

SOCIETY

Volunteers

If you have the will to change the world, all you need is a chance to do it. Here we all help to build those opportunities

In 2013, a total of 26,614 employees of the Group dedicated 195,906 hours to charitable projects

Fundación Telefónica, in collaboration with the Human Resources, Sustainability, and Social Responsibility areas, gives life to the idea of creating opportunities to change the world through Telefónica's Corporate Volunteer programme. An opportunity that our employees can take advantage of to make charitable initiatives in 24 countries a reality. Telefónica's Volunteers channel and promote the social action of the Group's employees who want to contribute part of their resources, knowledge, time, and energy to benefit the community and its underprivileged groups.

In 2013, there were 26,614 active Telefónica volunteers, who gave a total of 195,906 hours.

Some of our most successful projects in 2013 included:

'Vacaciones solidarias'

Vacaciones Solidarias (Vacations for Charity) is a volunteer programme with international cooperation in which Telefónica volunteers participate for two weeks in different projects that are being carried out in different Latin American countries.

These projects were prepared in collaboration with organisations in Fundación Telefónica's *Proniño* programme, which aims to help eradicate child labour in Latin America.

Mentoring as part of the Think Big programme

In 2013, 1,102 employees volunteered over the course of the year to serve as mentors to young people in Telefónica's *Think Big* programme. This project is aimed at young people between 15 and 25 years of age and is intended to train them in social and project-management skills.

These mentors were selected from among Telefónica's professionals, with the following required profile:

- Ability to motivate
- Perseverance
- Solidarity
- Humility
- High degree of integrity and confidentiality
- Capacity to approach mentorship conversations without pre-judging
- Emotional maturity and patience
- Flexibility and creativity
- Respect for the capabilities of others
- Courage to question victim-centred attitudes



More info
At the 'Yo Digo Aquí Estoy' website



SOCIETY

Social action at Telefónica

Telefónica has maintained the percentage dedicated to social action almost unchanged: 0.23% of Group revenue, 98% of which was in financial contributions

10 million euros was spent on actions and initiatives aimed at improving people's socio-economic conditions

In 2013, Telefónica allocated 128,885,493 euros to social action, according to the externally verified LBG standard methodology. This sum represents a fall of -18.5% over the previous year although its percentage of the Group's consolidated revenue is practically unchanged: 0.23%, two points lower than the previous year. Nearly all (98%) of this figure was in financial contributions.

The LBG Model is an innovative methodology that allows the contributions, achievements and impact of a company's social action to be measured, managed, assessed and communicated in a way directly comparable with other actors.

Socio-economic development

Actions and initiatives aimed at improving people's socio-economic conditions: around 10 million euros compared to 12.2 million in 2012.

Most noteworthy projects

→ **Educational innovation programmes of Fundación Telefónica**

Beneficiaries: 7,986 teachers in Fundación Telefónica Classrooms, 14,537 teachers trained in educational innovation, more than 50,000 people trained in digital culture.

'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 covers learning methodologies that foment the skills of the 21st century, with special emphasis on digital skills. It allows activities in the innovative classrooms and teachers' work to be monitored transparently, by assessing and quantifying the results obtained, in collaboration with academic agents external to the project. The laboratories *El Tiempo* and *Mi móvil al servicio de la comunidad* ('The Weather' and 'My mobile at the Service of

the Community') have been set up and converted into activities replicable in other educational centres with success.

→ **Sponsorship of 'Mobile World Capital Barcelona'**

The objective is to generate the best conditions for companies and agents from different sectors to carry out digital transformation, and for all this to yield an impact on the community.

The Mobile World Capital Barcelona Foundation, set up on 13 March 2012 and responsible for managing the capital status project, is governed by a board made up of the Ministry for Industry, Energy and Tourism, the Cataluña regional government, Barcelona City Council, Fira de Barcelona (the city exhibition centre) and GSMA, a body that represents the interests of more than 800 mobile operators and over 200 mobile ecosystem companies all over the world.

Art and Culture

Actions and initiatives aimed at the promotion of and access to art and culture for the whole of society: 17.3 million euros compared to 22.9 million in 2012.

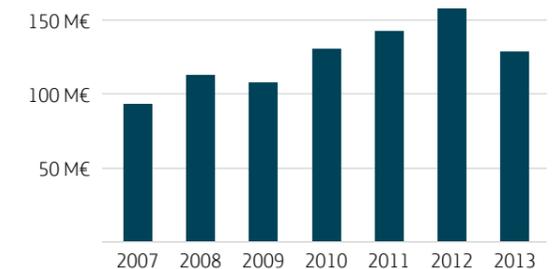
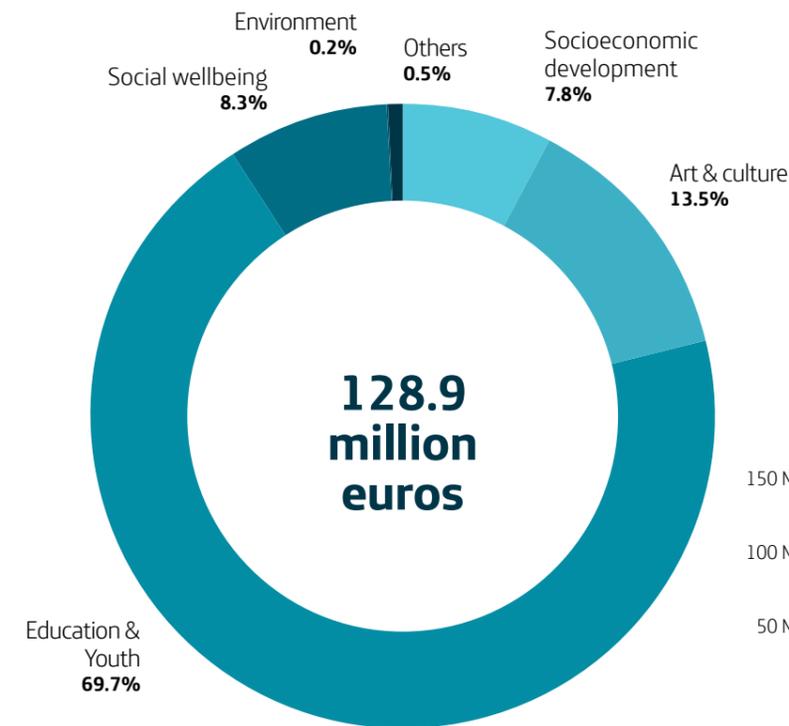
Beneficiaries: nearly 1 million attendees at exhibitions and events.

The Digital Art and Culture division of Fundación Telefónica creates, disseminates and shares cultural and technological knowledge related to the content, languages, formats and channels of the digital society.

Artistic and cultural activity mainly takes place around the Fundación Telefónica Spaces in Buenos Aires, Lima, Madrid and Santiago. These are culturally lively centres, spaces open to everybody in which there are exhibitions, debates, concerts, workshops and sound and light installations.

Social action

In 2013, Telefónica dedicated 128.88 million euros to social action, 18.5% less than the year before, representing 0.23% of the Group's revenues. Financial contributions amounted to 98% of this figure.



The qualification criteria for the projects apply London Benchmarking Group methodology and the process is verified externally by LBG. The aim is to measure the impact of the actions, help community relations and facilitate compliance

<http://www.yodigoaquestoy.com/empresas-yodigo/>

Most noteworthy projects

→ **Art and Technology - Fundación Telefónica**

The Fundación Telefónica Space in Madrid has followed a theme of exhibitions based on the work of internationally renowned photographers, such as the images of cinema and pop stars by the Briton Terry O'Neill, graphical reflection on women and Islam by Shirin Neshat and the traditional naturalism of the Galician Virxilio Vieitez. In addition, digital art was also a protagonist, with the installation *data.path* by the Japanese Ryoji Ikeda, an exclusive electronic tunnel created from the images and sounds of *Big Data*.

Among the most important projects in 2013 in Latin America were the exhibition *World Press Photo 2013*, in Chile; the event *Art and optics: The speed of communications*, in Lima, and the Technology Fair in Buenos Aires.

→ **Digitalization of the National Library of Spain**

Telefónica is undertaking the project to digitalize the heritage of the National Library of Spain: books, manuscripts, maps, photographs, etchings... and to publish them on the Internet in the Hispanic Digital Library of the National Library. The aim of the project is to publish these holdings on the Internet and to raise the content in Spanish of the same, by adding over 25 million pages from different kinds of works that can be freely consulted by anybody who so wishes.



Más información
En la web de
Fundación Telefónica