



Mobiles, masts and health – Our approach

Mobile devices, and the masts that enable them to transmit calls and data, operate well within guideline safety limits.

We manage any perceived health issues based on all available scientific evidence, to ensure we safeguard our customers, employees and the public. Our vision is to lead within the industry in responding to public concern about mobile phones, masts and health by demonstrating leading-edge practices and encouraging others to follow.

Find out more on the dedicated section of our website, called mobiles, masts and health, at www.vodafone.com/content/sustainabilityreport/2014/index/operating_responsibly/mobiles_mast_and_health.html which explains how mobiles work, answers frequently asked questions about mobiles, masts and health, and provides summaries and links to the latest expert reviews of scientific research.

Performance in 2013/14

Vodafone's reputation for acting responsibly in relation to mobiles, masts and health remains strong, as confirmed by our annual survey of opinion leaders.

Since we began this survey in 2008, we have consistently remained ahead of competitors in this area (see Data for year-on-year survey results).

In 2013/14, we shifted the geographical scope of our survey to monitor opinion outside Europe, where the issue of mobiles, masts and health is managed well across the industry so stakeholders tend not to differentiate individual companies' approaches. Instead, we focused on our markets in Africa, the Middle East and Asia Pacific, where we are working to promote engagement between mobile operators and stakeholders on this issue. The findings of the survey will help us understand where we can most effectively concentrate our efforts.

The survey, conducted by an external agency, involved interviews with more than 70 key stakeholders and opinion leaders in Africa, the Middle East and Asia Pacific, including national politicians, local authority decision makers, health bodies, government departments, media representatives, NGOs, academics, industry associations, and handset or technology suppliers.

Of these, 81% consider that Vodafone takes its responsibilities on mobiles, masts and health 'very' or 'fairly' seriously. We recognise that there is still more work to be done to engage and educate key stakeholders in these markets and we believe that Vodafone has an important role to play in sharing our global experience in these markets.

Mobiles, masts and health – Data

	2011/12 Global	2012/13 Global	2013/14 ¹ AMAP only
Vodafone ² (%)	87	73	82
Leading device manufacturer(s) ³ (%)	61	36	40
Other operators (%)	61	35 ⁴	53

Notes:

1. 2013/14 survey of 79 stakeholders in seven markets in Africa, the Middle East and Asia-Pacific was conducted between March and May 2014
2. Q: How seriously do you believe the following organisations are taking their responsibilities in relation to mobile phones, masts and health?
3. This score for 2012/13 and 2013/14 is based on an average of three leading device manufacturers rated in the survey. Scores in previous years are for the single leading device manufacturer
4. This score for 2012/13 has been restated to include an average of other mobile operators and the leading local competitor, in order to be the same as 2013/14