2011).
	5% savings in network energy consumption.	12.9% saving in network energy consumption (7,971 MWh).	15% savings in network energy consumption.
	5% reduction in offices energy consumption per m <sup>2</sup> .	5.9% reduction in offices energy consumption per m <sup>2</sup> .	5% reduction in offices energy consumption per m <sup>2</sup> .
	100% recycling of stored lead batteries.	100% recycling of stored lead batteries (156.6 tons).	100% recycling of stored lead batteries.
	15% increase in paper recycling per employee.	17% increase in paper recycling per employee (14.8 kgr per employee).	5% increase in paper recycling per employee.
	5% reduction in paper use per employee.	8% reduction in paper use per employee (24.9 kgr of paper per employee).	5% reduction in paper use per employee.
	50% recycling of used toners.	38.5% of used toners were recycled (a 45% increase compared to last year).	60% recycling of used toners.
	Re-use and recycle 95% of electrical and electronic equipment leaving our warehouse.	Re-use and recycling of 95% of electrical and electronic equipment leaving our warehouse (181.8).	Re-use and recycle 95% of electrical and electronic equipment leaving our warehouse.
	–	Documented recycling of 33.8% of waste oils.	Documented recycling of 100% of waste oils.
	20% increase in the number of mobile phones collected.	43.4% decrease in the number of mobile phones collected (3,019 mobile phones).	15% increase in the number of mobile phones and accessories collected.
	Application at 100% points of sale.	Application at 100% points of sale.	–

## Objectives - Results - New Commitments Table

Section	2006-2007 Objective	2006-2007 Result	2007-2008 Objective
<b>Environment</b> (continue)	Collect 700 kgr of spent household batteries (around 23,000 batteries).	2.6 tons of spent household batteries collected (around 86,840 batteries).	Collect 3 tons of spent household batteries (around 100,000 batteries).
	5% reduction in the ODP indicator for refrigerant systems.	10.6% reduction in the ODP indicator for refrigerant systems (the indicator is already 0 for fire suppressants).	5% reduction in the ODP indicator for refrigerant systems.
	2% reduction in water use per employee.	20.6% reduction in water use per employee.	2% reduction in water use per employee.
	–	24% increase in fuel consumed by company vehicles.	–
	–	26% reduction in the air miles travelled.	–
<b>Mobile phones - Masts - Health - Network Deployment</b>	Maintain and improve direct communication with citizens and their representatives, customers, opinion leaders and employees on issues relating to mobile phones, Base Stations and health.	a) Published 2 new brochures and distributed 107,645 copies. b) Updated 4 webpages. c) Distributed information to more than 1,000,000 customers. d) Held more than 230 meetings. e) Participated in 3 workshops.	Conduct a public perception survey.
	Provide advice to customers wanting to reduce their EMF exposure from their mobile phones.	Responded to more than 200 inquiries.	Communicate issues of mobile telecommunications, technology and health based on scientific developments and in line with the needs of stakeholders and citizens.



Section	2006-2007 Objective	2006-2007 Result	2007-2008 Objective
<b>Mobile phones - Masts - Health - Network Deployment</b> (continue)	Set objectives, track and report against Stakeholder opinion on how responsibly the company is acting with regard to mobile phones, Base Stations and health issues (2006-2008).	1 nation-wide public perception survey.	–
	Extend the "HERMES" program to 8 new locations.	Support for the actions of the National Technical University of Athens and the Aristotle University of Thessaloniki to extend the "HERMES" Program to 13 new locations.	Provide support for the actions of the National Technical University of Athens and the Aristotle University of Thessaloniki to extend the "HERMES" program to 16 new locations.
	Inform the public about the "HERMES" program via extensive media coverage and by presenting it to opinion makers and local communities.	Present the program in 4 conferences and 1 workshop for the regional media.	Provide support for info meetings and other similar informative actions of the university programs "HERMES" and "ENIGMA".
	Develop and report against a method to measure and track key stakeholder opinion relating to how responsibly Vodafone Greece deploys its network.	Implementation of the responsible network deployment policy is monitored based on specific indicators. These indicators include the percentage of private properties where contracts are not renewed, and the average period required to acquire licences.	15% of new Base Stations will be included in the special constructions category.

## Objectives - Results - New Commitments Table

Section	2006-2007 Objective	2006-2007 Result	2007-2008 Objective
<b>Access to Communications</b>	Conduct a study on possible changes in consumer behaviour due to use of mobile telecommunications products and services (such as reductions in the number of trips undertaken) (2005-2007).	Study not carried out.	Update the leaflet on proper use of mobile phones.
	33% reduction in the number of people who do not have access to our products and services (2005-2010).	4 products and services made available: a) Pilot program entitled "Telemedicine in remote areas". b) "Vodafone Speaking Phone" for the visually impaired. c) Customer Care for deaf and mute service via SMS. d) Vodafone Simply, mobile phone.	33% reduction in the number of people who do not have access to our products and services (2005-2010).
	Explore the use of four-digit social support lines which could be provided free of charge.	New four-digit numbers not found.	Explore the use of four-digit social support lines which could be provided free of charge.
	Sell 200 solar chargers.	134 chargers were sold and 95 distributed.	Sell 100 solar chargers.
	Continue the program for the reduction of the telecommunication fraud.	600 stolen mobile phones recorded in the database.	Continue the program for the reduction of the telecommunication fraud.
	Continue the program of the collaboration with the academic community.	Replies provided to around 80 student requests.	Continue the program of the collaboration with the academic community.

Section	2006-2007 Objective	2006-2007 Result	2007-2008 Objective
<b>Customers</b>	Create an inter-department team for the review of the implementation of responsible marketing guidelines.	Inter-department team set up.	Publish informative leaflet for parents.
	Half-yearly checks of marketing materials to ensure they are compatible with responsible marketing guidelines.	Half-yearly check carried out.	Half-yearly checks of marketing materials to ensure they are compatible with responsible marketing guidelines.
	Integrate a "filter" enabling access barring to specific websites from mobile phones.	Development of "filter" for enabling access barring to specific websites controlled by Vodafone Greece from mobile phones.	Utilise the "filter" enabling access barring to specific websites controlled by Vodafone Greece from mobile phones.
	Implement access controls restricting access to content unsuitable for minors.	Development of a mechanism to control access to Vodafone Greece services aimed exclusively at adults.	Prepare a policy on mobile phone advertising.
	Follow up on the implementation of the joint "Industry Code of Conduct".	Check on implementation of the joint industry "Code of Conduct" was carried out via internal compliance with its rules, its integration into all company contract with content providers, dispatch of the code to all Vodafone Greece content service providers and posting of the code to the company website.	Prepare a national Code of Practice in line with the European MoU.

## Objectives - Results - New Commitments Table

Section	2006-2007 Objective	2006-2007 Result	2007-2008 Objective
<b>Customers</b> (continue)	Provide information through the corporate website for the use of mobile phones while driving.	a) Information provided through the corporate website. b) Information provided via leaflets. c) Information provided via the Corporate Responsibility campaign.	Continue to provide information.
	Include Corporate Responsibility topics in 6 issues of "Epafes" (formerly "Minimata!").	Corporate Responsibility topics included in 4 issues of "Epafes".	Publish 2 Corporate Responsibility leaflets.
	Distribute 200,000 Corporate Responsibility leaflets.	267,000 leaflets distributed.	—
	—	Proper implementation of all processes and audit mechanisms to ensure that financial results are properly generated and reported.	Ensure proper implementation of control processes and points.
	—	Proper implementation of these points was checked via internal mechanisms.	Record any changes.
	—	External auditor certification provided for the first time in line with the timeframes laid down in the specific legal provisions.	Identify other areas for improvement and to implement the necessary corrective measures.
	—	—	Obtain final validation from Deloitte which will certify compliance with the requirements of the specific Act for 2007-2008.
	Re-certification according to ISO14001, EMAS, ELOT 1801 (OHSAS 18001).	Re-certification according to ISO14001, EMAS, ELOT 1801 (OHSAS 18001).	Re-certification according to ISO14001, EMAS, ELOT 1801 (OHSAS 18001).

Section	2006-2007 Objective	2006-2007 Result	2007-2008 Objective
<b>Supply Chain</b>	Implement the supplier qualification process (Code of Ethical Purchasing is fully embedded in the process).	Implemented the supplier qualification process in which the Code of Ethical Purchasing is fully embedded.	Achieve 100% follow up within three months for all local suppliers identified as "high risk" during qualification.
	Include the Code of Ethical Purchasing in all new contracts.	The Code of Ethical Purchasing is included in all new contracts and amendments to existing contracts.	–
	Put in place a whistle-blowing mechanism for suppliers to support the implementation of the Code of Ethical Purchasing.	"Speak Up" program was launched.	–
<b>Employees</b>	Ensure that every employee of the company has an annual performance dialogue and development discussion with their line manager.	All involved employees were covered by this procedure.	Continue the program.
	10% increase in development educational courses.	35% increase.	Provide all employees with a personal development plan.
	Coverage of all employees in terms of Ergonomics and Health and Safety Issues (wherever necessary pursuant to each job description).	Coverage of all employees.	Re-design training courses for departments in constant contact with customers.
	Reduce work related accidents resulting in lost time by 10% (2005-2008).	2 minor accidents in the workplace led to lost working time (in 2005-2006 there were 3 such accidents).	Reduce work related accidents resulting in lost time by 10% (2007-2009).
	Continue the blood donation program.	a) 1.318 employees participated. b) Increase the number of blood units.	Continue the blood donation program.
	Enhance the volunteering program.	a) 780 items of clothing distributed. b) Tree planting conducted.	Continue the volunteering program.



## Objectives - Results - New Commitments Table

Section	2006-2007 Objective	2006-2007 Result	2007-2008 Objective
<b>Social Investment</b>	Accommodate 300 children (Respite Home).	321 children accommodated.	Accommodate 350 children.
	Host more than 50 workshops and activity sessions ("On the Road Safety").	51 workshops with activities sessions and satellite activities were held.	Organise 55 workshops with activities sessions and satellite activities.
	Extend the program to junior high school pupils ("On the Road Safety").	The program was extended to cover junior high schools.	–
	Examine more than 5,500 children ("LETO").	7,584 children examined.	Examine 8,000 children.
	Visits of the unit to areas outside of Attica ("e-KIVOTOS").	The unit visited areas across the whole of Greece and came into contact with 4,000 children.	Contact of the unit with 4,500 children.
	Support the 2007 Special Olympics events.	Supported the Special Olympics events.	Support the 2008 Special Olympics events.
	Complete the program for the participant children (Tele-rehabilitation for children suffering from cerebral palsy).	The program was completed for the participant children.	Investigate program's continuation.
	Deliver PCs for the 2006-2007 school year.	142 PCs delivered for the 2006-2007 school year.	Investigate program's continuation.
	Enrich workshop programs (SOS Children's Villages).	3 new workshops were developed in Athens and Thessaloniki.	Run the same number of workshops.
	Present the creations produced by children attending the workshops (SOS Children's Villages).	The works produced by children attending the workshops were presented at a special event held in June 2006.	Present the works produced by children in Athens and Thessaloniki.
	Increase the number of participants in the "Radio ELEPAP" program.	The number of participants rose by 4.	–

Section	2006-2007 Objective	2006-2007 Result	2007-2008 Objective
<b>Social Investment</b> (continue)	Continue to broadcast radio shows.	Radio shows continued to be broadcasted.	Continue to broadcast radio shows.
	For ambassadors to visit more than 10 schools and institutions.	Visits to 11 schools.	Visits to 15 schools and institutions.
	More than 2,000 school pupils to visit the park (Environmental education and awareness-raising program).	Participation of 3,453 children in the program.	Participation of 4,000 children in the program.
	Regenerate the park grounds for extra tours (Environmental education and awareness-raising program).	Grounds laid out to run the program better.	–
	–	79,771 people were informed (Caretta-caretta sea turtle protection and information program).	Extend the program to other areas of Greece.
	Continue the program "Prosfero".	Program continued to operate.	Continue the program "Prosfero".

# Main Figures in Table Form<sup>1</sup>

<b>Society - Economy</b>	<b>2006-2007</b>	<b>2005-2006</b>	<b>2004-2005</b>
Turnover (€ million)	1,772.32	1,803.1	1,683.3
Earnings before interest, taxes, depreciation and amortisation (EBITDA) (€ million)	610.4	681.8	654.2
Earnings before taxes (€ million)	380.7	458.2	435.6
Net Sales (€ million)	891.7	903.4	830.9
Total investments in assets (€ million) <sup>2</sup>	2,311.93	2,187.42	2,050.01
Cost of goods sold (€ million)	880.6	899.7	852.4
<b>Social - Income distribution</b>	<b>2006-2007</b>	<b>2005-2006</b>	<b>2004-2005</b>
Income tax (€ million)	146.8	153.3	161.3
Value Added Tax (€ million)	177.8	177.4	144.4
Fee of subscribers billing mobile telecommunications (€ million)	53.0	35.8	29.7
Salaried staff social security contributions (€ million)	19.6	17.9	16.2
Total cost of pay rolling and benefits (€ million)	102.2	96.1	88.1
<b>Social Investment</b>	<b>2006-2007</b>	<b>2005-2006</b>	<b>2004-2005</b>
Financial aid for social investment programs (€)	994,092	725,951	564,656
Value of products provided to charities (€)	1,347	1,450	18,212
<b>Customers</b>	<b>2006-2007</b>	<b>2005-2006</b>	<b>2004-2005</b>
Total Vodafone Greece customer base <sup>3</sup>	5,057,266	4,479,285	4,003,908
Complaints through EETT	54	97	44
Complaints through the Department of Consumer Affairs etc.	111	57	-
<b>Environment</b>	<b>2006-2007</b>	<b>2005-2006</b>	<b>2004-2005</b>
Average number of Base Stations	2,718	2,487	2,216
Use of renewable energy sources (kWh)	819,341	906,000	744,000
Total network and offices energy consumption (kWh)	81,919,000	76,333,000	81,229,000
Total CO <sub>2</sub> emissions from company's network and offices (tn)	90,177	85,657	80,152
Total CO <sub>2</sub> emissions prevention due to company programs (tn)	9,440	7,962	5,282
Installed quantity of R-22 refrigerant (kgr)	10,980	11,837	11,985
Replenished quantity of R-22 refrigerant (kgr)	875	707	400
Ozone Depletion Potential (ODP) indicator for refrigerants / kgr (x 10 <sup>-5</sup> )	3,733	4,176	4,364
Total water consumption (m <sup>3</sup> )	61,394	74,615	36,453
No. of handsets, accessories, batteries collected as part of the recycling program	16,294	24,683	16,746
Approximately flight distance covered by employees (miles)	959,418	1,302,696	1,169,188
Environmental fines (€)	0	51,000	62,000
<b>Employees</b>	<b>2006-2007</b>	<b>2005-2006</b>	<b>2004-2005</b>
Total number of employees	2,689	2,536	2,403
No. of women in first line managerial level	2	2	2
	13 not controlled	11 not controlled	20 not controlled
Total number of accidents	- 2 during working hours	- 3 during working hours	- 4 during working hours

<sup>1</sup>For more information on Board's approach regarding financial issues, analytical information for company's scale, information for the shares, as well as the complete financial data, please visit [www.vodafone.com](http://www.vodafone.com).

<sup>2</sup>The assets investments are calculated based on the international accounting standards including financial years 2004-2005, 2005-2006.

<sup>3</sup>Due to Vodafone Greece operation sector, it is not possible to include the customers' type and geographical distribution. For example, a postpay customer that has requested Vodafone Greece services in Attica area, it does not necessarily means that he/she uses these services in the Attica area or/and that he/she stays in this specific area.

## Websites

Organisation	Website
AccountAbility Standards	<a href="http://www.accountability.org.uk">www.accountability.org.uk</a>
"ARCHELON" The Sea Turtle Protection Society of Greece	<a href="http://www.archelon.gr">www.archelon.gr</a>
Aristotle University of Thessaloniki	<a href="http://www.auth.gr">www.auth.gr</a>
Athens Chamber of Commerce and Industry	<a href="http://www.ebea.gr">www.ebea.gr</a>
Body for the collection of home 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>
Cerebral Palsy Greece	<a href="http://www.cp-ath.gr">www.cp-ath.gr</a>
Civil Protection Authority	<a href="http://www.civilprotection.gr">www.civilprotection.gr</a>
Clean-up Greece	<a href="http://www.cleanupgreece.org.gr">www.cleanupgreece.org.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>
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>
Eco-Management and Audit Scheme (EMAS)	<a href="http://www.quality.co.uk/emas.htm">www.quality.co.uk/emas.htm</a>
European Commission	<a href="http://ec.europa.eu">http://ec.europa.eu</a>
European Foundation for Quality Management (EFQM)	<a href="http://www.efqm.org">www.efqm.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>
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 Authority for the Information and Communication Security and Privacy (ADAE)	<a href="http://www.adae.gr">www.adae.gr</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 Ministry of Transport and Communications	<a href="http://www.yme.gr">www.yme.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>
"ENIGMA" Information Program for EMF	<a href="http://www.enigma-program.gr">www.enigma-program.gr</a>
International Business Leaders Forum (IBLF)	<a href="http://www.iblff.org">www.iblff.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>
Lloyd's Register Quality Assurance (LRQA)	<a href="http://www.greece.lrqa.com">www.greece.lrqa.com</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>

## Websites

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National and Kapodistrian University of Athens	<a href="http://www.uoa.gr">www.uoa.gr</a>
National Centre for Urgent Social Aid	<a href="http://www.ekakv.gr">www.ekakv.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>
Scouts of Greece	<a href="http://www.sep.org.gr">www.sep.org.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>
Vidavo	<a href="http://www.vidavo.gr">www.vidavo.gr</a>
World Business Council for Sustainable Development	<a href="http://www.wbcsd.ch">www.wbcsd.ch</a>
World Health Organisation (WHO)	<a href="http://www.who.int/en/">www.who.int/en/</a>

## Abbreviations

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<b>ACCI:</b>	Athens Chamber of Commerce and Industry
<b>ADAE:</b>	Hellenic Authority for the Information and Communication Security and Privacy
<b>AFIS:</b>	Portable Battery Recycling Scheme
<b>BITC:</b>	Business in the Community
<b>BS:</b>	Base Station
<b>CEREPRI:</b>	Centre for Research and Prevention of Injury
<b>CO<sub>2</sub>:</b>	Carbon Dioxide
<b>CR:</b>	Corporate Responsibility
<b>CSR:</b>	Corporate Social Responsibility
<b>EETT:</b>	National Telecommunications and Post Commission
<b>EFQM:</b>	European Foundation for Quality Management
<b>EIA:</b>	Environmental impact assessment
<b>EKAB:</b>	National Centre of Instant Help
<b>ELEPAP:</b>	Hellenic Society for Disabled Children



# Abbreviations

<b>ELOT:</b>	Hellenic Organisation for Standardisation
<b>EMAS:</b>	Eco-Management and Audit Scheme
<b>EMF:</b>	Electromagnetic Field
<b>GeSI:</b>	Global e-Sustainability Initiative
<b>GRI:</b>	Global Reporting Initiative
<b>GSM:</b>	Global System of Mobile Telecommunication (2nd Generation)
<b>GPRS:</b>	General Packet Radio Service
<b>ICNIRP:</b>	International Commission on Non-Ionising Radiation Protection
<b>HCFC:</b>	HydroChloroFluoroCarbons
<b>HSSPHP:</b>	Hellenic Society for Social Paediatrics and Health Promotion
<b>IBLF:</b>	International Business Leaders Forum
<b>ISO:</b>	International Organisation for Standardisation
<b>KASP:</b>	Centre for the Rehabilitation of Spastic Children
<b>KETHEA:</b>	Therapy Centre for Dependent Individuals
<b>kgr:</b>	Kilogram
<b>Kwh:</b>	Kilowatthour
<b>LMDS:</b>	Local Multipoint Distribution Services
<b>LRQA:</b>	Lloyd's Register Quality Assurance
<b>m<sup>3</sup>:</b>	Cubic Metre
<b>m<sup>2</sup>:</b>	Scquare Metre
<b>MMS:</b>	Multimedia Messaging Service
<b>MTX:</b>	Switching Centre
<b>NGO:</b>	Non-Govermental Organisation
<b>ODP:</b>	Ozone Depleting Potential
<b>OKANA:</b>	Organisation Against Drugs
<b>Pb:</b>	Lead
<b>RES:</b>	Renewable Energy Sources
<b>RF:</b>	Radio Frequency
<b>SAR:</b>	Specific Absorption Rate
<b>SIM:</b>	Subscriber Identity Module
<b>SMS:</b>	Short Message Service
<b>VAT:</b>	Value Added Service
<b>WHO:</b>	World Health Organisation
<b>WSCSD:</b>	World Business Council for Sustainable Development
<b>PV:</b>	Photovoltaic
<b>Tn:</b>	Ton
<b>€:</b>	Euro
<b>3G:</b>	3rd Generation Telecommunications Network

# GRI Relevant Requirements Table

Core and Additional GRI Indicators		Status	Page
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<b>Organisational profile</b>			
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<b>Report parameters</b>			
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# GRI Relevant Requirements Table

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<b>Economic performance indicators</b>			
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EC2	Implications from climate change	NR	–
EC3	Benefit plan	NR	–
EC4	Financial government assistance	NA	–
EC5	Entry level wage	NR	–
EC6	Local suppliers approach	P	50-51
EC7	Local recruitment	NR	–
EC8	Infrastructure investment	NR	–
EC9	Indirect economic impacts	P	38
<b>Environmental performance indicators</b>			
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EN2	Recycled materials	NR	–
EN3	Direct energy consumption by primary energy source	P	19-20
EN4	Indirect energy consumption by primary source	NR	–
EN5	Energy saved	F	19-22
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EN8	Water withdrawal	F	30, 76
EN9	Effect of water withdrawal	NA	–
EN10	Water recycled	NR	–
EN11	Land assets in sensitive areas	NR	–
EN12	Biodiversity within lands owned	NR	–
EN13	Habitats	NR	–
EN14	Strategies for biodiversity	NR	–
EN15	Endangered species	NR	–
EN16	Greenhouse gas emissions	F	19-20, 76
EN17	Other greenhouse gas emissions	NR	–

# GRI Relevant Requirements Table

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EN24	Hazardous waste	NR	–
EN25	Impacts on biodiversity	NR	–
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LA4	Collective bargaining agreements	NR	–
LA5	Minimum notice periods	NR	–
LA6	Workforce in joint health and safety committees	P	55
LA7	Occupational injuries and absenteeism	P	55, 76
LA8	Education on serious diseases	NR	–
LA9	Trade union agreements on health	NR	–
LA10	Training per employee	P	52, 54
LA11	Lifelong learning	NR	–
LA12	Career development	NR	–
LA13	Employee diversity and governance	NR	–
LA14	Gender pay disparity	NR	–
<b>Social performance indicators: Human rights</b>			
	Disclosure on Management approach	P	8, 50-51
HR1	Human rights clauses in investment	NR	–
HR2	Supplier screening on human rights	P	50-51
HR3	Taining on human rights	NR	–
HR4	Discrimination	NR	–
HR5	Association and collective bargaining	NR	–
HR6	Child labour	NR	–
HR7	Forced labour	NR	–
HR8	Training for security personnel	NR	–
HR9	Violations of rights of indigenous people	NR	–

# GRI Relevant Requirements Table

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S02	Corruption risks	NR	–
S03	Anti-corruption training	NR	–
S04	Actions against corruption	NR	–
S05	Public policy and lobbying	NR	–
S06	Political contributions / donations	NA	–
S07	Anti-competitive behavior	NR	–
S08	Regulatory non-compliance sanctions	NR	–
<b>Social performance indicators: Product responsibility</b>			
	Disclosure on Management approach	P	8, 32-37, 44-49
PR1	Product life cycle	P	26-27, 32-37, 42-43, 46
PR2	Health and safety standard compliance	NR	–
PR3	Product information	P	44-46
PR4	Product information labeling	NR	–
PR5	Customer satisfaction	NR	–
PR6	Marketing communications programs	F	44
PR7	Non-compliance in marketing practices	NR	–
PR8	Client privacy	P	10-11, 42
PR9	Product non-compliance	NR	–



# GRI Relevant Requirements Table

Telecommunications Sector Specific GRI Indicators		Status	Page
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IO3	Health and safety of field personnel	P	35, 55
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IO5	Radiofrequency emissions from base stations	F	32-37
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IO7	Sitting of masts and transmission sites	F	32-33, 36-37
IO8	Data for sites	NR	–
<b>Providing access</b>			
PA1	Remote and low population density areas	NR	–
PA2	Overcoming barriers for access and usage	F	38-41
PA3	Availability and reliability assurance	NR	–
PA4	Level of availability	NR	–
PA5	Usage by low and no income people	NR	–
PA6	Emergency situations and disaster relief	NR	–
PA7	Human rights issues for access and usage	P	44-46
PA8	EMF issues communication	F	32-37, 47
PA9	Investment in electromagnetic field research	NR	–
PA10	Charges and tariffs clarification	F	44
PA11	Information on responsible, efficient and environmentally preferable use	F	16-17, 26-27, 31-33, 42, 46-47
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TA1	Resource efficiency of products and services	NR	–
TA2	Potential replacement of physical objects	NR	–
TA3	Measures of transport and/or resource changes of customer use	NR	–
TA4	Estimates of the rebound effect	NR	–
TA5	Intellectual property rights and open source technologies	NR	–

## Notes:



The additional GRI Indicators are presented in grey colour.

F: Fully reported, P: Partially reported,

NR: Not reported, NA: Not applicable

The afore-mentioned requirements-indicators refer to Sustainability Reporting Guidelines of GRI (2006) and to GRI Telecommunications Sector Supplement (2003).

# GRI Report Application Level

		2002 In accordance	C	C+	B	B+	A	A+
Mandatory	Self Declared			Report Externally Assured		Report Externally Assured		Report Externally Assured
Optional	Third Party Checked*							
	GRI Checked							

\*KPMG Kyriacou Advisors A.E.





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