

Vodafone Sustainable Business Strategy

At the centre of our new sustainable business strategy is our intention to work towards three significant global transformation goals between 2015 and 2025. Each goal has the potential to deliver meaningful socio-economic benefits for our customers and wider society; each is also derived directly from – and will be achieved by means of – our core long-term business objectives.

The three global transformation goals are:

- women's empowerment;
- energy innovation; and
- youth skills and jobs.

We explain these goals in our [Sustainable Business Report 2015-16](#).

In parallel, we intend to enhance our corporate transparency programme to address four specific areas that are the focus of intense public debate.

The four transparency focus areas are:

- taxation and total economic contribution;
- supply chain integrity and safety;
- mobiles, masts and health; and
- digital rights and freedoms.

Our strategy is founded on Vodafone's commitment to responsible behaviour in everything we do. In addition to the four transparency focus areas mentioned above, the report provides greater insights into the ethical challenges that inform our business principles and which influence the controls we have put in place to ensure our operating practices meet our expectations.

Purpose

“Catalyse economic growth, equality and empowerment through digital networks and services”

2025 Transformation

Women's Empowerment



Energy Innovation



Youth Skills and Jobs



Transparency

Tax and Total
Economic
Contribution

Supply Chain
Integrity
and Safety

Mobiles, Masts and
Health

Digital Rights
and Freedoms

Principles and Practice