



## ***Press release***

Budapest, 7 March 2018

### **The Vodafone Digital School Programme has reached a milestone**

**It was two years ago that the Vodafone Hungary Foundation launched its Digital School Programme with the aim to create equal opportunities for schoolchildren in obtaining digital competencies. The programme's achievements so far and its future plans were laid bare at a special celebratory reception in Szeged, in the Visitor Centre of Szeged Cathedral. At the event, two schools from Csongrád County also received a tablet charging cabinet each. The event, attended by members of Vodafone's management as well as Government leaders active in the field of digitalisation, was opened by Member of Parliament László B. Nagy.**

One of the key aims of the Vodafone Hungary Foundation is to pull down digital boundaries, and it was with this objective in mind that the Foundation launched the Digital School Programme in 2015. The programme, which was implemented with the participation of the Ministry of Human Capabilities (EMMI), the Klebelsberg Institution Maintenance Centre (KLIK) and the 'For the Schoolchildren of Hejőkeresztúr Foundation', which operates the Complex Instruction Programme (CIP) in Hungary supports the education of approximately 6 500 children and the work of close to 700 teachers in 24 schools nationwide. In the first phase of the programme, over a period of 10 months, the Vodafone Hungary Foundation distributed 1300 Vodafone Tab SpeedLTE tablets nationwide, and also provided a data allowance of 3 GB/month required for the educational use of the devices.

'As a digital company, we place special emphasis on dismantling boundaries standing in the way of digitalisation and on creating equal opportunities in the digital world. We are particularly pleased that in this mission of ours we have found a good partner, as the intentions of the Government and Vodafone are identical: to make the digital world accessible by all, so that everyone can share its benefits. The former is helped by on-going network development, which can now be performed under the classification of 'key investment', while the latter is taken care of by the Vodafone Digital School Programme jointly created by the Ministry of Human Capabilities and the Klebelsberg Institution Maintenance Centre.' – explained dr. Gergő J. Budai, Director of External Affairs at Vodafone Hungary.

'The Government aims to dismantle all boundaries standing in the way of people becoming Internet users. We also created the Digital Prosperity Programme with this in mind, as we are of the view that a lack of financial resources should not bar any Hungarian citizen from the digital world'- said Tamás Deutsch, Prime Ministerial Commissioner responsible for the Digital Prosperity Programme.

In the second phase of the Digital School Programme the focus was shifted to the familiarisation of participating schools with the broadest possible range of the educational use of previously

provided devices (tablets and e-blackboards). The Foundation set up an application collection under the name of Vodafone AppTár [AppStore], in which it made applications supporting digital education available to teachers and schoolchildren free of charge. It also set up a microsite containing inspiring solutions, aids and exercises for the purpose of supporting the educational work of teachers. In addition, the Vodafone Hungary Foundation also drafted a motivation system aiming to encourage teachers and schoolchildren to use the digital devices provided by Vodafone in a versatile way, and to teach children and let them learn in a playful way. Within the programme's framework, children can fill in quizzes linked to different subjects and prepare application work, such as videos and photos, or play on a dedicated microsite. Depending on the number of points collected, schools can receive additional digital devices such as interactive blackboards and tablet charging cabinets.

Although devices are important, they are not sufficient for achieving progress. Therefore, each and every school participating in the programme is characterised by an interest in and openness towards the digital world, so now the education of disadvantaged and multiply disadvantaged children and youngsters with special educational needs can become not only less complex but also more exciting, thanks to the Vodafone Hungary Foundation. One good example of this is VloggerSuli [VloggerSchool], a component in the programme's second phase, where popular bloggers visit participating schools. This allows schoolchildren to try themselves on the other end of smart devices, and experience shows that, as a result, they not only obtain new technical knowledge; i.e. learn playfully, but also build self-confidence, thus becoming less and less bothered by acting in public, and can also dig into the mysteries of video editing.

'With the Digital School Programme, we are building the future of children, as without digital competencies they have a much lower chance of doing well in the future. We aim to create equal opportunities, allowing children who cannot afford to play with a tablet at home to also grow up as digital natives, similarly to their luckier peers' – explained Amanda Nelson, CEO of Vodafone Hungary.

Internet usage, educational and entertainment applications and communication platforms used actively from a young age are reshaping the thinking and relationships of children, as well as the way they learn new things to the core. It is important to make sure that the digital world, a totally natural phenomenon for young generations, is also accessible in schools, as schools are the primary locations of developing digital competencies, which, if we use the opportunities well, can provide competent, successful and happy employees and entrepreneurs for the future. – said Dr. Károly Solymár, Deputy Secretary of State responsible for infocommunications.

### **Further information:**

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### **About Vodafone**

Vodafone Group is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone Group has mobile operations in 26 countries, partners with mobile networks in 49 more, and fixed broadband operations in 19 markets. As of 31 December 2017, Vodafone Group had close to 530 million mobile customers and 20 million fixed broadband customers, including India and all customers in Vodafone's joint ventures and associates. For more information, please visit: [www.vodafone.com](http://www.vodafone.com). Vodafone Hungary Zrt. launched its Hungarian operation on November 30, 1999.

Vodafone Hungary is an integrated technology provider, with a portfolio covering mobile communication, mobile internet and broadband data services for retail and business users alike.

### **About the Vodafone Hungary Foundation**

As part of its global corporate responsibility policy, Vodafone has set up local foundations in 28 countries, having realised that the needs of local societies can be best met through social investment programmes that are not controlled centrally but organised locally. The Vodafone Hungary Foundation launched its operation in 2003, and since its establishment it has distributed over 1.5 billion HUF in grants to its NGO partners. In addition to donations, increasingly more emphasis is placed on social investment programmes relying on mobile technology. The Vodafone Hungary Foundation is committed to supporting equal opportunities. Its activities are focussed on two key areas: the oppression of discrimination and the education of the disadvantaged. These programmes are organised by Vodafone Magyarország Zrt. [Vodafone Hungary Ltd.] and the Vodafone Hungary Foundation jointly with VSSB Vodafone Szolgáltató Központ Budapest Zrt. [VSSB Vodafone Service Centre Budapest Ltd.].

**Find out more about the programmes of the Vodafone Hungary Foundation, as well as any related news and events by visiting our [Corporate Social Responsibility website](#) and/or [Facebook](#).**