

PLANET

Global environmental leadership

Telefónica is working towards a global position on environmental matters along with the ICT sector and all the companies of the Group

Telefónica has been recognized as one of the most committed companies in the fight against climate change

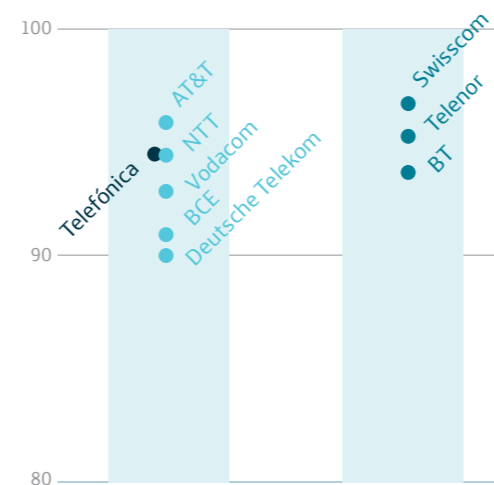
We believe in the ICT potential to promote environmental sustainability. Telefónica's green positioning is based on three principles that include a joint effort among the global green team, operating businesses and the ICT sector:

- Trust and Transparency
- Green ICT standards
- Public Advocacy strategies.

Trust and transparency. Our investors, analysts and NGOs have acknowledged our achievements.

- Telefónica was among the 5 leading telecoms companies for the fourth consecutive year in the Carbon Disclosure Project (CDP). [More info](#)
- We are one of the 10 best telcos in the world by sustainability criteria, including the environment, according to the DJSI. [More info](#)
- We are one of the top 5 companies most committed to fighting climate change in the recent rankings of the British NGO Environmental Investment Organisation (EIO). [More info](#)
- We are one of the 20 best companies in the "Cool IT Leaderboard 6" ranking by Greenpeace, in which the efforts by companies to promote a low-carbon economy and reduce emissions of greenhouse gases (GHG) are evaluated. [More info](#)

Carbon Disclosure Project Leadership (CDPL) Index - Telecommunications Sector



Green ICT standards. We continue to work on Study Group No. 5 of the International Telecommunications Union (ITU) to promote green ICT standards to measure the environmental impact of ICTs.

- We worked on the development of the ITU L1430 Methodology to measure the impact of green ICT services, and we chair the workgroup responsible for developing the methodology for mobile phones, 'Eco-rating'. [More info](#)

- We also chair the Smart Sustainable Cities Focus Group of the ITU. [More info](#)

- We hosted the most important green ICT standards event in the world: the 3rd Green Standards Week, at our corporate headquarters in Madrid, with the participation of nearly 400 people. [More info](#)



Green Standards Week, 2013. Madrid



3rd ITU Green Standards Week, Madrid 2013.



1st International forum on Electronic Waste and Electromagnetic Fields, Quito, 2013.



GSMA: Beyond coverage. The opportunity for mobile operators to improve access to energy in Latin America



[More info on the GSMA study](#)

Public advocacy: we are working on increasing the contribution of the ICT sector and Telefónica to promoting the environmental sustainability of technology users and cities. During 2013, we took an active part in the following groups:

ITU: We are active in Study Group No. 5 on the development of green ICT standards and positioning of the ICT sector at an international level on issues like e-waste and electromagnetic fields, and organised various events and activities:

- We held the 3rd Green ICT Application Challenge jointly with the ITU for the third consecutive year. The winning application was GreenPlay, a game for learning how to manage waste in cities. [More info](#)
- Workshop on E-waste in Central America. San Salvador – El Salvador. We are promoting efficient management of e-waste in the region. [More info](#)
- Workshop on Smart Sustainable Cities in Latin America. In Sao Paulo Brazil: Together with Telefónica Vivo, we held a workshop to promote environmental sustainability of the cities of Latin America through ICT. [More info](#)

→ Workshop on E-waste and Electromagnetic Fields in Quito-Ecuador. We sponsored the largest event on managing electrical and electronic waste and electromagnetic fields in Latin America, jointly with Telefónica Movistar Ecuador, the ITU and the Ministry for the Information Society of Ecuador. [More info](#)

GSMA: We are working with the GSMA to promote the environmental sustainability of mobile communications all over the world:

- In conjunction with the GSMA, the Inter-American Development Bank (IDB) and Telefónica Movistar Nicaragua, we carried out the study "Beyond Coverage: The opportunity for mobile operators to improve access to energy in Latin America". [More info](#)
- Energy Efficiency Benchmarking in Mobile Networks: For the fourth consecutive year, we have been working with the GSMA to identify new opportunities to optimise energy consumption on our networks, thanks to the energy efficiency comparative analysis service. [More info](#)

We are also working with other institutions to encourage the use of ICT for environmental sustainability, energy efficiency and as a tool in the fight against climate change.

GeSI: The Global E-Sustainability Initiative, where we are covering the groups on Climate Change, Energy Efficiency, and Environmental Monitoring in the Supply Chain, among others. [More info](#)

ETNO: Within ETNO (European Telecommunications Networks Operators), we are working on the Energy Task Force to promote the most energy-efficient practices in networks at a European level. [More info](#)

European Round Table of Industrialists (ERT): We are participating in the ERT group on Energy and Climate Change, where we are trying to identify the risks and opportunities that European policies on energy and climate change can have in competitiveness of our companies. [More info](#)

Business Platform for Energy Efficiency in Spain: In our home country, Spain, we are working on energy efficiency projects with the largest companies in the country. [More info](#)

Telefónica in strategic fora and working groups

