



Glossary_

Term	Definition
A	
AA1000	Set of accountability processes for verification (AA1000AS) and engagement (AA1000SES).
Absenteeism rate (AR)	Calculation of the days of absenteeism, expressed as a percentage of the number of days of work anticipated for the entire workforce in the period covered in the report.
ARPU	Average Revenue Per User, which is the mean or average revenue per user which is achieved, over a given period, by a service company with a wide user base. It is calculated by dividing the total income earned in the period by the total number of active users of the company. It is a unit of measurement mainly used by telecommunication companies.
ASPAYM Granada	Association for people with spinal cord injuries and severe physical disabilities in Granada. ASPAYM is dedicated to the care of people with spinal cord injuries and other severe disabilities. It is involved in developing and managing facilities and services for members of the association, and all those areas that can improve their social integration (http://www.medulardigital.com/).
B	
B2B	Business-to-Business.
B2C	Business-to-Consumer.
C	
CDP	Carbon Disclosure Group. Index composed of two indices showing, to 551 institutional investors with assets totalling \$71 trillion, the transparency and performance of companies on issues of climate change.
CENTAC	<i>Centro Nacional de Tecnologías de la Accesibilidad</i> (National Centre for Accessibility Technology). CENTAC is a centre dedicated to promoting the development of accessibility technologies in business, industrial and service areas in order to facilitate access to these and improve the quality of life of older people and people with disabilities, and their families (www.centac.es).
CERMI	<i>Comité Español de Representantes de Personas con Discapacidad</i> (Spanish Committee of Representatives of People with Disabilities). CERMI is the platform for representation, defence and action for Spanish citizens with disabilities – more than 3.8 million men and women, and their families – who, being fully aware of their situation as a disadvantaged social group, have decided to join together, through organisations of which they are members, to progress in recognition of their rights and achieve full citizenship with the same rights and opportunities as the other members of society (www.cermi.es).
Cloud	Processing and mass storage of data on servers that host user information.
Cloud Computing	Internet-based computer system using remote data centres to manage information services and applications. Cloud computing allows consumers and businesses to manage files and use applications without having to install them via any computer with online access.
CNSE and CNSE Foundation	<i>Confederación Estatal de Personas Sordas</i> (National Confederation of Deaf People) and its Foundation. The CNSE Foundation and its work in defending the rights of all deaf people, with the added value of sign language, while empowering and enabling them, as well as strengthening their associations and promoting social change to ensure effective inclusion. (http://www.cnse.es/ and http://www.fundacioncnse.org/).
COSO	Committee of Sponsoring Organizations of the Treadway Commission. This is a private voluntary organisation dedicated to guiding, on a global basis, executive management and governance entities toward the establishment of more efficient business operations on ethical issues, issues of internal control and risk, fraud and financial reporting.
D	
Data Protection Regulation of the European Union	EU REGULATION No. 611/2013 OF THE COMMISSION of 24 June 2013 on the measures applicable to the notification of personal data breaches under Directive 2002/58/EC of the European Parliament and of the Council on privacy and electronic communications.
Digital inclusion	Processes to democratise access to information technologies and communication, so as to allow the insertion of everyone in the information society.
DJSI	Dow Jones Sustainability Index. Set up in 1999, this is a family of stock market indexes which evaluate the sustainability performance of the 2,500 largest companies listed on the Dow Jones Index in the US and is a global benchmark for investors interested in the long-term behaviour of the companies they invest in.



Term	Definition
E	
EZE	Overview of the process, from beginning to end.
Eco-efficiency	Creation of more goods and services using fewer resources and generating less waste.
ECTA	European Competitive Telecommunications Association.
e-Health	The use in the health sector of digital information transmitted, stored or collected electronically in order to support healthcare both locally and remotely.
EMF	ElectroMagnetic Fields.
ETNO	European Telecommunications Network Operators Association, the main association of communications network operators in Europe.
European Cybersecurity Month	Annual initiative that the European Union Agency for Network and Information Security (ENISA) at the European Commission promotes in October in the EU and internationally. Under the slogan "Online security requires your participation", it aims to promote cybersecurity awareness among citizens, change their perception of cyberthreats and provide updated information on security through education, best practices and security competitions.
European Voice	Created by The Economist Group, this is the leading source of news and analysis on key EU policies, laws and institutions.
F	
FEAPS	<i>Confederación Española de Organizaciones en favor de las Personas con Discapacidad Intelectual o del Desarrollo</i> (Spanish Confederation of Organisations for Persons with Mental or Developmental Retardation). FEAPS works to support and provide opportunities for people with intellectual disabilities and their families to develop their quality of life project and to promote their inclusion as full citizens in a fair and caring society (www.feaps.org).
FIAPAS	<i>Confederación Española de Familias de Personas Sordas</i> (Spanish Confederation of Families of Deaf People). FIAPAS works to represent and defend the rights and overall interests of people with hearing impairments and their families (www.fiapas.es).
G	
Gases whose presence in the atmosphere contribute to the greenhouse effect	
GeSI	Global e-Sustainability Initiative. Initiative sponsored by service providers of information and communication technologies, which aims to encourage debate on the topic of sustainability, inform the public about the sustainable activities of its members and promote information and communication technologies that can encourage Sustainable Development.
GHG	GreenHouse Gas.
GHG Protocol	GreenHouse Gas Protocol. This is the international tool used to calculate and communicate emissions inventories.
Global Compact	Voluntary UN initiative which aims to promote social dialogue for the creation of a global corporate citizenship to reconcile the interests of companies with the values and demands of civil society, UN projects, trade unions and non-governmental organisations (NGOs), in which the companies undertake to align their operations and strategies with ten universally accepted principles in four thematic areas, namely human rights, labour, environment and anticorruption.
GRI	Global Reporting Initiative. Organisation and set of instructions on corporate sustainability reporting.
GSMA	Association of mobile operators and related companies devoted to supporting the standardising, deployment and promotion of the GSM mobile phone system.



Term	Definition
I	
ICT	Information and Communication Technology.
Incidence rate (IR)	Number of accidents in relation to the total time worked by the total workforce in the period covered in the report. IR = (total no. of accidents/total hours worked) x 200,000.
ISO 14001	International standard for the development and implementation of Environmental Management Systems.
ITU	International Telecommunication Union, which is the United Nations agency responsible for information and communication technology. The ITU coordinates the shared global use of the radio spectrum, promotes international cooperation in the use of satellites and promotes infrastructure standards that encourage development.
K	
KPIs	Key Performance Indicators.
L	
LBG	London Benchmarking Group, which provides companies with a model to classify and manage their initiatives in the community. This is a methodology for the measurement, management and communication of corporate social action.
Lost day rate (LDR)	This is the impact of occupational accidents and diseases and as such reflects the number of days off work of the employees concerned. It is expressed by comparing the total number of days lost to the total planned working hours for the entire workforce during the period covered by the report.
M	
M2M	Machine-to-Machine, a generic term that refers to the ability to exchange data between two remote machines, so that through this exchange it is possible to control and monitor automatically processes in which machines are involved.
Materiality	Processes of qualitative and quantitative analysis and analysis of debates to determine whether a matter is material, i.e. whether it reflects the significant economic, environmental and social impacts of the organisation, as well as those aspects that significantly influence the assessments and decisions of stakeholders.
Millennium Development Goals	Declaration signed in 2000 by 189 heads of state and government from around the world during the Millennium Summit of the United Nations that aims by 2015 to end the poverty in which more than a billion people worldwide are living. To this end, 8 human development goals were established.
N	
NGA	Next-Generation Access, it describes the improved benefits to telecommunications access by replacing copper with fibre optics.
O	
Occupational disease rate (ODR)	Relationship between the number of cases of work-related illness and the total time worked by the entire workforce throughout the period covered by the report.
OECD	Organization for Economic Cooperation and Development. Intergovernmental organisation whose primary mission is to provide assistance to member countries to achieve economic growth based on sustainable development.
ODMs	Original Design Manufacturers.
ONCE and Fundación ONCE	<i>Organizacion Nacional de Ciegos Españoles</i> (Spanish Organisation for Blind People) and its foundation. ONCE and its foundation are made up of a set of institutions whose aim is to achieve the full autonomy and social integration of people with blindness and visual impairment, and committed through solidarity to groups of people with other disabilities, through training, employment and actions to promote accessibility (www.once.es and www.fundaciononce.es).
Organic Growth	In financial terms, constant average exchange rates for January-December 2010 are assumed and the impact of changes in the scope of consolidation and the impact of hyperinflation are excluded.
OTT	Over-the-Top and commonly known as a value-added service. OTT refers to the service that is used on the data network by your service provider.



Term	Definition
S	
SDC	<i>Servicio de Defensa del Cliente en España</i> (Spanish acronym for the Customer Protection Service in Spain).
SRI	Socially Responsible Investment. This involves the incorporation of ethical, social and environmental criteria in the process of investment decision making, in a way that is complementary to the traditional financial criteria of liquidity, profitability and risk.
T	
Telefónica Global Services (TGS)	A company registered in Munich, Germany, since 2010. This is the global sourcing unit for all Telefónica Group companies worldwide. TGS works with representatives from all of Telefónica's operating businesses worldwide and centrally manages negotiations with suppliers in the various global categories.
Time to Market	Time taken by a product from the moment it is conceived until it is placed on sale.
U	
Underlying Growth	Figures reported, excluding exceptional impacts and spectrum acquisition.
UNHCR	The United Nations High Commissioner for Refugees (UNHCR) is the United Nations agency responsible for protecting refugees and people displaced by conflict or persecution and for promoting lasting solutions to their situation through voluntary resettlement in their country of origin or in the host country.
UNICEF	United Nations Children's Fund. UNICEF carries out its work in 191 countries through country programmes and National Committees. UNICEF was established by the United Nations on 11 December 1946 to respond to the emergency needs of children in Europe and China during the post-war period. The full name was United Nations International Children's Emergency Fund. In 1950, its mandate was expanded to address the long-term needs of children and women in developing countries worldwide. UNICEF was integrated permanently into the United Nations in 1953; at the time, its name was shortened and renamed the United Nations Children's Fund. However, it maintained its original acronym, UNICEF.
W	
WEEE (e-waste)	Waste Electrical and Electronic Equipment.