

PLANET

# Green ICT Services

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Green Services lead to environmental benefits from the savings they generate, and so we need standards to measure these savings

We provide services based on ICT that promote a low-carbon economy and environmental sustainability of our customers and cities. Our "Green ICT" Services help to optimise the use of scarce resources like energy and water, and manage aspects of the environment such as waste, the climate, air quality, etc.

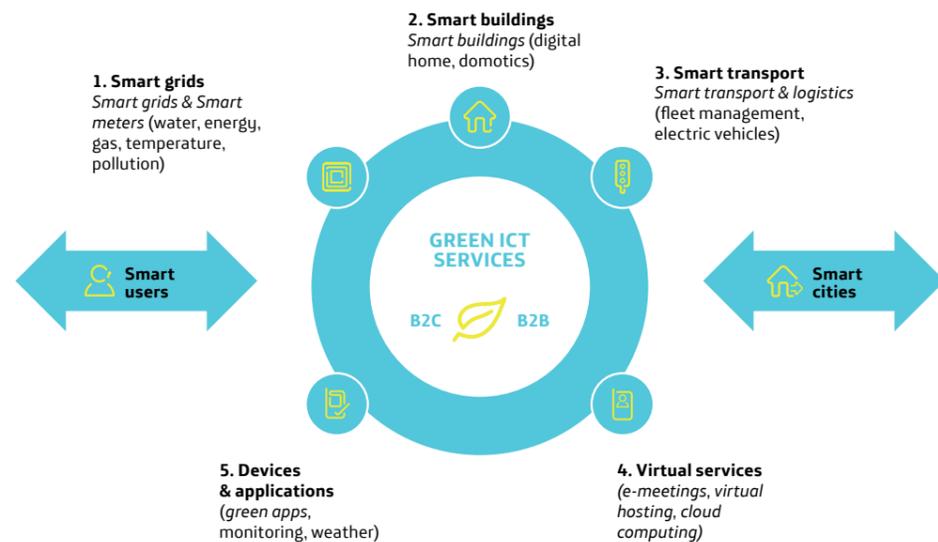
Telefónica's aim is to go beyond connectivity and it is focussed on providing services that convert the environmental benefits of our solutions into value. Green Services generate environmental benefits because of the savings on resources that arise (energy, water, less waste, time, etc). Therefore it is important to measure the savings using standards that allow comparison and replication of these services at a global level.

## Green Services to B2B customers - Corporate and Business clients

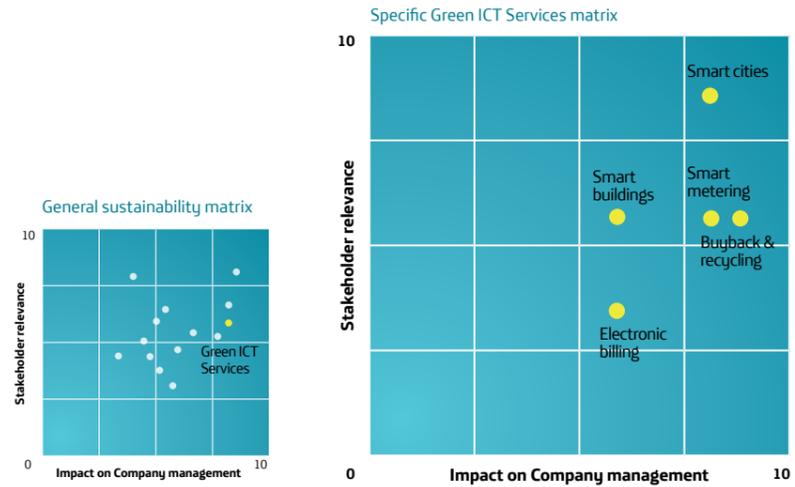
We work to deliver Green ICT Services to our Business to Business (B2B) customers and we help to promote an eco-efficient economy low in carbon and also help to make sectors like transport, construction, industry and service companies (utilities) more efficient.

Being a Digital Telco, we are putting a lot of effort into including green ICT solutions formally in our catalogues of products and services, in joint work with the departments of Marketing, Innovation and Business Development at global and local level. Most of these services are already in use in the Group's various operations around the world..

## Telefónica's Green ICT Services



## Materiality matrix



## Best practice

### Expansion of the Vivo Clima service of Telefónica in Brazil

Antonio Carlos Valente, chairman of Telefónica in Brazil, signed a technical cooperation agreement with the Ministry for Science, Technology and Innovation, and the Brazilian national center for natural disaster monitoring and alert (Cemaden), to broaden the scope of the VIVO Clima meteorological monitoring system. This signing represents the continuation of the pilot project that began last year in the city of Mauá, in the region of Sao Paulo.

The service provides real-time information on levels of precipitation in different geographical areas. VIVO Clima uses rain gauges installed on Telefónica's mobile base stations in Brazil which remit their data to the Company's M2M management platform. [More info](#)



### Smart meters in the UK

Telefónica UK has been designated as the connectivity provider for smart metering services in that country, which will generate income of nearly 1800 million euros for us over the next 15 years. Our operator has been awarded two of the three regions in the country for the provision of communications services within the overall Smart Meter Implementation Programme (SMIP). This initiative is the most ambitious smart meter scheme in the world, and envisages the installation of over 53 million smart meters by 2020.

[More info](#)



### Green services to residential customers: B2C

Telefónica's operating business reinforced their 'green experience' activities at a local level for our residential customers (B2C) Business to Customer. Various initiatives such as, for example, activities at the point of sale, provision of virtual services like electronic billing and promotion of recycling and reuse, above all of mobiles, should all be mentioned. In our countries, different environmental activities have been carried out for customers under our Movistar, O2 and Vivo brand names.

### Digital services and electronic billing

All the countries where we operate have systems of commercial efficiency, digital signature and electronic billing. During 2013, we reached the figure of 43 million customers using the electronic billing service, which let us reduce consumption of paper for bills by 18% at global level and leads to important savings for the Company. These practices also extend to our corporate and business clients.

### Eco-shops and "green" customer service

In some shops specific points have been set up in our shops with environmental information for our customers and incentives to participate. During 2013, countries such as Venezuela and Germany included environmental initiatives in the stores and customer attention services.

### Best practice



#### Green Corners (Esquinas Verdes) in Venezuela

Telefónica Movistar Venezuela has developed a programme of 'green corners' in its most emblematic shop locations in the country to inform customers about waste collection points for disused mobile terminals. There are 20 collection points, 5 of them in alliance with the Ministry for the Environment of Venezuela. During 2013, we collected 4 tonnes of waste. The company that handles this waste is KBL of Venezuela, who will carry out its export and recycling once the required volume has been accumulated, jointly with the German company Aurubis.



#### Green shops in Germany

Telefónica O2 Germany has introduced paper bags in place of plastic ones in all its shops, for delivering products to customers. The bags are made from FSC-certified paper (FSC: Forest Stewardship Council). They are now available in all our own shops, third-party and specialist shops. Similarly, the 'O2 Guru' informs customers about the environmental benefits of the bags, recycling alternatives and any other environmental information they need. This simple action has generated savings of up to 20,000 euros per year.



### Best practice

#### Commercial eco-efficiency in Brazil

A customer registration and digital signature solution was introduced in all Telefónica Vivo shops, providing a paperless sales service by means of a tablet. The aim of this initiative was to reduce the costs of operation, the use of paper in document management, and customer waiting time, and so to raise the time available during which users can acquire new services and devices. This is a pioneering solution for the telecoms market in Brazil. Thanks to this initiative, Telefónica Vivo has obtained savings of about 1.5 million euros per year in documents management and a 70% reduction of printed paper for mobile and portability services.

### Best practice

#### Devices without charger in the United Kingdom "Charger Out of the Box"

One of the most important initiatives by Telefónica O2 UK during 2013 was the sale of mobile phones with no charger. It is assumed that the great majority of customers already have a charger compatible with their terminal. So, Telefónica UK is campaigning for mobile manufacturers not to sell their devices with a charger. This encourages lower generation of customer waste as this kind of device is not included with the sale of terminals. In 2013, Telefónica O2 UK launched this initiative in conjunction with HTC, with great success.

[More information](#)



#### Efficient devices

Telefónica is working to bring the best and most efficient mobile devices to our customers. Currently, Telefónica O2 UK and Germany give their customers information about the environmental characteristics of their devices, referring to the 'eco-rating': an internal methodology for measuring the environmental impact of mobile devices, which is currently undergoing the ITU standardisation process and led by Telefónica.

#### Recycling and reuse of customer devices

Since 2005, Telefónica has been carrying out customer device management activities in compliance with the relevant environmental regulations and with voluntary customer loyalty initiatives. These activities are focused on the

recycling, reuse or final disposal of devices belonging to mobile, fixed line or internet customers.

During 2013, we handled 1,892 tonnes of e-waste from customers, of which 231 tonnes corresponded specifically to reuse and recycling processes for mobile devices and accessories.

We believe in shared responsibility for environmental management of customer devices, so that we try to keep our clients informed and provide them with environmentally responsible options when it comes to disposal of their disused devices. In all the countries in which we operate, we have customer waste management schemes, above all for mobile service customers.

#### Telefónica mobile phone recycling and reuse programmes

	Recycling	Reuse
<b>movistar</b>		
Spain	✓	✓
Ecuador	✓	
Argentina	✓	✓
Chile	✓	✓
Colombia	✓	
Costa Rica	✓	
Mexico	✓	
Nicaragua	✓	✓
Peru	✓	
Panama	✓	✓
Venezuela	✓	
El Salvador	✓	
<b>vivo</b>		
Brazil	✓	✓
<b>O2</b>		
United Kingdom	✓	✓
Czech Republic		✓
Germany	✓	✓
Ireland	✓	✓

### Best practice



#### O2 Recycle in Germany

**4.9**

tonnes for recycling and reuse



#### Green Movistar in Ecuador

**8.8**

tonnes for recycling



#### 'Recycle your cellphone' with Telefónica Vivo in Brazil

**7.9**

tonnes for recycling