



## VODAFONE'S NEW SOCIAL CAMPAIGN:

### ***“LET’S LOOK AT THE WORLD THROUGH THE EYES OF TOMORROW”***

*Rome, February 6, 2004* - The new communication campaign, promoting Vodafone Italia's collection of spent batteries, old cell phones and unused accessories, has been launched. The initiative, which was started around two years ago, has resulted in over three tonnes of materials being collected by the Company's Vodafone One stores.

Italia has long been committed to various forms of social solidarity and makes its technologies and products available to initiatives focusing on environmental protection and health. All of the projects have one goal in common: a strong commitment, in the present, to improving the quality of life of the largest possible number of people, in order to pass on a better society to future generations.

And it is with the enthusiasm, curiosity and passion of generations to come that we can learn to look to the future without barriers or prejudices.

This is the emotion behind the claim we have chosen to use in all our CSR communications. A claim that perfectly reflects our approach to social responsibility: ***“Let's look at the world through the eyes of tomorrow”***.

To publicise our Cell Phone, Battery and Accessory Collection campaign we decided to ask a small group of children, between the ages of four and six, if they would be willing to take part. This was obviously done with the consent of both parents and teachers.

The children's involvement was limited to developing their awareness of the importance of protecting the environment by not indiscriminately abandoning objects that can cause pollution and may harm nature.

Carolina and Moritz, the children who created the images used in the press and radio campaign, were free to draw what they liked, contributing enormously to the “visionary” value of the message communicated alongside the strictly informative content put out by Vodafone.