



# Vodafone

Locations: New York (HQ), United Kingdom  
Industries: Telecommunication Services

## RISK LEVEL:



**Medium Risk**

### DESCRIPTION:

Vodafone is Medium Risk. The company often yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Vodafone occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. This approach fails to safeguard free exercise, free speech, and free enterprise.

### Corporate Weaponization

**Has canceled customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries. Medium Risk**

*Vodafone was a member of the Global Alliance for Responsible Media, which demonetized and suppressed content that it deemed to spread "hate speech" or "misinformation", discuss "debated social issues in a negative or partisan context", or "vilify" individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (1)(2)(3). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (5).*

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs. Lower Risk**

*Vodafone does not discriminate against charitable organizations based on views or beliefs. Its charitable giving focus areas are education and healthcare (1)(2)(3).*

**Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk**

*Vodafone appears to prioritize diversity over merit in its business structure through the establishment of racial targets for its leadership composition. The company is seeking "to ensure that by 2030, 25% of the company's global senior leadership – the most senior 160 leaders across Vodafone's markets in Europe and Africa – will come from ethnically diverse backgrounds" (1). The company offers unconscious bias training to its employees (2). The company does not provide viewpoint protections for its employees (3).*

### Corporate Governance and Public Policy

**Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.**

**High Risk**

Vodafone is committed to net zero emissions by 2035 (1). The company supports ESG within its business practices, employing an ESG committee (2). The company supports DEI within its business practices. From its 2024 Annual Report: Vodafone "Continued to embed diversity and inclusion through attraction, retention, development, allyship and education" (3). The company was a contributing member of GARM's Action Guide to Reduce Media Greenhouse Gas Emissions and The Global Media Sustainability Framework which provides an action plan for media companies to transition to net zero greenhouse gas emissions (4)(5).

**Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression.**

**Medium Risk**

Vodafone was a member of the Global Alliance for Responsible Media (1)(2)(3). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (4).

**Uses corporate political actions and/or financial contributions for ideological, non-business purposes.**

**N/A**

Vodafone's PAC has been defunct since 2001, and it does not report on its lobbying at this time (1)(2)(3).

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