

# Delivering value through social investment

For over 17 years Vodacom has been contributing to societal development through social investments and providing relevant communication and technology solutions that promote socioeconomic upliftment. Each of our operating companies has a Foundation that invests in the communities it serves, with a focus on employing our technology to support education, health and safety initiatives, in line with the Global Goals. Many projects are developed and delivered through partnerships.

This year, we invested a total of R106 million in community projects across our operations, comprising R86 million invested by the Vodacom Foundation in South Africa and R20 million by our International operations.

## Vodacom corporate social investment (CSI) spend

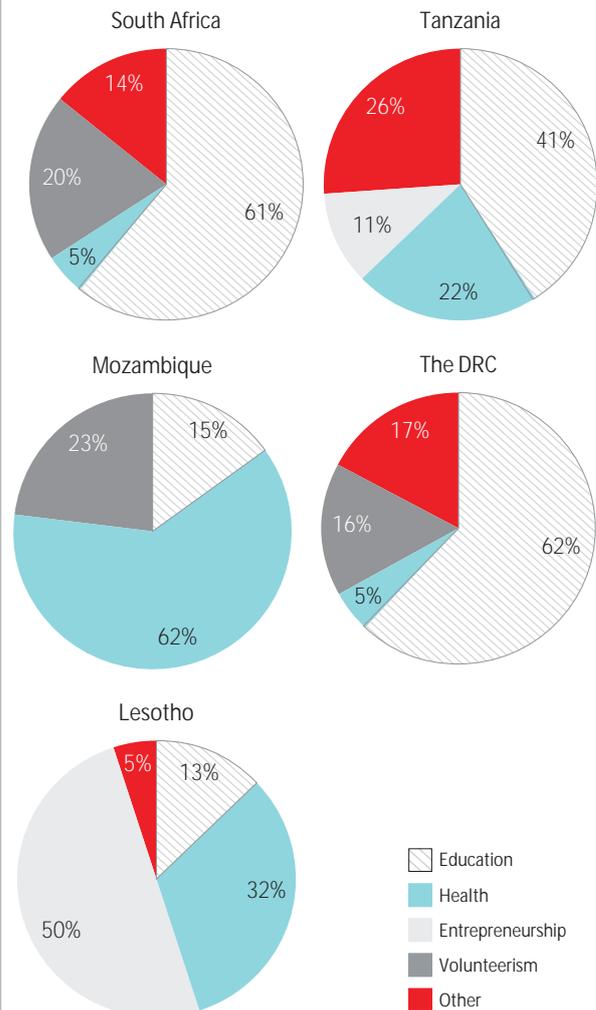
R	2016	2015
South Africa	86 000 000	80 000 000
The DRC	4 111 500	2 300 000
Lesotho	5 039 268	601 068
Mozambique	4 393 512	3 150 000
Tanzania	6 686 714	8 800 000
<b>Total CSI spend</b>	<b>106 230 994</b>	<b>94 851 068</b>

Following is a selection of social investment project highlights in our core focus areas.

### Improving access to education

In South Africa, our Mobile Education Programme (mEducation) is the cornerstone of our investment in education and the integration of information communication technologies in learning and teaching. Built on a successful partnership with the Department of Basic Education, Microsoft®, Cisco and Mindset, to date we have equipped and connected 81 ICT Resource Centres that provide teachers throughout South Africa with better access and understanding on integrating ICT in their teaching experience. The programme has boosted the skills of around 10 000 teachers in maths and science, coaching them in how to use the available technology and helping them to understand how these tools can be integrated in the classroom and used as effective teaching tools. In addition, Vodacom hosts a teachers' online portal called the Digital Classroom, a platform on which teachers can communicate and share knowledge, as well as access useful resources and find out about their nearest teacher centre. To date, the Digital Classroom has had over 115 847 visits. Vodacom's school connectivity programme has connected 2 194 schools across the country.

## Vodacom CSI percentage spend by focus area



We have connected 3 087 schools with data access and exceeded our target for universal service obligations. Each school receives free internet connectivity as part of this project, as well as 26 tablets, a laptop, an interactive whiteboard, a data projector, a printer and educational aids.

In South Africa, a spin-off from our ICT Resource Centre initiative is our youth skills development project, now in its second year of funding partnership with the Independent Development Trust (IDT). To date, 273 trainees have gained basic computer skills, IT essentials, enterprise development and business skills.

## Delivering value through social investment continued

Building on Vodacom's established support for education through mEducation, in January 2015 we launched the Vodacom e-school, a secure online learning platform with free Internet access to basic education content for all grade 4-12 learners. The portal provides daily lessons, consisting of notes, videos, and assignments in the form of quizzes as well as personalised progress reports. Learners who are Vodacom subscribers can register at [vodacom.co.za/e-school](http://vodacom.co.za/e-school) in order to be able to access curriculum aligned classroom content for free through Vodacom e-school. The underlying philosophy was to create a multimedia-based platform that is fun, inspiring and convenient, encouraging learners to study smarter not harder. The interactive elements of the portal allow the learning to be self-paced, enabling the learner to control the learning process. As at 31 March 2016, the portal had over 105 000 registered learners.

[www.vodacom.co.za/e-school](http://www.vodacom.co.za/e-school)



Learners receiving a demonstration on how to access educational content on a tablet

In Tanzania, Vodacom partnered with Samsung to deliver the Smart Schools programme that has installed ICT equipment in classrooms and trained teachers on the integration of ICT into learning. To date, a total of 6 000 students in four schools are benefiting from the programme.

In the DRC, we continue to support and raise funds for the Instant Network Schools project that provides access to online educational content via tablets. The digital school in a box, which was designed by Vodafone, is a secure and robust 52kg case equipped with a laptop, 25 tablets pre-loaded with educational software, a projector, a speaker and a hotspot modem with 3G connectivity. It can be set up in 20 minutes and charged as a single unit from one power source in six to eight hours, after which it can be used for an entire day without access to electricity.

<https://www.youtube.com/watch?v=cdmS8JVun3Y>

### Addressing health challenges

In South Africa, we have extended the rollout of a stock visibility solution to health clinics in Limpopo and the Eastern Cape provinces. The medical stock monitoring solution is now live in 1 600 clinics. Each clinic has one trained nurse to use the application to record medicine stock levels. The stock visibility solution is also implemented in more than 5 000 primary healthcare clinics in Tanzania.

We continued our support for the non-governmental organisation Smile Foundation, which together with South Africa's Academic Hospitals works to provide free corrective facial reconstructive surgery and treatments to underprivileged children in need. The Smile Foundation has helped over 1 000 children. Vodacom sponsors a Vodacom Smile Week twice a year during which affected children undergo free reconstructive facial surgery. This year, we supported 12 facial reconstruction operations undertaken at the Universitas Academic Hospital in Bloemfontein, Free State province.

In Tanzania, our support for the Healthy Pregnancy Healthy Baby (HPHB) programme recorded key milestones with over one million women registered, 600 000 of whom are Vodacom subscribers. Since the programme started in 2012, Vodacom has sent 55 million free SMS messages with maternal health content to mothers registered on the programme. HPHB offers Tanzanians free text messages in Swahili for pregnant women and mothers with newborns up to 16 weeks old (and soon until the child reaches the age of five), as well as supporters of pregnant women and new mothers (partners, friends and relatives). On average, subscribers receive three to four messages per week, across a number of topics, including prevention of mother to child transmission of HIV/Aids, antenatal care, family planning, malaria prevention, nutrition (for mother and baby) and postpartum care. The objective of the messaging service is to promote healthy pregnancy and early childhood care behaviour. It also aims to encourage end users to seek quality healthcare services.

### Vodacom Tanzania's 'ambulance taxi' service for pregnant mothers

Hundreds of high-risk pregnant women in rural Tanzania were not surviving pregnancy or were losing their babies as there was no means of getting them to hospital. This was especially high in two rural districts, Sengerema and Shinyanga, where maternal and infant mortality rates were counted among the highest in the world. Despite a population of two million people, there were only ten ambulances to service the expansive area, leading to large numbers of maternal and infant deaths.

In response to the challenge and risks posed by limited ambulances, Vodacom Tanzania, with support from the Vodafone Foundation and NGO partners Pathfinder International and Touch Foundation and the US Agency for International Development (USAID) launched a pioneering new toll-free emergency line that could help save around 225 women's and babies' lives a month.

This will see a network of 100 taxi drivers responding to emergency calls, taking pregnant women on what is often a three-hour journey to reach the nearest hospital. Once women arrive at the hospital, the emergency taxi drivers are paid using Vodafone's mobile payment service M-Pesa. A trial of the taxi service in late 2015 in a small area of Sengerema saved the lives of 323 women and babies.

The 'ambulance taxi' service is complemented by a mobile application that has been developed for the community health workers to record pregnant women and list those who are high-risk cases. Moreover, as part of the wider programme, a network of 250 community health workers in Sengerema and Shinyanga have received lessons on Tanzania's newborn and child health curriculum, and an additional 209 health workers have been trained in life-saving emergency obstetric and newborn care.

This innovative approach that integrates technology and M-Pesa builds on Vodacom Tanzania's maternal health programme and its 'text to treatment' feature that has benefited 2 274 women living with debilitating maternal condition obstetric fistula. The latest offering will provide a much-needed lifeline for thousands of high-risk pregnant women in Tanzania without access to emergency healthcare.

In Lesotho, our project to ensure that 40 000 children infected with HIV are on continuous treatment by 2017 remains a key focus of our work. We have started the Moyo Challenge with the aim of raising US\$13 million for anti-retroviral (ARV) treatment for children and to prevent mother-to-child transmission. The project has also supported the Department of Health in ensuring that patients adhere to treatment protocols once they have commenced with treatment. Through the text-to-treatment model, Vodacom has sent messages to support patients in adhering to ARV therapy, and to facilitate transport for patients between villages and health facilities using M-Pesa.

In Mozambique, we continue to support the fight against malaria, which is a major cause of morbidity and mortality especially among children. This year, we distributed 1 000 treated mosquito nets to communities in Marracuene and Pemba districts. We also signed an agreement with the Mozambique ministry of Health, as well as Google, to create a platform to co-ordinate the indoor spraying process that is used as an effective malaria control measure. The platform will connect sprayers, making registration easier, and communicating vital information about the disease. Vodacom Mozambique has provided 2 000 smartphones and 2 000 uniforms for the sprayers to use while they work.

## Vodacom supports pioneering maternal healthcare centre



Vodacom sponsors the Shandukani maternity ward, a flagship private/public partnership world-class facility providing 24-hour, free of charge maternal and child healthcare for the community of Hillbrow in Johannesburg, South Africa.

During the first year of the Vodacom Foundation's Shandukani initiative (October 2014 to October 2015), healthcare workers performed Pap smears on over 1 500 patients to screen for cervical cancer, and followed up any abnormal results with further rounds of tests. The patients' waiting time for results was cut from one year down to three months, and the service was integrated with HIV testing.



Vodacom attending a site visit to the Shandukani maternity ward

## Delivering value through social investment continued

### Promoting safety

Providing assistance and counselling for victims of gender-based violence remains a focus for the Vodacom Foundation. Our 24-hour call centre in South Africa for gender-based violence was named the Best Technology Innovation – Small Centre of the world at the Global Best Contact Centre Awards in Las Vegas in November 2015. This adds to the two other highly acclaimed service awards the centre has won since its launch in March 2014 – the Innovation Award as part of the Contact Centre Management Group (CCMG) Awards and the Changing Lives Award as part of the Africom Awards.

The Vodacom Foundation donated R680 000 to the Memeza Shout Crime Prevention organisation, which specialises in providing affordable innovative connected community safety technology, in an effort to safeguard women against gender-based violence. The project was piloted in Diepsloot, a township in the north of Johannesburg, South Africa. A total of 600 effective, low cost alarm systems were installed in homes across the township. The Vodacom Foundation also contributed to the purchase of 1 000 personal alarms to be distributed to women and children in and around the Diepsloot area. There has since been an encouraging reduction in crime in Diepsloot.

### Employee volunteering

For the past six years, Vodacom South Africa has annually selected around 20 volunteers from its workforce to work for a non-profit organisation (NPO) of their choice in South Africa for a year, retaining their salary and at no cost to the volunteer or the host organisation. The volunteers have the opportunity to do something close to their hearts while imparting their skills and expertise to an NPO. Over 7 500 new volunteers applied to participate in this year's Vodacom Change the World programme, from which 21 volunteers were selected.



Change the world volunteer with a learner

## Vodacom Change the World volunteer pioneers initiative to support vulnerable women using narrative therapy techniques



Jenna-Lee Strugnell is one of the inspirational Vodacom Change The World volunteers who has dedicated a year of her life to sharing her expertise with the Narrative Foundation by setting up and running the Tales of Turning project in KwaZulu-Natal, South Africa.

The project is dedicated to providing support to vulnerable mothers in South Africa with a focus on using narrative therapy techniques and skills building. With sponsorship from Vodacom, a principal achievement has been the creation of mothers' support groups in Durban and a homework group for children, who now have a space where they can complete school projects. Educational resources, such as puzzles and worksheets, contribute to the development of the children's skills and volunteers from the wider community have joined the group to support the mothers in their new endeavour.



Mothers' support group in KwaZulu-Natal