Vodafone Campus Lab

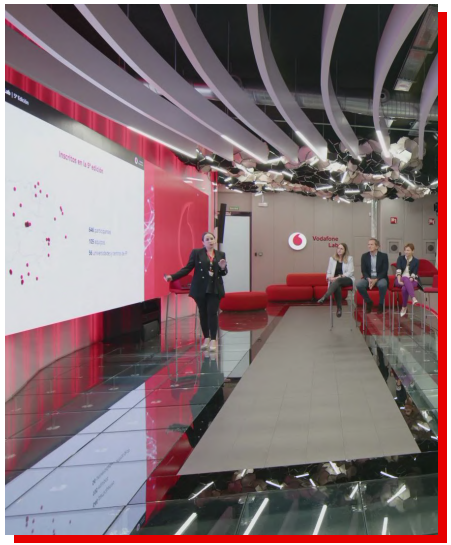
1st International Edition

Greece, Romania, Turkey & Spain*

*Only available in Spain to students of the Universidad de Málaga (UMA).

Vodafone
Campus Lab

Welcome to the 1st International Edition of Vodafone Campus Lab



Vodafone Campus Lab is the **training and coaching programme for Vodafone's future talent.**

Learn how to **lead a team**, **solve complex challenges** and **get a position in one of the most innovative companies in the world**.

The programme has already welcomed **more than 1900 students**. These students have **improved their employability rate by 40%** and their **average salary by 117%**, compared to the national average for young people.

*Based on the employability surveys of the 5 editions in Spain.

Why Vodafone?

Only in 2022, we hired 5,615 young people globally

Vodafone is a leading telecommunications company with **323 million mobile customers across 21 markets and 48 partner markets** around the world.

We connect for a better future, using technology to improve people's lives and enable an inclusive, sustainable digital society.

Through our business, we aim to **build a digital society** that enhances **socioeconomic progress**, is **inclusive** for all and **does not come at a cost to our planet.**

During the Programme

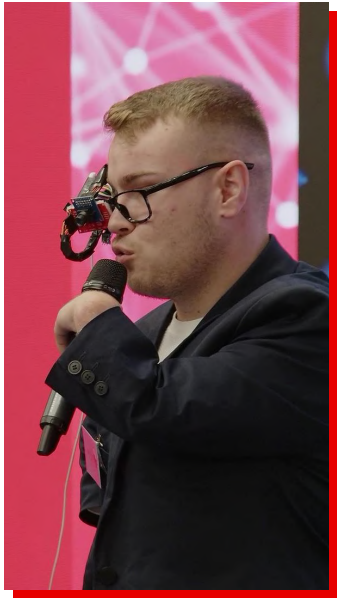
🗺️ Discover and implement the model for **solving complex challenges** used at Vodafone and other top companies worldwide.

🎯 Learn to work within a **high-performance team** and navigate team conflicts.

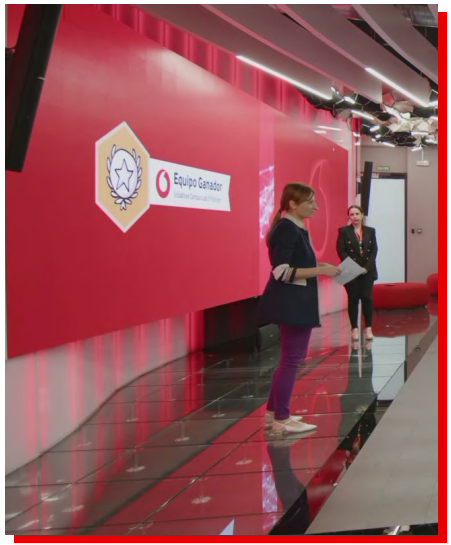
🛠️ **Apply everything you've learned** and initiate a project addressing real-world problems.

📣 **Develop your brand and present your ideas to the Vodafone board**, persuading them to believe in both your project and you.

🖥️ **Access exclusive content** crafted by **Vodafone's global technology leaders**, your potential future colleagues.



Awards



🚀 Just by participating, you're guaranteed **priority access** to **Vodafone's early careers programmes**.

🏅 **Gift cards:**

1000€/person for the 1st team

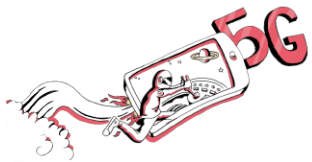
700€/person for the 2nd team

500€/person for the 3rd team

*The Prize of this Promotion is subject to withholding by Vodafone Group Plc., in accordance with applicable tax regulations.

Calendar

~~UNTIL DECEMBER 2023~~
REGISTRATION EXTENDED UNTIL 12 JANUARY 2024!



SIGN UP

Fill in your details and apply to join the programme.

**Remember, valid applications are processed on a first-come-first-serve basis until all spots are filled.*

JANUARY 2024 (OPTIONAL, BUT RECOMMENDED)

TEAM CREATION

Form your ideal team with top talents you know: colleagues, friends, etc. We recommend multidisciplinary teams: encompassing technology, business, and creativity.

JANUARY 2024

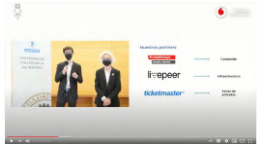
TEAM CONFIRMATION

Whether you've assembled your team or received a team proposal from us, you'll need to confirm your participation in the programme.

JANUARY 2024

WELCOME PACK

You'll receive detailed programme insights and preparation tips before kickoff.



Calendar

JANUARY - MARCH 2024

PROGRAMME PHASE 1

Dive into leadership and problem-solving and start the journey to your dream job.

APRIL - MAY 2024

PROGRAMME PHASE 2

The top 3 teams will refine their business model and master effective communication.

Most teams end this phase with real customers or key partnerships.

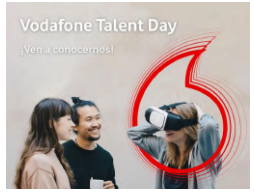
FAST TRACK TO VODAFONE ASSESSMENTS

Benefit from **priority access to the Vodafone selection process**, making your hiring smoother and faster.

FEBRUARY - JUNE 2024

EARLY CAREERS OPPORTUNITIES

During the programme, we will share early careers opportunities to join Vodafone.
Remember: <u>you will have priority access.</u>



JUNE 2024

FINAL

The best teams present their projects to panel of Vodafone experts.

You have a high chance of joining the company if you reach this stage.

NEXT STEPS

You will develop your leadership skills and master the art of teamwork, **enhancing your employability.**

If selected, you will find a supportive environment at Vodafone and **the opportunity to further your career in a leading global telecommunications company.**

Challenges

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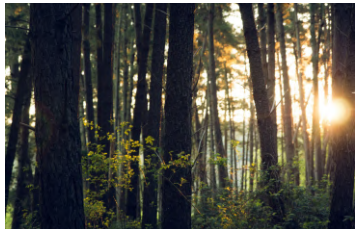
During the experience, you and your team must solve one of the following challenges. Please note that the solutions you come up with must use some of these technologies: Augmented Reality, 5G, Cloud, Artificial Intelligence, Big Data (Analytics) or IoT.

Challenge 1 · Environment

How could we help society to **decarbonise**, reduce carbon footprint and enable a **global green recovery**?



Challenge 2 · Digitalisation

How can we support **cities to become smarter** in order to adapt to the demands of **urban growth**, as well as **improve the lives of citizens**?

Challenge 3 · Socio-economic impact

How can we **bridge the rural digital divide** to help create **new jobs**, improve **agricultural productivity** and enhance **local public services**?

Challenge 4 · Social impact

How could we help our elderly improve their **quality of life** with new technologies?

Challenge 5 · Health

How could we optimise **primary care resources** to improve patient outcomes and deliver a **better caregiver experience**?

Learning process

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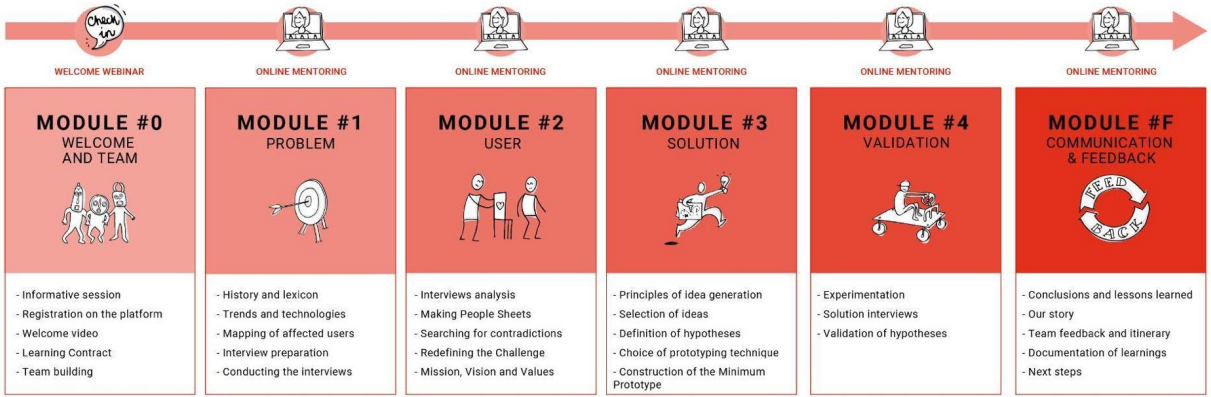
Learning itinerary

We coach teams to solve Vodafone challenges.

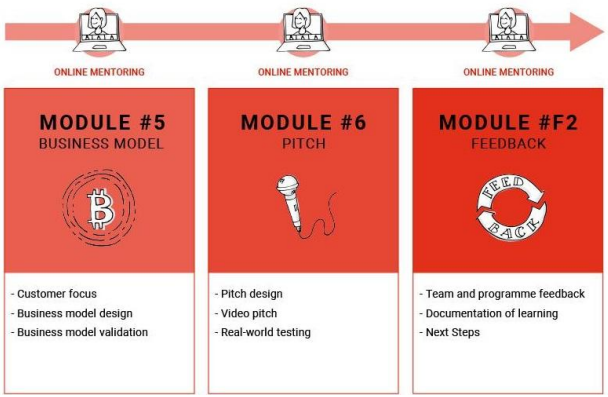
Phase 1

Complex Problem-Solving & Teamwork



Phase 2

Business Model Generation & Pitch

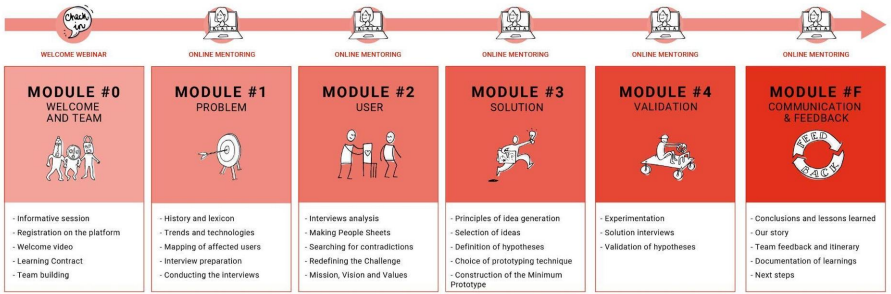


Learning itinerary

We coach teams to solve Vodafone challenges.

*Tentative dates

Phase 1
Complex Problem-Solving & Teamwork



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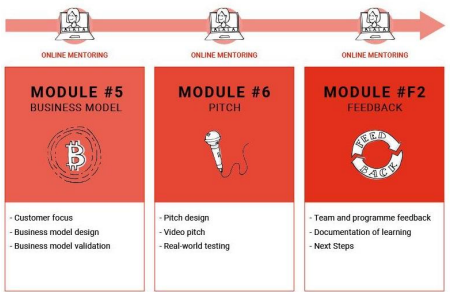
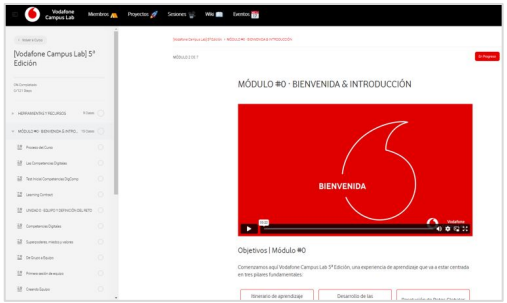


Final

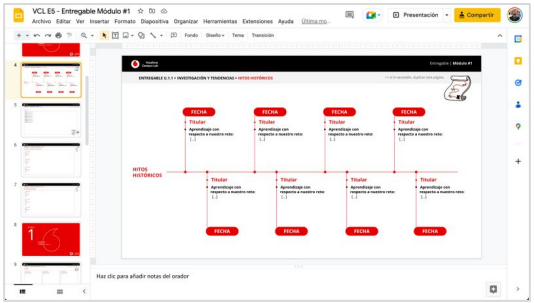
January — **February** — **March** — **2 weeks break** — **April** — **May** — **6 weeks of follow-up meetings to prepare for the final** — **June**

Learning process

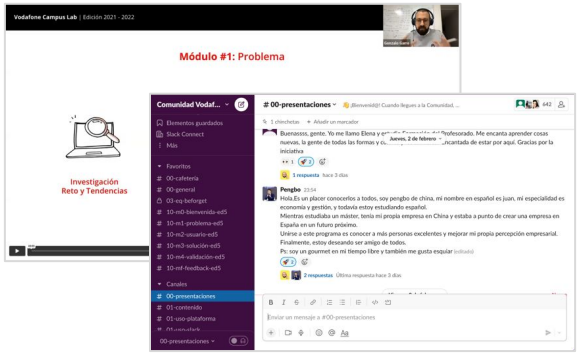
Learn ➡️ Build ➡️ Improve



Learn
Content Platform



Build
Deliverables of each Module
(To be submitted before the end of each module)

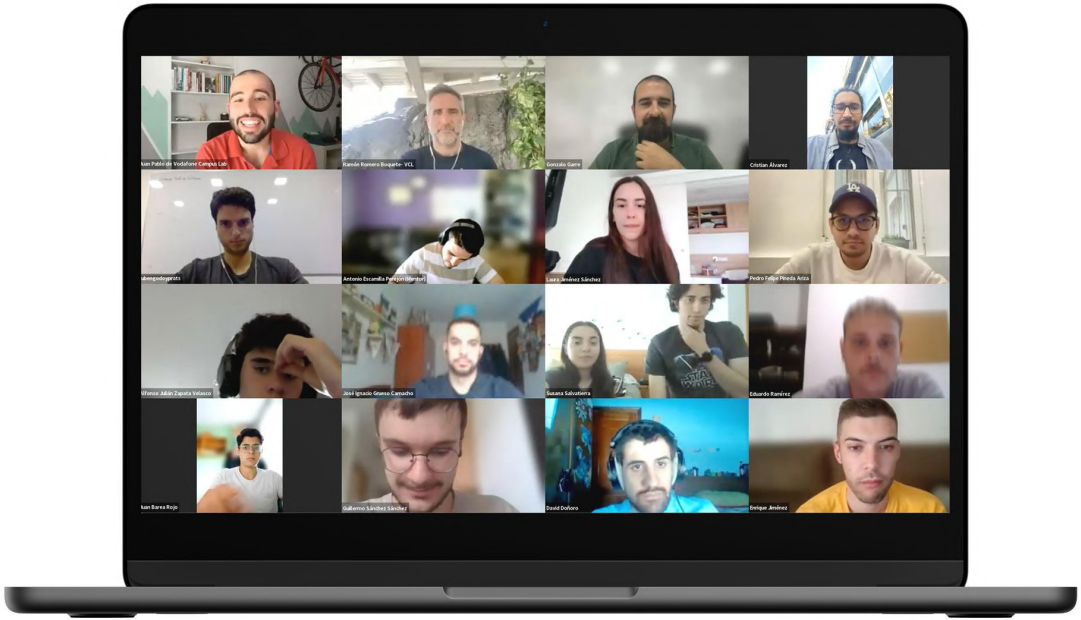


Improve
Feedback during online sessions and throughout the week in the chat

Community | Mentors

We bring the experience and talent of 5 years of alumni to this edition

We promote **peer-to-peer learning**, inviting previous participants to mentor new teams.



Community | Vodafone Expert Sessions

Learn from Vodafone's top experts

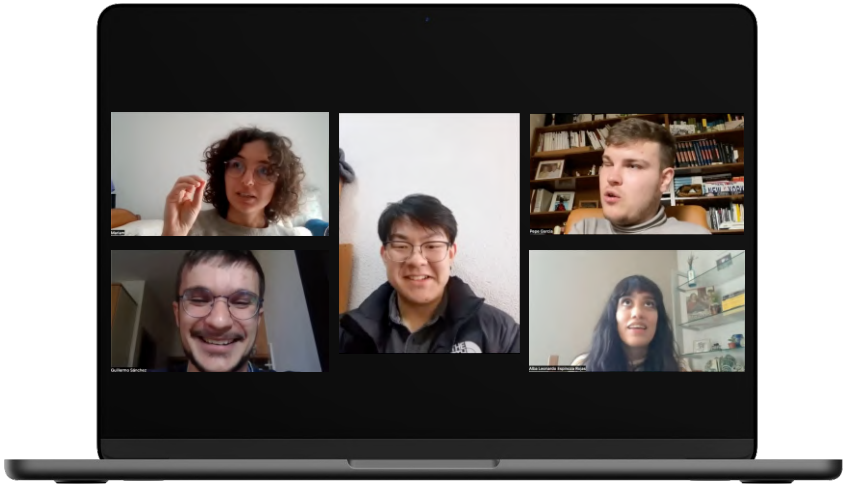
We will be holding online sessions with Vodafone's best technology experts. Those who could be your future colleagues.

You will also have access to an exclusive repository of past editions.

Community | Early Career Programmes

The opportunity to join the Vodafone team.

Joining Vodafone Campus Lab gives you priority access to **Vodafone's early career programmes**, increasing your chances of landing a great job at one of the world's best companies.

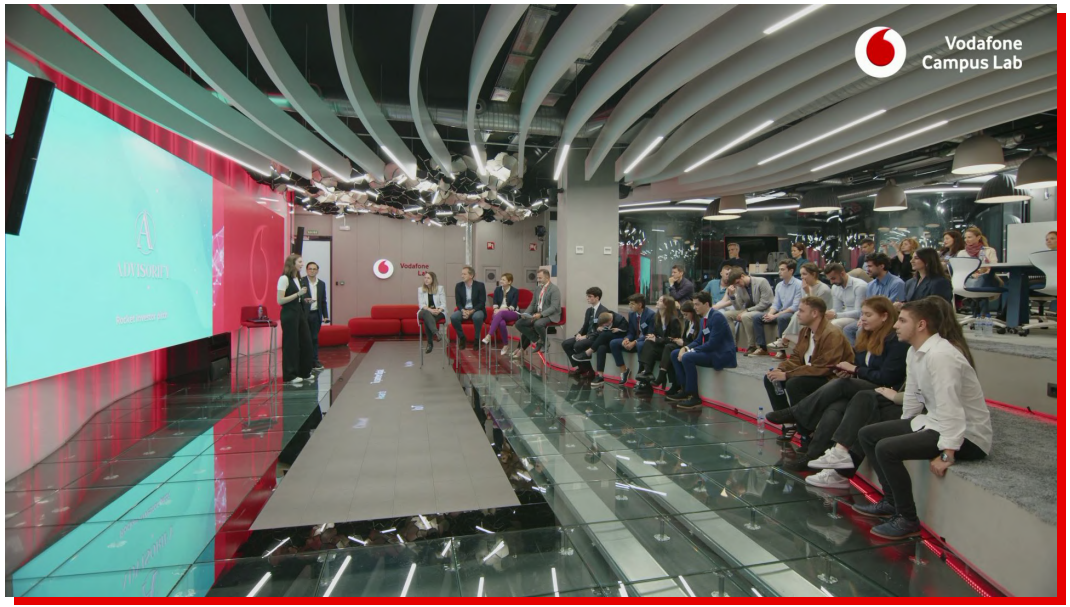


Final event

Pitch your project to the Vodafone board

The top teams pitch their projects to the panel of Vodafone experts .

In the final, the teams demonstrate live how they have **designed and validated a solution and business model based on Vodafone's challenges.**



Badges & certificates

Or how to validate what you have learned during the programme.

Throughout the programme, you will have the opportunity to **earn badges that recognise your outstanding performance** on the programme.

Once you have completed the programme, we will issue you with a **Blockchain certificate that attests to the competencies you have acquired during the programme.**

Sign up at **vodafonecampuslab.com**