



WWF®

CASE STUDY

2011



Sustainability

MEETING THE ONE IN FIVE CHALLENGE

Vodafone UK has successfully cut 26.1 per cent of its business flights by utilising its own technology as part of WWF's One in Five Challenge - a programme that helps companies to reduce their reliance on flying, in favour of lower carbon alternatives.

Cutting business flights by 26.1% in a single year



Vodafone encourages employees to work flexibly, and provides them with the most up-to-date communications technology to help them do so. Employees can communicate with each other through voice, video, instant messaging or web collaboration software by simply clicking their colleague's name on their PC. Vodafone has also invested £600,000 in video conferencing facilities, to reduce the need for employees to travel to meetings. In the first five months of 2010, they spent 3,600 hours in video conference and travelled 320,000 fewer kilometres on business.

In a single year, Vodafone UK has:

- Cut business flights by 3,749 down to 10,630
- Slashed distances flown by 2.46 million kilometres
- Reduced CO₂ emissions by more than 617 tonnes
- Reduced travel costs by nearly a third.

New ways of working reduces the need to travel

Vodafone UK reduced both the number of business flights and the need to travel by utilising communication technology and integrating new ways of working. The increased use of audio and videoconferencing, office communicator and online collaboration services were key to Vodafone's success in achieving the Challenge. Employees were encouraged to use virtual conferencing and communication technologies rather than meeting face-to-face.

The key benefits of reduced travel have been a reduction in Vodafone's travel expenditure by nearly a third, decreased CO₂ emissions, as well as increased productivity and efficiency, instant communications, and improved employee work-life balance. As Vodafone UK has demonstrated, organisations

embracing these technologies through unified communications solutions, can achieve real environmental and business benefits.

Engaging employees in sustainable business

Vodafone integrated the goals of the Challenge into their work, addressing both the number of flights and the need to travel. Flight reduction targets were set in line with cost reduction initiatives maximising the financial benefits of flying less. Employees were encouraged to question the need for travel through rigorous travel sign-off procedures, and consider low carbon alternatives.

About Vodafone

Vodafone is one of the world's leading mobile communications company, with an award-winning network. Vodafone's key responsibility is making sure customers can rely on a first-class mobile communications network across the UK, but they also do their bit to protect the environment. That means working hard to cut the carbon footprint of their network, stores and offices, and introducing products and services that help customers go greener too. To find out more about what Vodafone are doing, visit their Responsibility Store at www.vodafone.co.uk/responsibility

About the One in Five Challenge

The One in Five Challenge is WWF's guided programme and award scheme which suggests practical ways to cut flying and use lower-carbon ways of staying connected. It also encourages a culture of virtual meetings in preference to flying, which improves the productivity and well-being of staff.

Other Challenge members include Arkadin, Capgemini, Marks & Spencer, Premiere Global Solutions, SEPA, Skanska, BT, BSKyB, Scottish Government, Microsoft and WWF-UK.

GET INVOLVED

SHOW YOUR BUSINESS PARTNERS, REGULATORS OR INVESTORS THAT YOU'RE TAKING YOUR ENVIRONMENTAL IMPACT SERIOUSLY, BY FLYING LESS.

Please feel free to contact us: oneinfive@wwf.org.uk



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.
wwf.org.uk

"We've made some improvements to how we work at Vodafone which mean I can use video conferencing, instant messenger, online collaboration software and telephone conferencing to communicate with my colleagues in a more efficient and flexible way. So now I don't have to take time to travel, and can arrange collaborative responses and actions much quicker. I'm getting more done, working better with people across the organisation, and have dramatically reduced the miles I fly and drive."

Tim Harding,
Outsource Relationship
Manager, Vodafone UK

