



## VODAFONE'S FIRST DAY NURSERY INAUGURATED

**OPERATED BY DOREMI, IT IS ALSO OPEN TO CHILDREN WITHIN THE CITY**

Simini: *"A fine example of a public – private partnership"*

Verna: *"A company that listens to the needs of its people and the community"*

Milan, March 3, 2004 – Vodafone Italia this morning presented the first day nursery to be designed and built for its staff, whilst at the same time announcing that the nursery will soon open its doors to children on the Municipality of Milan's waiting list. The occasion was attended by *Bruno Simini*, the Municipality's Director of Education and Child Policy, and *Michele Verna*, Vodafone's Director of Human Resources, in addition to *Federica Ortalli* of Doremi at Work, the company chosen by Vodafone to manage the nursery.

*"In September 2001 we opened the first company crèche to be established in partnership with our Education Department and today, only two and a half years later, we now have eleven,"* declared the Department's Director, Bruno Simini. *"This is proof that our plan to increase the number of places on offer in our city, by inviting businesses, private partners and families to work together, has been welcomed by the people of Milan. The Municipality has played and continues to play its part: we have, over the same period, opened seven new day nurseries and extended four, whilst a further three are due to open soon. This doesn't mean, however, that we can rest on our laurels. We are determined to continue to develop public-private partnerships in order to meet the needs of the growing number of families in Milan."*

*"I am particularly proud to be able to present our first day nursery here in Milan,"* commented Michele Verna. *"In this way Vodafone has improved the work-life balance for working mothers (and fathers), who can now rest assured that their children are in a safe, happy and educationally rich environment. Moreover, by joining forces with the Municipality to make a number of places available to families on the city's waiting list, Vodafone has also engaged in the sort of public-private partnership that we are keen to be involved in, both because we have our main headquarters in Milan and because we wish to take part in important initiatives designed to benefit the community in which we operate."*

From the Company's point of view, the creation of a company crèche is part of the project designed to improve the work-life balance of our staff, in line with one of Vodafone's key values, *Passion for our people*. The Company has always allowed working mothers extended maternity leave with respect to the statutory period, whilst they remain on full pay and benefit from the reimbursement of medical expenses (including artificial milk). Other such initiatives include *Bimbo Day*, now in its third year. This is a day dedicated to employees' children, who are invited into their parents' place of work in order to share in the working day, which involves games, clowns and freshly baked desserts.

Certain Vodafone offices include a gym and a multimedia room, whilst all Vodafone people have the chance to benefit from the special conditions applied to corporate credit cards that can be used to make both business and private purchases. Moreover, in 2001 Vodafone became the first No Smoking Company in Italy, and introduced a car pooling initiative designed to help staff get to work more easily and run by a team of mobility managers.

The day nursery in Milan is located in via Bensi 12, just a few steps from all Vodafone's offices and opposite Customer Care. The nursery is spacious and boasts a garden and a playground. Particular attention has been paid to the layout of the classrooms which have multipurpose spaces and mini-ateliers, in line with the standards seen in Italy's best nurseries. The furnishings, all in various pastel shades of blue, aquamarine and apricot, play a fundamental role.

In addition to being close by the Company's offices, the day nursery has extremely flexible opening hours in order to meet the needs of working parents: the nursery is open from 7.30am to 7.30pm Monday to Friday, providing the possibility to choose from 7 time bands designed to help people who work in the Call Centre.

The day nursery is managed by *Doremi at Work*, a company with substantial experience in the education sector. It aims to ensure that children develop in an enriching and harmonious environment, via special didactic programmes and activities, including music, English, art and drama, and the development of manual skills and psychomotility. The name of the crèche is in fact *English Music Pre School*.

The day nursery in Milan can cater for up to 44 children between the ages of 1 and 3.