

RESPONSIBLE MANAGEMENT

# Human Rights: respect for children's rights

We have defined a new approach that allows us to consolidate and give greater visibility to the initiatives we have been working on, where children play a major role

## Companies and children's rights

We are in the midst of the digital revolution, where technology is able to transform the lives of people in the way they communicate, learn, have fun, shop, share and learn. Children and teenagers are key agents in this transformation and the inevitable key players of the future, but are often among the most marginalised and vulnerable members of society. At Telefónica, as part of our business strategy, we have been working actively in different ways for more than a decade to promote and respect their rights as part of our business strategy and through different lines of action.

To date, the recognition of the responsibility of businesses towards children has often focused on preventing and eliminating child labour.

At Telefónica we worked during 2013 to evolve this traditional approach towards a more global approach, as described in the *Children's Rights and Business Principles* report drafted by UNICEF.

"Companies have enormous potential to protect the rights of children through the way they produce and market their products, provide

their services and exercise their influence on economic and social development. Conversely, some policies or business practices can cause irreversible damage to children and threaten not only their development but even their survival"

Also, in 2012 Telefónica participated – together with a small group of international companies from different sectors – in the consultation and pilot programme conducted by UNICEF for the drafting of the *CSR and Children's Rights Guidelines*. The experience gained there was invaluable for including children as a special group in future assessments of the impact on human rights.

### Our framework for action

Based on the framework established in the report on *Children's Rights and Business Principles* by UNICEF, we have defined a new approach that allows us to consolidate and give greater visibility to the initiatives we have been working on, where children play a major role.

### Traditional approach

- Prevention of child labour in our own operations and in our supply chains
- Philanthropic initiatives to protect children

### Focus on rights

- Overview of the impact of the company on children
- Design of our products and services
- Marketing and advertising methods
- Decent work
- Prevention of child labour
- Protection in emergencies
- Philanthropic initiatives
- Relations with local government



## 1 Meet the responsibility to respect and promote children's rights

At Telefónica we meet this responsibility in our own activities and business relationships.

In 2012, we conducted a comprehensive assessment of our impact on human rights, where children's rights was one of the issues discussed, forming part of the 16 aspects we assessed.

According to this study, the greatest risk comes from the use of child labour by our suppliers as well as the misuse of information technologies. For the overall management of these risks, we have developed the initiatives contained in the chapters *Sustainability in the Supply Chain* and *The Proper Use of the Internet by Children*, from this report.

In addition, we encourage voluntary actions that promote these rights, both in support activities and those related to participation in public policy (*Spanish National Plan for Human Rights and Companies*, Consultation on EU initiatives, etc.) and when working in cooperation with other organisations (UNICEF, Save the Children, Child Online Protection, etc.)



Children's Rights and Business Principles, UNICEF, the Global Compact and Save the Children, 2012.



## 2 Contribute to the elimination of child labour in our operations and in our supply chain

The Telefónica Group meets with local laws and international standards, observing the minimum working age, ensuring appropriate working conditions and the impact on the health and safety of young workers. Our supply chain is made up of more than 15,000 suppliers from 73 countries and, through our Responsibility in the Supply Chain policy and the monitoring activities to ensure compliance, we are actively working towards the elimination of child labour in our supply chain.

In 2013, moreover, we reinforced this commitment by launching the platform 'Aquí estoy y actúo' ('Here I Am Taking Action'), a sustainability project for the eradication of child labour in companies and value chains in Latin America and the Caribbean.

The most important achievements have been the following:

- Use the guide for more than 100 companies in 12 countries of Latin America.
- Presentation of the Methodological Guide in different international forums as a benchmark in their contribution to the eradication of child labour.
- Recognition of the Guide and the online platform adopted by different international organisations since its launch.

## Best practices

### Acknowledgements



- **El Ojo de Iberoamérica 2012**
  - Gold - Sustainable CSR
  - Gold - Mobile Category
- **El Dorado Festival 2012**
  - Gold in Cyber category
  - Silver in Outdoor category
  - Grand Prize in Cyber category
- **The One Show - Interactive**
  - Silver Pencil
- **FIAP 2012**
  - Silver Sun - 'Interactive' Category in Latin America
- **DeVida Advertising 2012**
  - Special Recognition
- **Cannes Lions 2012**
  - Silver Lion in 'Mobile France' category
  - Bronze Lion in 'Mobile France' category
- **The Latin American Cup**
  - 'Public Good' Category
- **Accenture Awards**
  - Gold - Sustainable CSR
- **Clio Awards 2012**
  - Gold - 'Mobile Spain' Category
- **New York Festivals 2012**
  - Silver - Philanthropic Appeals

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Provide decent jobs for young workers, parents and caregivers

We are convinced that the best way to ensure the rights of children at home lies in ensuring decent work for parents and caregivers. For this reason, salaries in our operations match the functions performed and are always above the prevailing minimum wage level in each country. With regard to young workers, we encourage decent employment opportunities and educational programmes.

- **'Think Big Schools'**. First experience in Spain by Fundación Telefónica with the aim of providing training in digital and entrepreneurial skills to young people of school age (14-16 years), whose most outstanding projects could be included in *Think Big Youth*.
- **'Think Big'**. Social enterprise project created by Fundación Telefónica with Movistar, which helps young people between 15 and 25 years old to bring their ideas to life and develop their potential. During 2013, Fundación Telefónica invested over €6.9 million in this programme to support the development of more than 3,338 projects
- **'Gothinkbig'**. Initiative launched by Telefónica UK in 2012, in collaboration with the Bauer Media Group, with the aim of helping young people get on the career ladder through advice, inspiration and promoting 30,000 work experiences for young people (between 16 and 25 years) by 2015. O2 created more than 3,000 opportunities during 2013.

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Ensure the protection and safety of children in all business activities and facilities

We have an occupational risk prevention policy and a risk assessment procedure in which especially protected workers are taken into account. Their purpose is to adopt a set of preventive measures to encourage improvements in the health and safety at work of this group and, in particular, measures for pregnant workers, those who have recently given birth or those who are breastfeeding their children. In this last case, measures have been established to prevent situations that may adversely affect their health or that of their child.

With regard to our supply chain and as stated in our Responsibility in the Supply Chain policy:

- Children under 18 who, in accordance with local law, are permitted to participate in the labour market may not work at night or in hazardous conditions.

In any case, the action in question shall be taken while considering the interests of the child in accordance with the provisions of ILO Convention 138 and shall be consistent with the *UN Convention on the Rights of the Child*.

5

Ensure that products and services are safe and seek to support children's rights through them

In our efforts to ensure that our products and services are safe and that through them an online context is promoted which is more respectful of minors, Telefónica is working so that children can take full advantage of new Information and Communication Technologies (ICT), while being taught to avoid misuse.

This applies in the field of marketing of our products and services (parental control, Kangaroo Net, Safety Pack, selection of educational apps, 'Classroom 365' and the 'I'm Here' service) and through sectoral initiatives and partnerships with international organisations. The best example of this is the promotion of the safe use of ICT on the website: [www.familiadigital.net](http://www.familiadigital.net).

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Use marketing and advertising that respects and supports children's rights

At Telefónica we ensure that our communication and marketing actions fully respect the rights of children. Within our transformation programme, we are working to define a framework for responsible marketing, in which special attention is paid to children.

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Respect and support children's rights in relation to the environment and to land acquisition and use

At Telefónica we practise a comprehensive environmental policy to reduce our carbon footprint, especially with regard to network deployment. We comply with environmental legislation at local and international level on visual impact, waste management, noise footprint, etc., covering the general population spectrum and especially children as a group which is sensitive to environmental pollution.

8

Respect and support children's rights in security arrangements

Telefónica does not hire underage workers for positions related to physical security, such as nightwatchmen or security guards, either directly or when outsourcing.

9

Help to protect the children affected by emergencies

In emergency situations, Telefónica works to ensure that the children concerned have certain levels of protection, such as having food and drinking water. In 2013, the company collaborated with seven NGOs – Action Against Hunger (ACF), UNHCR, Caritas Española, the Spanish Red Cross, MSF, Oxfam Intermon and UNICEF – in the emergency situation following the typhoon that struck the Philippines. The company contributed €300,000 via a Push SMS campaign to customers and employees donations.

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Reinforce community and government to protect and fulfill children's rights

Telefónica contributes to observance of children's rights, not only through its own practices, but also by helping to strengthen the communities in which it operates and where children live and grow.

Fundación Telefónica, through the Proniño programme, contributes to the development of communities by eliminating child labour, especially in Latin America where, according to the latest ILO report, it is estimated that over 12 million children aged between 5 to 17 years old are working. This number is 1.6 million lower than in 2008.