



Using Business Principles to support ethical communication

Conclusion



For companies to be responsible, they must have a range of Principles that clarify how they make decisions.

Vodafone's Principle of "open and transparent" communication builds trust and loyalty with customers and employees.

Vodafone's approach to communicating internally and externally with stakeholders is an investment in its future. Its Principle of "open and transparent" communication builds trust and loyalty with customers and employees.

It also builds credibility with other stakeholders for its responsible stance on business issues. This ultimately makes it a more profitable company.