

SOCIETY

Support for entrepreneurship: Think Big

The Think Big programme is the route we at Telefónica have chosen to help prepare young Europeans for the personal and professional challenges they will face in the future, by developing their business and digital skills

In 2013, this scheme, in which six countries participate, recorded its highest number of successfully completed projects

In Spain the first call was launched in 2012 and the second was launched a year later, expanding the number of selected candidates 120 to 300. In general, the number of projects supported has grown during 2013 in all participating countries (on top of Spain, the United Kingdom, Germany, Ireland, Czech Republic and Slovakia). In addition, the Think Big Schools initiative, focused on younger students, has expanded from the UK to other countries, organizing numerous sessions that have increase the visibility and impact of Think Big.

During 2013, the Telefónica Foundation invested 6.9 million euros in the programme and backed the development of over 3,338 projects. Much of this budget was allocated to training young people, this being one of the fundamental pillars of Think Big. Each participating team received instruction in a series of core competencies for its development, with over 260 events organised in the six countries named above.

Furthermore, the Programme has the strong backing of Telefónica employees, with over 1,000 volunteers collaborating in some way (mentoring, donations, training, etc.). All of them contribute to the impact achieved on society, made real in the 54,577 young participants in the program during the year.

Prometteo Prometteo, which is a web platform for travellers with auditory disabilities, is one of the outstanding projects of the most recent edition of

Think Big in Spain, and it has now passed through both levels of financing (400 and 3,000 euros). Its leader, Sara, confesses to being passionate about accessibility and hopes that the service will grow and help this group to enjoy the pleasure of travelling without restrictions.

The platform is based on a social web and an accessible mobile application that contain informative videos about different places of interest, in sign language. Its aim is to break down the existing barriers to communication, making access to tourism, leisure and culture easier for all. Cities, museums and hotels can use the system to provide specially adapted information to people with auditory disabilities, so improving their customer service.

Milestones

→ 2013 has been a year of growth for Think Big. During the year, the brand was reinforced and the impact the scheme has on young Europeans was consolidated

Challenges

- To create an integrated operation and in line with the Digital Telco strategy and the other entrepreneurship schemes of Telefónica
- Financing of 2,000 projects in Spain, Germany and the UK.

	2013
Investment (million euros)	6.9
Projects developed	3,338
Events	260
Participants	54,577

