-------------------------------------------------------------------------------------------------------------- Vodafone 2000-2001

\*{responsibilities, demand, clear, consistent response, operate}

\*{statement, commitment, corporate social responsibility, represents, core values, intend, judged}

\*{Vodafone’s concern, well-being, staff, physical and social environment, commend, customers, shareholders, local communities, operate}

\*{Annual Report & Accounts, outlined, determination, leading position, environmental, community issues}

\*{Vodafone Group, building, systems, structures, international responsibilities, reduce, minimize, environmental, social impact, business, maximize, opportunities, deliver}

\*{recognized, good employer, develop, implement, policies, employment, human rights}

\*{arises naturally, business}

\*{passion, excellence, involves, reaching, highest standards, social and environmental responsibility, outstanding service, customers}

\*{principles, philosophy, need, express}

\*{first published statement, Corporate Social Responsibility (CSR), Vodafone, aspires, achieve, deliver, environmental and social issues, shareholders, stakeholders, world}

\*{companion document, Report & Accounts and Annual Review, supports, belief, sound, policies, environmental and social responsibility, necessary, product development, marketing, building, sustained business success}

\*{values, trust of customers, employees, investors, governments, regulators, civil society}

\*{works, participate, achievement, environmental and social policies, sharing, common principles, support, contributed, success}

-------------------------------------------------------------------------------------------------------------- Vodafone 2001-2002

\*{vision, guided, company’s remarkable growth}

\*{underpinned, core values, business, behave, employees}

\*{uncertainties, challenges, multinational businesses, shared values, retain, focus, consolidate, strengths}

\*{core values}

\*{four passions, customers, results, people, world}

\*{embody, commitment, goals of CSR}

\*{Delivering, maximizing, benefits, mobile telecommunications, minimizing, negative impacts}

\*{corporate value, Passion for the World Around Us, expresses, belief, positive contribution, contribution, potential undreamt}

\*{global reach, technologies, services, real value, people’s lives}

\*{report, demonstrates, delivering, wider social, environmental, economic benefits}

\*{returning value, company}

\*{Vodafone Group, minimizes, environmental impact, achieve, efficiencies, cut, costs, instituting, CSR management system, manage, environmental, social risks}

\*{message, Vision and Values, Group Chief Operating Officer, personally delivered, Vodafone Group, received, enthusiastic response, people}

\*{Newbury, Milan, Sydney, determination, deliver, value, company, world, real, practical ways}

\*{developments, global CSR network}

\*{key individuals, championing, CSR agenda, subsidiary operations}

\*{determined, use, success, force}

\*{second report, CSR, demonstrate, beginning, reference, measurable achievements}

\*{progress, structures, mechanisms, patterns, behavior, deliver}

\*{no intention, standing still}

\*{dynamic business, vision, improvement}

\*{enthusiastic commitment, CSR, ambitious}

-------------------------------------------------------------------------------------------------------------- Vodafone 2002-2003

\*{mobile phone, integral part, lives}

\*{countries, population, uses, mobile phone, developing economies, mobiles, people, means of telecommunication}

\*{leader, revolution, people, connect, globe}

\*{accept, responsibilities, success, influence, social and environmental responsibilities}

\*{challenge, provide, service, enriches, people’s lives, force, world}

\*{challenges, industry, rise, meet, challenges}

\*{values-based, value-driven organization}

\*{articulated, communicated, values, unify, diverse, multi-national company}

\*{strengthened governance, management structures, deliver, values, developed, set of Business Principles, operating, companies, pledged}

\*{work, growing Corporate Social Responsibility programme}

\*{concentrated, contribution, areas}

\*{engaging, stakeholders, working, suppliers, supporting, local communities}

\*{grow, business, stakeholders}

\*{Chief Executive’s job, process, talking, employees, investors, government, non-government representatives, lobby groups, company}

\*{results}

\*{suppliers, achieve, business goals}

\*{extends, social and environmental goals}

\*{expect, suppliers, live up, Business Principles, begun, communicate, clearly}

\*{hosted, CSR workshop, global suppliers, support, CSR goals}

\*{response, positive}

\*{event, progress, draft Code of Responsible Purchasing}

\*{Supporting, local communities, critical part, commitment, world}

\*{launch, Foundation, clear policy, social investment, establishes, structure, coordinating, contributions, cash, skills}

\*{Foundation, important tool, leveraging, efforts, enhance, people’s lives, counts, Group Foundation}

\*{activities, represent, good start, road, CSR best practice}

\*{beginning}

\*{third CSR report, account, performance}

\*{contains, detailed measurement, impacts, reports, begins, record, positive impact, business, world}

\*{address, difficult issues, face, coming years}

\*{company, recognized, world’s mobile communications leader, innovative, dynamic, profitable, people, passion, success}

\*{leaders, corporate responsibility, industry}

\*{Chief Executive, designate, secure, knowledge, working, people, values, achieves, goal}

\*{passionate, corporate responsibility}

-------------------------------------------------------------------------------------------------------------- Vodafone 2003-2004

\*{company, vision, values, goals}

\*{company, central, responsible business}

\*{values, Passion, world, strategic goals, responsible business}

\*{challenge, embed, values, culture, every level}

\*{business, touches, people’s lives, products, services, customers, connect, friends, families, colleagues}

\*{connections, build, communities, create, societies, countries}

\*{operations, spanning, countries, impact, society, responsibility, world}

\*{travelled, business, chance, interact, employees}

\*{country, examples, living, values}

\*{business trip, South Africa, visited, Soweto, associate, Vodacom, turned, regulatory requirement, business model, phones, under-serviced areas, uplifting communities, country}

\*{Community Service phone kiosks, housed, customized, shipping containers, local entrepreneurs, introduced, mobile telecommunications business}

\*{locations, developed, centres of commerce, attracted, businesses, boosting, local economy, connecting, untapped commercial opportunities, lift, local people, poverty}

\*{kind of work, exemplifies, business, connecting, people, enriching, lives}

\*{implement, goal, responsible business, earning, trust, customers, stakeholders, areas of concern, mobiles, health, supply chain, access, inappropriate content}

\*{suppliers, contributing, jobs, wealth creation, people}

\*{supply chain, risks, relation, potential abuse, human rights, labour standards}

\*{starting, manage, risks, Code of Ethical Purchasing, advocating, suppliers}

\*{participate, forums, aimed, achieving, common industry, method of assessing, social, environmental supply chain risks}

\*{examples, team, demonstrating, commitment, business responsibility}

\*{global leader, mobile telecommunications, standards, business}

\*{positive difference}

-------------------------------------------------------------------------------------------------------------- Vodafone 2004-2005

\*{strategic goals, CR}

\*{Corporate responsibility, vehicle, achieving, prosperity, society, business}

\*{generating, win-win business ideas, balance, interests, stakeholders}

\*{essence, Vodafone talks, CR, sustainable development}

\*{world, poverty, population, grow, earth’s resources, over-exploited, course}

\*{People, organisations, influence, need, step, challenge, promote, sustainable way, living}

\*{journey, embarked, intend, harness, potential, mobile technology, benefit, society, shareholders}

\*{Sustainable development, mobile sector, combines, complex series of issues, challenging, enlightening comment}

\*{excites, potential, thriving mobile sector, drive, economic development}

\*{researching, socio-economic impacts, mobile, finding, location, wealth, mobile technology, benefits, people, contributing, social development}

\*{scope, CR programme, broad, manage, issues, importance, stakeholders}

\*{exciting areas, opportunities, growing, business, developing economies, broadening, existing customer base, products, accessible, elderly, disabled}

\*{interest, developing world, philanthropic desire, recognition, commercial reality, next billion mobile users live, developing countries}

\*{invited, renowned sustainable development author, presentation, top, directors}

\*{challenged, comprehend, business, developing world, different products, services, mobile, accessible, consumers, countries, create, new benefits}

\*{new industry, challenges, addressing}

\*{report, balanced account, work, radio frequency fields, health, network, development, inappropriate content, spam, energy consumption, handset recycling, supply chain, subjects, stakeholders, concerned}

\*{CR reports, CEO, confirms, CR, company’s top priorities}

\*{substantiate, key objectives, five-year plan, prepared, request, CR Director, Charlotte Grezo, approved, Executive Committee}

\*{stakeholders, vision, corporate responsibility, integrated, instinctive}

\*{way, position, reporting, progress}

--------------------------------------------------------------------------------------------------------------------- Vodafone 2006

\*{CR report}

\*{first reported, established, CR department}

\*{outset, decide, ambitious}

\*{half responsible, pick, choose, convenient areas, responsible, challenge, recognized leader, CR}

\*{progress}

\*{global team, CR managers, local operating company}

\*{operating companies, published, local CR reports}

\*{operating companies, handset, recycling programmes, begun, supplier, CR assessments}

\*{Access controls, operating companies, age-restricted content, live}

\*{annual survey, CR opinion leaders, Group CR report}

\*{progress, CR challenge}

\*{new issues, expectations, raised}

\*{key challenge, company, CR, every level, every local, operating company}

\*{achieving, creating, organizational culture, instinctive course, actions, responsible course, action}

\*{formal statement, vision, values, goals, Passion for the World Around Us}

\*{values}

\*{arrived, CR, strategic goals}

\*{Executive Committee, approved, CR strategy, clear priorities, ethics, stakeholders engagement, consistency, responsibility, customers, reuse, recycling, energy, climate change, socio-economic value}

\*{engage, stakeholders, listen, concerns, discover, time, right thing, pays}

\*{give, examples}

\*{customers, services, internet access, ability, share, video, picture, downloads}

\*{risk, concern, parents, concerned, children, access content, suitable, adult audience}

\*{worked, experts, non-governmental organizations, industry partners, develop, ways, risk, minimum}

\*{introducing, access controls, markets}

\*{achievement, service, markets}

\*{industry, great potential, generate, social and economic development, individuals, businesses, developing world}

\*{investigate, potential, robust independent research, report, Africa, impact, mobile phones, correlation, mobile penetration, GDP growth}

\*{report highlights, positive, role, mobile, developing world, contributed, developing better, understanding, social, economic impact, industry}

\*{real growth potential, emerging markets, win-win proposition, business, economies}

\*{acquire, Turkey, acquired, stake, Barthi Telecom, India, increased, stake, Vodacom, South Africa, Tanzania, Lesotho, Mozambique, Democratic Republic of the Congo}

\*{development, innovative product, services, tailored, needs, local customers}

\*{expand, encounter, new CR issues, commitment, ethical standards, guide, behavior}

\*{announced, social investment fund, develop, mobile product, services, benefit, society}

\*{builds, work, initiated, areas, social alarms, teleassistance, microfinance, inclusive design}

\*{new fund, explore, opportunities, develop, products, social value, commercial benefits}

\*{fund, launch, new use, mobile-facilitating microfinance, developing regions, conventional banking networks}

\*{new technologies, services, new challenges}

\*{extension, mobile, new areas, internet access, TV programme content, issues, virus protection, security, privacy, nature of programme, internet content}

\*{emphasizes, strategic role CR, business}

\*{companies, world, running, large company, ethical, transparent}

\*{reporting, financial, non-financial issues, trusted}

\*{intends, long-term, build, global company, ethical underpininning}

\*{CR, long-term shareholder value, aligned}

\*{reporting, progress}

--------------------------------------------------------------------------------------------------------------------- Vodafone 2007

\*{global reach, touches, corporate responsibility}

\*{stakeholders, questions, CEO, responds, key themes, raised, mobile communications, drive, social, economic benefit}

\*{low-income groups, access, services}

\*{business focus, provide, communications services, individuals, businesses}

\*{key features, success, social, economic benefit, services, deliver}

\*{developed world, mobile, additional form, communication, people, access, different communication services}

\*{reason, become, successful, additional benefit, efficiency, mobility}

\*{Mobile communications, individuals, socially, economically, access, people, information}

\*{developing world, alternative choice, communications, mobile, people, communication service}

\*{lack, fixed-line infrastructure, individuals, access, low-cost communications, mobile, beginning, change}

\*{People, mobile communications, engage, society, economic system}

\*{earn, living, improve, education, maintain, social cohesion, ongoing communication, family, friends}

\*{efficiency, mobility, benefits, counterparts, developed world, impact, experiencing, benefits}

\*{example, effect, mobile communications, impact, lives of Indian fisherman, coast of northern Kerala}

\*{access, communications, fishermen, call, choose, port, land, catch}

\*{created, efficient market, fish, matching, supply, demand, eliminating, wastage}

\*{fishermen’s profits, rose, sell, stock, price of fish, fell, consumers, efficient distribution, created, economies of scale}

\*{Access, information, markets, work, effectively}

\*{services, positive impact, people’s lives}

\*{initiatives, place, services, accessible, people, social, economic circumstances}

\*{barriers, accessing, mobile communications, cost, handset}

\*{decided, global scale, develop, low-cost handset, Chinese manufacturer ZTE}

\*{produced, Vodafone-only branded handsets, retail, access, mobile communications, affordable}

\*{handsets}

\*{elements, service, affordable, accessible}

\*{introduced, lower prepay, top-up vouchers, people, regularly, lower cost}

\*{low-cost communications, remote villages, South Africa, South African affiliate, Vodacom}

\*{Kenya, Safaricom, joint venture, launched, mobile payment service, customers, transfer, money, Kenya, sending instructions, via SMS text message}

\*{common theme, development, services, accessibility}

\*{driving, innovation, products, services, individuals, realize, full, benefits, mobility, rich, poor, living, developed, developing country}

\*{benefits, communications, risks}

\*{protect, children, individual privacy, new services, social networking, mobile advertising}

\*{positive social benefits, services, outweigh, negative}

\*{shareholders, stakeholders, customers, employees, expect, necessary safeguards, place, protect users, services, responsible company}

\*{Social networking, people, access, share, information, similar interests}

\*{social benefit, creating, communities, common interests, recently signed, partnership agreements, sites, eBay, Google, MySpace, YouTube}

\*{websites, popular, consumers, success, demonstrates, value, individuals place, accessing, sharing information}

\*{Mobile, advertising services, benefits, customers}

\*{Customers, opt-in, voluntarily choose, accept, advertisements, benefits, free, discounted services}

\*{customers, accept, adverts, no obligation}

\*{guarantee, customers’ privacy, protected, personal information, released, third parties, prior consent}

\*{role, business, bringing, customers, services, new social networking, advertising partnerships}

\*{recognize, develop, new services, impact, customers, measures, place, protect, potential negative consequences}

\*{aim, find, right balance, protection, control, freedom, expression}

\*{strike, balance, customers, informed choices}

\*{customer trust, critical, listen, customer views, ongoing basis}

\*{access controls, parents, internet filtering, review, adapt, content standard policies, customers, protect, children, inappropriate content, contact, benefiting, access, communications opportunities}

\*{Climate change, global issue}

\*{strategy, climate impact}

\*{carbon intensity, low, compared, sectors}

\*{responsible, quarter million tons of carbon dioxide per year, households}

\*{emissions, network}

\*{concentrating, reducing, need, air conditioning, base station sites}

\*{challenged, suppliers, improve, energy efficiency, network equipment, achieved, improvement}

\*{virtue, mobile communications service, reduce, climate impact}

\*{networks, manage, traffic flows, public transport information, plan, logistics, effectively}

\*{switch off, lights, heating, house, remotely read, electricity meters}

\*{successful, achieving, corporate objectives, a responsible business}

\*{leading global company, need, leading global contributor, objectives, individuals, businesses, society, world}

\*{value, feedback, improve}

\*{acting, feedback, services, people, valuable, constructive role, addressing, challenges, time}

--------------------------------------------------------------------------------------------------------------------- Vodafone 2008

\*{corporate responsibility, achieve, global strategic objectives}

\*{achieve, commercial success, sustainable basis, need, conduct, business, responsible way}

\*{commercial strategies, designed, CR practice}

\*{Corporate Responsibility (CR), accepted, society, rare, business, not support, principle, responsibility}

\*{designing, corporate strategy, responsible way, vital, ongoing commercial success, integrate, CR, strategy, activities, daily basis}

\*{global footprint, spans, five continents, Europe, Asia, US, Africa, Australasia}

\*{window, world, learn, innovate, anticipate, key business trends}

\*{sector, focused on, opportunities, emerging markets, mobile internet services, increased data usage}

\*{aligning, commercial opportunity, CR objectives, form, success}

\*{practicing, alignment, several areas, rural rollout, mobile internet, management, climate impact}

\*{Bringing, telecommunications, internet access, poor, un-connected communities, emerging economies, rural areas, improves, quality of life, participation, economic activity}

\*{invested, communities, CR perspective, Governments, mandated, rural rollout, license obligations}

\*{invested, obliged, communities, represented, commercial opportunities, designed, tailored, services, needs}

\*{Tailoring, vouchers, innovative distribution, models, development, low cost handsets}

\*{Re-designing, services, customers, commercially viable, deliver, revenue growth, India, Egypt, Romania}

\*{commercial, CR win–win}

\*{company, growing, business, scale, adverse impact, climate}

\*{serving, communities, generating, strong revenue growth, detrimental impact, environment, consequence}

\*{grow, business, contributing, environment, imposing, costs, constraints, operations}

\*{announced, new climate change commitment, focusing, greener energy, improving, energy efficiency}

\*{view, protect, environment, improve, company’s efficiency, supporting, long-term sustainability, business}

\*{areas, business, responsible approach, customer offerings}

\*{Mobile data, contributed, annual revenues}

\*{segment, grow, listen carefully, customers, telling, internet experiences}

\*{enthusiasm, accessing, internet, mobile, customers, safe, secure, mobile internet experience, children}

\*{customers, protect, children, control, interact, social networks, assurance, confidentiality, customer data}

\*{invested, several areas, research, develop, understanding, customer expectations, privacy, mobile, advertising, child protection}

\*{developing, solutions, customers, mobile internet experience, rolling out, responsible mobile internet strategy, customer protection, translating, greater customer trust, preference, products}

\*{Businesses, foresight, flexibility, adapt quickly, developments, global, local market place}

\*{respect, increasing, demand, mobile services, emerging markets, forces, convergence, media, telecommunications, internet industries, global environmental concerns, climate change, issues, business}

\*{adoption, CR, business strategy, areas, address, challenges, successfully, sustainable basis}

\*{create, value, business, customers, broader stakeholders}

\*{goal}

\*{CR report, useful, informative}

\*{views, improve, business, value, stakeholders}

--------------------------------------------------------------------------------------------------------------------- Vodafone 2009

\*{Corporate Responsibility Report, Mobilising Development}

\*{Development, represents, challenge, society, contends, issues, global economic recession, longer-term issue, climate change}

\*{issues, coordinated, urgent, focused actions, position, positive contribution}

\*{recession, hard decisions, size, location, workforce, strive, operational excellence}

\*{innovate, products, services, manage, growth, subscribers, experiencing, emerging markets, India}

\*{mobile communications, developing markets, transform, economies, quality of life}

\*{challenges, develop, CR approach, emerging market businesses}

\*{recognize, require, case, true, India, CR-related performance data, reliable}

\*{industry, solution, overcoming, economic crisis, delivering growth}

\*{future economic development, stress limits, natural environment}

\*{deliver, changes, environmental efficiency, communications services, shift, example, travel substitution, machine-to-machine services, improve, business efficiency, low carbon way}

\*{focused, address, issues, raised, mobile internet}

\*{concerns, vulnerability, children, security, customer data, privacy implications, location-based services, mobile advertising, consult, stakeholders, solutions, customers informed}

\*{manage, current economic situation, start, address, sustainability}

\*{suppliers, stakeholders, potential, leverage, technology, innovative spirit, deliver, low carbon economy, real contributions, sustainable society}

--------------------------------------------------------------------------------------------------------------------- Vodafone 2010

\*{Sustainability Report}

\*{economy, not declining, countries, challenges, deliver, sustainable society, business, stakeholders, prosper, long term}

\*{lack, legally, binding international agreement, climate change, Copenhagen, lack, progress, pressing issues, people, emerging markets, underline, need, cohesive strategy, public, private sector, needs, society}

\*{sector, operate, shaping, sustainable society}

\*{capital investment, business, recession, fast, reliable, high quality networks, becoming, ubiquitous, platform, deliver, communication services, segments, society}

\*{Sustainability challenges, key stimulus, innovation, business, established dedicated business units, develop, promote, services, efficient, effective healthcare, access, basic financial services, mobile payment solutions, sub-Saharan Africa, machine-to-machine applications, bring, substantial carbon, energy cost savings}

\*{SMS, Life, health project, Tanzania, example, impact technology}

\*{benefits, services, bring, visible, emerging economies}

\*{markets, face, biggest challenges, operations, different working practices, attitudes, risk}

\*{reasonable record, health, safety, expansion, emerging markets, application, rigorous, demanding, tracking methodologies, unacceptable level, fatal accidents, Ghana, India, Turkey, markets, legacy, poor safety practice, infrastructure, high rate, road traffic accidents}

\*{contractors, manage, health, safety effectively, work, sub-contractors, key challenge}

\*{intervened, occasions, reinforce, absolute priority, operating safely, protecting, Vodafone employees, contractors, general public}

\*{Report, illustrates, working hard, address, problems, example, introducing, Fatality Prevention Plan, Ghana, India, Turkey, focused, key initiatives, statistics, indicate, marked, Improvement}

\*{transparent, reporting, area, raise awareness, issues, industry, sectors, stimulate, change, attitude, safety, emerging economies}

\*{long-term challenge}

\*{report, address, sustainability agenda, managing, negative impacts, pressing, deliver, positive contributions, sustainability}

--------------------------------------------------------------------------------------------------------------------- Vodafone 2011

\*{Sustainability report, performance, insight, sustainability opportunities, challenges, face, implementing, strategy}

\*{opportunities, services, areas of health, financial services, agriculture, food distribution, emerging markets, strategy, business growth}

\*{Health Solutions, bringing, tangible efficiencies, healthcare providers, markets, M-Pesa customers, doubled, via mobile}

\*{developed markets, focus, mobile-enabled services, support, low carbon, operating}

\*{harnessing, opportunities, machine-to-machine connections, business customers, improve, efficiency, operations, reduce, carbon emissions}

\*{targeting, reductions, carbon footprint, working, key suppliers, develop, innovative solutions, improve, energy efficiency, networks, bringing, additional cost savings, operational efficiencies}

\*{challenges, managing, health, safety performance, emerging markets}

\*{efforts, embedding, safety first culture, targeting, root causes, incidents}

\*{report, employees, contractors, lost, lives, incidents, reporting}

\*{fatalities, result, road traffic accidents, emerging markets, affect, driving conditions, countries, enforcing, road safety rules, employees, contractors, key focus}

\*{telecommunications, internet access, civil unrest, continuing events, North Africa, Middle East}

\*{Egypt, operators, authorities, temporarily shut down, mobile networks}

\*{employees, performed, challenging, circumstances, restoring, network operations, working long hours, services, customers}

\*{approach, adopted, circumstances, optimum, employees, customers, population}

\*{challenges, critical, trust, customers, stakeholders, cannot deliver, commercial objectives}

\*{transparent reporting, key aspect, trust, opportunities, address, sustainability challenges}

\*{performance, approach, key sustainability issues}

--------------------------------------------------------------------------------------------------------------------- Vodafone 2012

\*{opportunity, transform, societies, bringing, innovative services, people, covered, networks worldwide, emerging markets}

\*{mobile solutions, finance, health, agriculture, difference, people’s lives}

\*{emerging markets, people, bank accounts, accessing, financial services, M-Pesa mobile money transfer service, mHealth solutions, medical centres, Tanzania, Gambia, essential medicines, mobile information service, Turkish farmers, improve, productivity}

\*{mature markets, solutions, tackling, global challenges, face, climate change}

\*{Smart working, machine-to-machine (M2M) connections, potential, people, live, work, sustainably, businesses, operate, efficiently}

\*{M2M connections, companies, cut, costs, carbon footprint, energy, fleet management}

\*{vision, captures, far-reaching ambition, need, support, sustainable living, grand scale}

\*{championed, sustainability teams, harness, enthusiasm, employees, globe}

\*{commitment, everyone, bring, sustainable living, step closer}

\*{focus, sustainable development, transform, lives, recognize, operate responsibly, ethically, business}

\*{trust, stakeholders, vital, achieve, vision}

\*{longstanding commitment, corporate responsibility, people, safe, managing, carbon footprint, protecting, customers’ privacy, achievements, date}

\*{document, vision, key opportunities, challenges}

\*{updating, progress}

--------------------------------------------------------------------------------------------------------------Vodafone 2012-2013

\*{Mobile technology, improves, livelihoods, changes, lives}

\*{Wireless communications, addressing, society’s most complex challenges, climate change, food security, access, healthcare, education}

\*{social and economic contribution, operating countries}

\*{enterprise, customers, reduce, energy needs, cut, carbon emissions, enhance, productivity, using, machine-to-machine (M2M) services, internet of things, connects, devices, network, optimize, fleet management, logistics, distribution, manufacturing processes}

\*{consumers, manage, increasing, complexity, digital lives, people, work smarter, flexibly, remotely, enhancing, individual, quality of life, reducing, carbon emissions, travel}

\*{customers, emerging markets, investing, building, networks, services, mobile healthcare services, rural clinics, remote, learning, applications, village schools, crop-price, weather forecasts, farmers, M-Pesa mobile money service}

\*{launch, M-Pesa, transformed, lives, people, Africa, banking, financial services}

\*{Mobile technology, effect, quality of life, vulnerable groups, emerging markets}

\*{partnership, US Agency for International Development (USAID), NGO TechnoServe, use, simple mobile technology, smallholding farmers, Kenya, Mozambique, Tanzania, increase, yields, secure, best prices, produce}

\*{GSK, global immunisation organization, GAVI Alliance, use, mobile technology, increase, immunisation rates, sub-Saharan Africa, reducing, childhood mortality rates}

\*{Mobile technology, macro-economic benefits, businesses, employees, emerging markets, Connected Worker research, increased, use, mobile technology, deliver, productivity gain, companies, aggregate employee earnings}

\*{goals, commercial and strategic outcomes, achieved}

\*{Financial results, commitment, behave, ethically, responsibly, integral, long-term, sustainability, businesses}

\*{commitment, forms}

\*{informs, industry leadership role, NGOs, peers, new global principles, governing, protection, customers’ privacy}

\*{suppliers, strengthen, measures, ethical conduct, employee protection, supply chain}

\*{inclusion, new chapter, total economic contribution, country-by-country basis, insight, clarity, public debate, corporate taxation}

--------------------------------------------------------------------------------------------------------------Vodafone 2013-2014

\*{stakeholders, performance, business decision}

\*{customers, shareholders, partners, suppliers, employees, elected representatives, regulators, NGOs, media, act, responsibly, integrity}

\*{Financial results, societies, communities, operate, companies, focus, enhancing, lives, livelihoods, enhancing, returns, shareholders}

\*{expectation, risk, undermining, prospects, long-term value creation}

\*{core business, powerful social good, customers, countries, communicate, share, create, learn, grow}

\*{expansion, communications networks, impact, people, manage, daily lives}

\*{social consequences, new section, mobile, empowering, women, emerging markets}

\*{High-speed data networks, changing, companies, public sector organisations, operate, enhancing, productivity, effectiveness, reducing, energy needs, address, global warming}

\*{technologies, customers, reduce, climate change impact, efforts, reduce, operational energy consumption, CO2 emissions}

\*{data revolution, shaping, household habits, enterprise strategies, science fiction, generation}

\*{change, complexity, new emerging risks, new concerns}

\*{growing, public anxiety, access, citizens’ private information, commercial entities, government authorities}

\*{protection, customers’ privacy, priorities}

\*{public debate, allegations, government surveillance, publication, Law Enforcement Disclosure}

\*{law enforcement, demands, countries, information, intelligence agency, authority demands, country-by-country basis, statistical data, lawfully, disclosed}

\*{Corporate taxation, focus, public debate}

\*{inform, discussions, producing, detailed and transparent insight, views, approach}

\*{Tax and Total Economic Contribution report, updated, provides, overview, funding, public finances, country-by-country breakdown, cash taxes, international communications operator}

\*{issues, stakeholders}