

BE MORE_ FOR SOCIETY

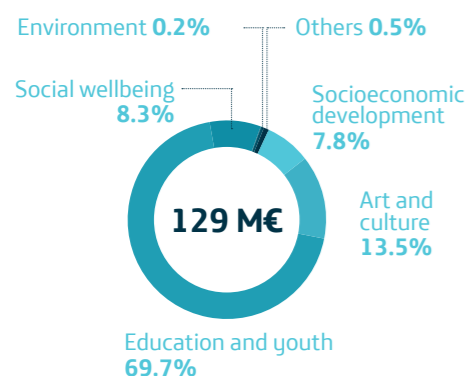
The Social Action and Telefónica Foundation

Social solidarity is one of the distinct roots of Telefónica which in 2013 allocated 129 million Euros to helping the most disadvantaged areas in the countries it has presence in

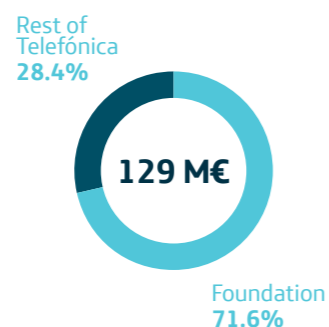
In 2013, Telefónica allocated 129 million Euros to social action, according to the externally verified LBG standard methodology. The LBG Model is an innovative methodology which allows a measurement, management, evaluation and communication of the contributions, achievements and impact of social action in the Company that can be compared with other entities. From this 129 million euros, almost 72% corresponds to Telefónica Foundation projects. The Telefónica Foundation has been developing projects for social development and the creation of opportunities in Europe and Latin America for the last 15 years.

Social action investment by Telefónica

Distribution by item



Distribution by company



The latest report from the International Labour Organization (ILO), published in 2013, estimates that 168 million children in the world are involved in child labour, amounting to around 11% of all children.

Of this figure, nearly 18 million children are from Latin America and the Caribbean, more than 9.5 million of whom perform work considered as hazardous.

At the Telefónica Foundation we contribute via the *Proniño* program to the eradication of child labour in Latin America, supporting quality schooling using the support of technology.

We protect children and prepare future citizens for the digital society. In ten years we have assisted 471,848 children and teenagers and we have trained 1,932 people at NGOs to address these issues.



Innovation in 21st century skills is the educational innovation space where the most relevant experiences of new educational models for the century are demonstrated. It deals with learning methodologies that encourage 21st century skills, especially digital skills. This covers the projects that encourage the use of new forms of learning in society and digital education, and the training and collaboration environments of leading educators.

Learning Labs is a space belonging to the Telefónica Foundation where educational proposals that promote the acquisition of skills in the 21st century are developed and evaluated. This involves *the student body in its own learning process in an effective way*. It allows activities in the innovative classrooms and the work of the teachers to be monitored transparently, by assessing and quantifying the results obtained, in collaboration with academic agents external to the project. The ultimate aim is for any teacher to be able to adapt and adopt the new system in his/her own classroom. The project managed to successfully set up the *El Tiempo* and *My mobile helping the community* labs and turn them into activities that can be replicated in other educational centres.

During 2013, we trained 7,986 teachers through the Aulas Fundación Telefónica (AFT) - Telefónica Foundation Classrooms - and 14,537 teachers received extensive training in educational innovation (not AFT). Members of the general public who received training in digital culture numbered 50,820.



Digital Art and Culture creates, publicises and shares cultural and technological knowledge related to the content, languages, formats and channels of the digital society. Furthermore, we support knowledge through our publications and bring art exhibitions closer to different parts of society for educational purposes.

Among the most relevant projects that came out in 2013 were the *World Press Photo 2013 exhibition in Chile; the Art and optics; event The speed of communications*, in Lima; the Technology Fair in Buenos Aires and numerous other debates and conferences related to economic and social aspects of the Digital Revolution we are experiencing (Cycle of Debates on Open Government, Empresa 2000 cycle, Digital Culture and SMEs, etc.).

In 2013, 29 exhibitions took place in the Telefónica Foundation Space and 18 other sites, and there were 282 events related to digital culture. In total, we have had almost 1.2 million attendees at our various exhibitions and events.



The *Corporate Volunteer* programme of Telefónica is an opportunity for our employees to turn solidarity initiatives into reality, in 27 countries. *Telefónica Volunteers* channels and promotes social action by the Group's employees who want to contribute some of their resources, knowledge, time and enthusiasm to benefit the community and more disadvantaged groups.

The programme is managed by the Telefónica Foundation in collaboration with areas of Sustainability, Human Resources and Communication, and corporate as well as local level in different countries where the Telefónica Group is present.

In 2013, there were 26,614 active volunteers from Telefónica with a total of 195,906 hours of dedication.



More information on the Telefónica Foundation's website.



471,848 children and teenagers assisted in 10 years



7,986 teachers trained at the AFT (Telefónica Foundation Classrooms)



1.2 M attendees at exhibitions and events



26,614 active volunteers at Telefónica