

SOCIETY

Response to emergency situations

Good management of the technology behind Telefónica's products and services is a key element in the improvement of the effectiveness of safety and alert teams in both environmental and social emergency situations

Telefónica works to achieve excellence in emergency coordination and management, providing communications infrastructure and know-how

Natural disasters

The Telefónica Group develops and improves business continuity plans in all of the countries in which it operates. These plans ensure a series of communications services that operate as normally as possible in case of any contingency. These plans respect international standards and are prepared taking into account the characteristics and risks of each region. Their implementation normally involves the creation of communication platforms to provide support for the operations and speed up recovery if systems crash in catastrophic situations. Also, since it is present in different countries, local operators can support each other whenever necessary.

→ **Mexico.** In September 2013, Hurricanes *Ingrid* and *Manuel* left the country with a significant number of contingencies, deaths, and damaged infrastructure that affected 371 municipalities in the area. In this humanitarian emergency, Telefónica strengthened the service of its network with additional batteries and allowed free calls in the customer service centres, among other services, to facilitate the communications of those affected by the hurricanes. These services reached the entire target population and more than 500 calls were received by the telephone attention lines.

→ **Spain.** Minutes after the railway tragedy in Santiago de Compostela, our Operations teams mobilised and a crisis team was formed. Twenty-four landlines were installed in record time and made available to family members; all of the city's base stations were reprogrammed in emergency mode to give priority to voice; open WiFi lines were installed; emergency service numbers such as 061, 112, and the SERGAS telephone numbers were monitored and reinforced. Families were also provided with chargers for their mobile phones so that they would not lose their communications at any time. The necessary technical resources were also deployed to allow the communications media to carry out their reporting tasks with no problems.

Social alerts

Telefónica works to achieve excellence in emergency coordination and management, providing its communications infrastructure and know-how as an emergency-services integrator, which means that it can offer an integrated system that is adapted to the specific needs of the centre, integrating with its own systems, processes, and procedures.

The emergency centres implemented by Telefónica have won several EENA (European Emergency Number Association) awards. In 2009,

for *Excellence*; in 2010, for *Best Technological Integration of Emergency Services*, and in 2012, for *Best Emergency Centre*. In 2014, we have been nominated in the category of *Best Emergency Centre*.

The mobile telephone application *Libres*, developed by Telefónica Spain, and compatible with any smartphone, for the prevention of gender-based violence, was downloaded 4,000 times in the first month following its presentation. The system offers a variety of information on the resources that are available to any woman who suffers abuse, to start the process of escaping from their delicate situation. Structured into eight fields, the *Libres* application offers a test with simple questions to identify situation of abuse, includes a link to a series of basic steps to begin to leave behind the effects of gender-based violence, and provides contact with 016 or 112 in case of emergency.

The application also provides information on self-protection measures and includes a list of testimonials from women who managed to get out of situations of gender-based violence and who are now living new lives. The content of *Libres* is also complemented by educational material on violence against women, in order to increase awareness.

Telefónica also collaborates with the Emergency Number Association (EENA) on the *European Common Emergency Number Day*, which is aimed at increasing awareness that it is possible to contact the police, ambulances, and fire department from any country in Europe by simply dialling from any phone or phone booth.

In Central America, Telefónica Costa Rica collaborated on the *Hackathon against Domestic Violence*, organised by the World Bank with the support of SecondMuse, which was held in our corporate offices with the participation of 40 people. Technology experts and programmers, together with other experts, worked in groups over the course of two days to produce prototypes of technological solutions and different proposals to combat early violence in couples, improve institutional monitoring of women at risk, identify alternatives to physical punishment, and detect intra-family violence in the university student population.