

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.

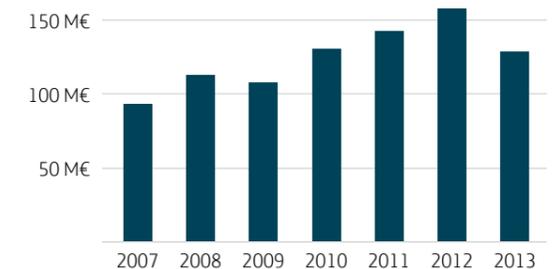
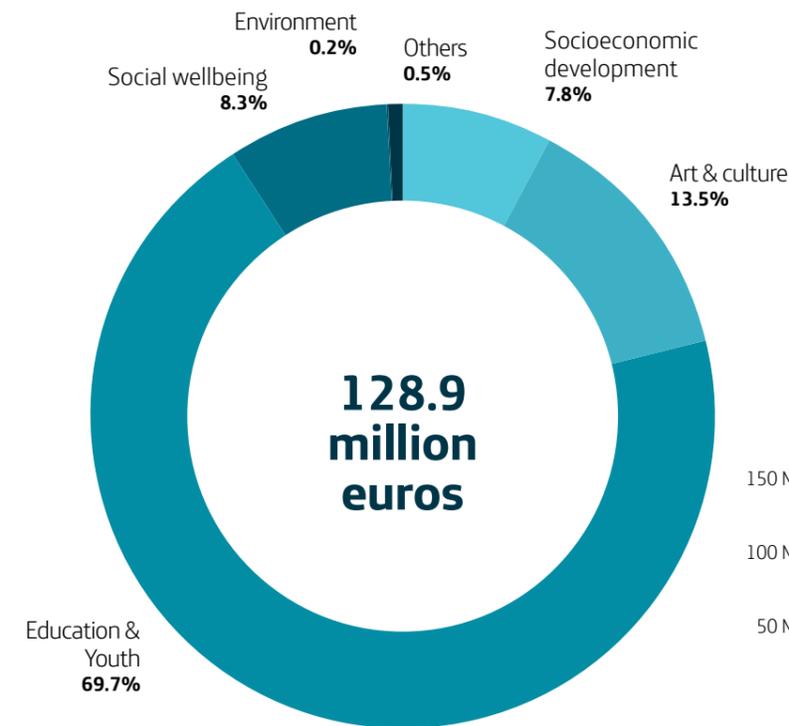
**Beneficiaries:** nearly 1 million attendees at exhibitions and events.

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.



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Investment in actions and initiatives designed for the integration of the young in general, and to education in particular, reached 89.8 million euros



### Education and youth

Actions and initiatives aimed at the integration of youth in general, and to education in particular: 88.8 million euros compared to 101.9 million in 2012.

#### Most noteworthy projects

##### → 'Proniño' programme

**Beneficiaries:** 471,848 girls, boys and adolescents helped in ten years, and 1,932 members of NGO staff trained.

The latest report from the International Labour Organisation (ILO), published in 2013, estimates that 168 million children in the world are involved in child labour, amounting to around 11% of all children. From within this figure, nearly 18 million children are from Latin America and the Caribbean, of which more than 9.5 million carry out work considered as hazardous.

At Fundación Telefónica we contribute via the *Proniño* (for children) programme for the eradication of child labour in Latin America, supporting quality schooling using the help of technology. We protect children and prepare future citizens for the digital society.

##### → VII International Education Encounter 2012-2013

This macroevent was set in motion in April 2012 to answer the question *What should education be like in the 21st century?* It lasted 18 months and covered 9 countries, attracting 50,000 teachers in its online facet and over 9,000 attendees at its 70 physical events, gathering contributions from 300 speakers of international level along the way.

Educational experts of the calibre of Roger Schank, Alberto Cañas, David Albury, Stephen Downes and Juan Domingo Farnós made contributions to this collective reflection in the 2013 phase, with their unorthodox and at times disruptive visions.

The final product of the VII Encounter was the digital publication *20 keys to education for 2020*, which by the end of 2013 had been downloaded from the Fundación Telefónica website 13,687 times.

##### → Fundación Telefónica App Awards

The Fundación Telefónica App Awards is a competition to publicise the creativity of young programmers of applications for the mobile operating system Firefox OS. The winners have received work placements at various Telefónica Group companies, as well as places at level 2 of the Think Big scheme, because one of the aims of this initiative is to boost young people's professional opportunities. This action fits within the general objective of encouraging the study of STEM (Science, Technology, Engineering, Mathematics) subjects among the young as a way to increase their employability.



### Social welfare

Actions and initiatives whose object is to improve the conditions and quality of life for at-risk groups in the community: 10.7 million euros compared to 11.3 million in 2012.

#### Most noteworthy projects

##### → Ability Awards

The Club Ability is a common interest network that tries to share and improve the best practices identified through the Telefónica Ability Awards in a consistent way, in the different categories: *Senior Management Commitment and Employee Leadership; Recruitment and Selection; Accessibility; Customer Orientation; Professional Development and Training, and Prevention and Retention.*

The 48 Ability Companies and Organisations who were finalists in the Awards have shown that Spanish companies are undertaking pioneering initiatives these days that deserve to be shared and better known. The Club has therefore become a collaborative space to exchange best practices, helping these organisations to face new challenges and continue improving.

Club Ability is a source of knowledge and advice which helps other companies and organisations to integrate disability into their business processes.

##### → Atam

**Beneficiaries:** nearly 16,000 people in Spain.

ATAM, the social arm of Telefónica, with expertise in people, disability and dependency, is a registered non-profit organisation declared of Public Utility by the Cabinet in 1977.

This current year, 2013, we have been celebrating its 40th anniversary. The weight of so many years has given the Association an accumulated wealth of experience in addressing its social aim: prevention of disability and provision of support to allow the social integration of people with disabilities.

Today, 34 Telefónica companies belong, and there are over 52,000 members among current, retired and pre-retired staff and former workers of these companies. Telefónica and the members contributed over 14 million euros in the year 2013, representing 82% of the total income of the Association.

#### Others

Actions and initiatives whose object is improvements in various fields not covered by the preceding categories:

0,65 million euros vs 8,6 million in 2012.

To improve conditions and quality of life for at-risk groups in the community, 10.7 million euros was allocated