



Case Study - Vodafone Group Corporate Responsibility

Actions speak louder than words

Vodafone is the world's leading mobile telecommunications company, providing a wide range of services including voice and data communications. Vodafone employs around 60,000 people in 16 different companies around the world.

Environmental and social issues matter to Vodafone. The company aims to be a global leader in CR in the telecoms sector by 2006. CR is an integral part of the company's culture and strategy and is communicated to all employees. As part of its efforts to improve CR communications, HarknessKennett were asked to work with Vodafone Group to conduct a review of current activity and develop an internal communications plan for CR going forward.

The purpose was to develop practical recommendations that would help Vodafone not just to communicate important CR messages right across the organisation but to help embed CR in the company's culture.

The research included interviews with senior managers, the CR Network and desk research of existing CR materials as well as online information gathering tools. The research included Vodafone people from Tokyo to Stockholm and Newbury to Rome.

"CR is important to us at Vodafone; it's one of our values and a key strategic goal for the organisation. We selected HarknessKennett to work with us as we wanted to work in partnership as the project evolved and needed a consultancy that could help us to improve our CR communications. HarknessKennett's work provided us with some robust measures of CR communications and a clear sense of direction for communicating CR amongst our people going forward."

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Emma Jenkins
Group Internal Communications Manager
Vodafone Group