New digital business – solutions for a greener planet

Future Campus, Heilbronn, April 2022
Therese Seiringer, Vodafone

The 3 dimensions of sustainability

FOCUS TODAY

ENVIRONMENT
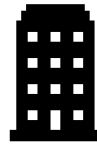
SOCIAL

GOVERNANCE

IMPORTANCE OF SMES FOR GERMANY

80%
of all apprenticeships in
Germany are provided by SMEs

99%
of all companies in
Germany are SMEs

1,307
world's 2,700
hidden champions
are German SMEs

33%
of total turnover
in Germany
is generated by SMEs

Source: Federal Ministry for Economic Affairs and Climate Action (2022)

SUSTAINABILITY THROUGH TECHNOLOGY

The climate crisis has catastrophic consequences worldwide

As a digitisation company, Vodafone sees itself having a responsibility to drive digitisation forward and contribute to a healthier, greener planet

SAVING CO_2
Greentech solutions save CO_2 emissions and resources in global industry

IOT SOLUTIONS
Digital solutions like vehicle networking ensure more efficiency and lower CO_2 emissions

PROTECTING THE ENVIRONMENT
A future in which corporate success does not come at the expense of the environment

OUR PATH TO NET ZERO

ACHIEVED

2020
100% electricity from renewable sources

2025
Climate neutral: -100% CO_2 emissions from our own activities

2030
- 50% CO_2 emissions from our value chain

Supply chain | Business travels | Joint ventures | Use of sold equipment & services

0%

2040
Net zero emissions

OUR GIGAGREEN STRATEGY

CLIMATE NEUTRALITY AND NET ZERO

REDUCING OUR CO_2 EMISSIONS	CIRCULAR ECONOMY	EMPLOYEE ENGAGEMENT	GREEN IOT SOLUTIONS
GREEN ELECTRICITY	REDUCE	PROGRAMME MISSION GREEN	GREEN INNOVATIONS
GREEN MOBILITY	REPAIR	TEAM GREEN NETWORK	SMART ENERGY
GREEN LOGISTICS	REFURBISH/REUSE	COMMUNITIES OF PRACTICE	SMART MOBILITY
GREEN SUPPLY CHAINS	RECYCLE	E-LEARNING ON SUSTAINABILITY	SMART CITY

VODAFONE INSTITUTE	**+**	SUSTAINABILITY ADVISORY BOARD

REDUCING OUR CO₂ EMISSIONS

TÜV-CERTIFIED GREEN ELECTRICITY

GREEN FLEET

NEW CENTRAL WAREHOUSE

CIRCULAR ECONOMY

RECYCLE

REDUCE

GIGAGREEN LIFECYCLE

REFURBISH & REUSE

REPAIR

EMPLOYEE ENGAGEMENT

- **MISSION GREEN**
- **TEAM GREEN**
- **COMMUNITIES OF PRACTICE**
- **E-LEARNING ON SUSTAINABILITY**

GREEN IOT SOLUTIONS

Saving energy through artificial intelligence

IoT energy monitoring enhances sustainability

Saving energy consumption in factories

GREEN IOT SOLUTIONS

Saving resources with smart water meters

Saving fuel with tyre monitoring

Predictive maintenance and CO_2 reduction

GREEN IOT SOLUTIONS

Generating renewable energy

Less GHG emission through smart parking

Making agriculture more sustainable

REDUCING THE ENVIRONMENTAL IMPACT OF SIM CARDS

- Half-size SIM =
340t plastic / 1760t CO_2

- Eco-friendly SIM =
320t plastic / 1280t CO_2

- **e**mbedded**SIM** =
no more plastic

- **i**ntegrated**SIM** =
no more separate chip

5G+ WILL REDUCE ENERGY CONSUMPTION

GIGA 5G+

Without detours: Direct dialing into the 5G+ network eliminates the detour via the LTE infrastructure

Less energy consumption: Users save up to 20% electricity with 5G+

Ultra-low latency & extreme reliability enable new forms of services, e.g. smart agriculture, smart water

5G from Vodafone is now available to 45 million people – 5G+ is already available to more than 10 million. By 2025, 5G+ should be available to almost everyone in Germany at home

GIGAGREEN PROJECTS

Resource-efficient heating operation

Saving tonnes of plastic with new SIM technologies

Climate-neutral Green Business Tariffs

5G+, the new generation of sustainable connectivity

Sustainable TV-Spot production

Poster cleaning polluted air

Green Gigabit operating 100% on green electricity

Upcycling outdated posters

Commercial mural reduces nitrogen

SUSTAINABLE MARKETING ACTIVITIES

Sustainable TV-Spot production

- No flights for production
- No artificial lighting
- Primarily e-mobility & hiking
- Production site accessible by train
- Fresh & local food

Special paint reduces nitrogen from air

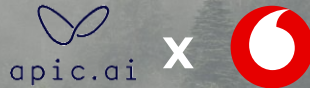Dieses Plakat sorgt für bessere Berliner Luft

Vodafone poster converts harmful substances into clean air

Vodafone together with inclusive workshop for people with disabilities upcycled outdated posters to handmade bags

PROTECTING BEES WITH IOT TECHNOLOGY

apic.ai **x** *(Vodafone)*

#GIGA BEE PROTECT

Habitats of many different species **are endangered** by climate change. We use technology to help create a **better understanding of nature**.

- Implementation of a measurement system for **visual detection** of bees
- Bees functioning as **bio-sensors** due to the latest technology
- Evaluation and analysis with **artificial intelligence** methods

✓ Research into yet unrecognized **linkages in the ecosystem**

✓ Insights into the **causes of insect loss**

✓ **Preserving biodiversity**

Foundation for better decisions in the interest of nature

Together we can.