



# VODAFONE ENVIRONMENTAL SUSTAINABILITY PROGRAMME

## 're.connected' CLAIM SUBSTANTIATION

24 September 2024

### Introduction

Vodafone has created a new naming convention and key visual for its environmental sustainability programme which it will use to communicate the different workstreams that constitute the programme. This document substantiates the claims made.

### Claims

re.connected is helping to:

- a) reduce emissions;
- b) repurpose devices;
- c) restore British nature

Vodafone re.connected is our commitment to protecting the planet by reducing emissions, giving devices a second home, and helping to restore British environments.

### Substantiation

#### Reducing emissions

Vodafone has a Science Based Target Initiative-validated target to achieve net zero emissions across its operations by 2027 and across its full value chain by 2040. Vodafone had managed to reduce its Scope 1 emissions by 93% when comparing the financial year ending 31 March 2024 against its baseline year (financial year ending 2020). This was done through a combination of energy efficiency and reduction initiatives, investing in on-site renewables and reducing the use of fluorinated gases in its data centres. Vodafone's network is powered by 100% renewable electricity via Power Purchase Agreements (PPAs) and Renewable Energy Guarantees of Origin (REGOs). This has reduced Vodafone's Scope 2 emissions to 0 tonnes of CO2 equivalent for the financial year ending 31 March 2024. Vodafone is also looking to continue its progress in reducing its Scope 1 and Scope 2 emissions by improving its energy efficiency, making further investment into additional on-site renewable electricity generation, reducing the use of natural gas for heating, transitioning away from the use of diesel generators, improving the maintenance and operation of cooling and fire suppression systems and transitioning to a fully electric fleet of vehicles.

Although Vodafone's Scope 3 emissions increased by 3% from the previous financial year to this financial year, Vodafone is continuing to improve its understanding of its Scope 3 emissions by enhancing the quality, accessibility and availability of its carbon footprint data. Vodafone is also working with its suppliers to establish their own Scope 3 targets, increase the reliability of Scope 3 data and make more environmentally conscious choices. Vodafone is a member of both the Joint Alliance for CSR and Digital Connectivity Forum through which it is engage with its strategic suppliers alongside its industry peers to collectively request lifecycle analyses are conducted in order to identify and prioritise key emission reduction activities. Further information on Vodafone's initiatives can be found via the [carbon reduction plan](#).

## Repurposing devices

Vodafone provides a suite of refurbished mobiles on both Pay monthly and Pay as you go plans. This provides customers with the option to select a device with a lower carbon footprint. A life-cycle assessment (Pamminger, R., Glaser, S. and Wimmer, W., “Modelling of different circular end-of-use scenarios for smartphones, International Journal of Life Cycle Assessment (2021) 26:470-482) which modelled circular end-of use scenarios for smartphones found that a refurbished phone (used for an average 1.93 years) can have a 55% lower contribution to climate change than a new phone used for 2.5 years. See a [consumer-friendly report of the study \[PDF: 177KB\]](#). For the full study, see the [Springer Link website](#). In addition, Vodafone’s Great British Tech Appeal is a vital part of Vodafone’s commitment to helping four million people and businesses cross the digital divide by the end of 2025, which provides a solution for Vodafone’s customers to donate end-of-use devices for reuse or recycling. So far, Vodafone has collected over 20,000 devices and donated 13,000 to people in need. For more information about Vodafone’s refurbished phone offering please see this [link](#).

## Restoring British nature

Vodafone is committed to restoring British nature by being involved with campaigns with organisations such as WWF. This partnership involved the launch of a new programme “one million phones for the planet” to help accelerate the number of traded-in, refurbished and recycled devices with £1 being donated to nature restoration projects for each device collected. Through campaigns such as this, Vodafone is contributing to the elimination of e-waste as well as encouraging a more circular economy for mobile devices. According to the life cycle assessment study “Assessment of the environmental impact of a set of refurbished products – Final Report (2022)” by Erwann Fangeat, ADEME, found that a refurbished phone used over a 2-year period created 24.6kg CO<sub>2</sub>e less carbon emissions a year than using a new phone over a 3-year period. A full link to this study can be found [here](#).

Vodafone has also worked with DEFRA and Forest Research to investigate technology assists with supporting research into the roles of trees in tracking and combatting climate change. Vodafone’s market-leading Internet of Things (IoT) technology has assisted in monitoring tree growth and the impact of climate change on UK forests. Through the use of specialist sensors between trees in different forests, connected via Vodafone’s Narrowband-IoT (NB-IoT) network, DEFRA can collect the necessary data and monitor important aspects such as changes in temperature, humidity and soil moisture and how these affect trees. As this technology operates on a very narrow radio band frequency it can cover a wider area and penetrate deeper than normal networks leading to more sustainable outcomes. A link to the full article on this can be provided [here](#).

Vodafone has also been working with Extreme E to provide sophisticated technical solutions to assist with the monitoring of water quality and temperatures in the River Nith to protect against climate change and help prevent the decline of the Atlantic Salmon population. These water quality sensors and temperature-sensing devices connected to Vodafone’s IoT network ensure vast amounts of accurate data can be collected accurately and swiftly to more effectively target on-the-ground nature restoration initiatives. These sensors can withstand difficult environments and transmit this data back to a user-friendly portal that can be accessed by the Nith District Salmon Fishery Board. A study to this full article can be provided [here](#).