COMMISSION ON SCIENCE AND TECHNOLOGY FOR DEVELOPMENT (CSTD)

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Submissions from entities in the United Nations system and elsewhere on their efforts in 2014 to implement the outcome of the WSIS

Submission by

Telefonica

This submission was prepared as an input to the report of the UN Secretary-General on "Progress made in the implementation of and follow-up to the outcomes of the World Summit on the Information Society at the regional and international levels" (to the 18th session of the CSTD), in response to the request by the Economic and Social Council, in its resolution 2006/46, to the UN Secretary-General to inform the Commission on Science and Technology for Development on the implementation of the outcomes of the WSIS as part of his annual reporting to the Commission.

Comments and input for the UN Commission on Science and Technology for Development (CSTD) and its Report on WSIS implementation for its 18th session, May 2015

Telefónica's initiatives furthering WSIS action lines and goals

As requested in the letter by UNCTAD´s Secretary-General from Oct. 1 2014, we include in the follow some specific examples of Telefónica's initiatives in which we are helping to implement the WSIS action lines and goals.

All of them are classified according to the different WSIS Action Lines (ALs).

We have only included new initiatives or on-going initiatives with significant changes during 2013. Examples included in last year input are still valid in most cases even if not explicitly mentioned in this document.

C3 Action Line: Access to information and knowledge

Access to remote areas

Conexão amazônica

Information and communication technologies transform people's lives significantly, and one of example of this is that the Brazilian Amazon today is connected to the world thanks to broadband internet and third-generation (3G) technology offered by Telefónica.

Since 2009, the municipality of Beltarra, with a population of almost 16,000, has enjoyed these telecommunications services thanks to an alliance between Vivo (owned by Telefónica), Ericsson, and the collaboration of the Brazilian non-governmental agency Saúde e Alegria, which developed a digital inclusion project that has helped to narrow the geographical divide of remote communities in the state of Pará, in the northern part of the country.

In 2013, the programme reached more than 229 rural towns, which benefited inhabitants of areas like Piura, La Libertad, Ancash, Moquegua, Tacna, Cajamarca, Ucayali, Pasco, Junín, Cuso, Puno, and Huancavelica.

This project has become a benchmark for sustainable development programmes and has been recognized at the International Business Awards (Stevies), which award the best strategies and actions in the area of businesses worldwide.

The initiative was also chosen as one of the best examples of Social Responsibility in South America, and one of the best telecommunications products worldwide.

'WawaRed'

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The project seeks to use information and communication technologies (ICT) to provide a solution to the problems of maternal mortality in Peru, promoting an improvement in maternity-infant health and helping to achieve Millennium Development Goals 4, 5, and 6.

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WawaRed currently gives access to the healthcare system to approximately 5,000 pregnant women, providing better healthcare conditions for both mothers and children alike. Based on the initial results, work is underway to expand the programme through WawaRed Plus, which goes beyond the pregnancy phase and provides support to mothers for at least the baby's first year of life, with reminders of appointments, vaccinations, recommendations for care, feeding, development, etc

M-Inclusion:

M-Inclusion is a project jointly financed by the European Commission and developed by a consortium led by Telefónica (and also made up of Econet, Futura Networks Colombia, Innovation Engineering, Nokia Technology Institute of Brazil, the Peruvian Cayetano Heredia University and the Universidad Politécnica de Valencia in Spain), which will embark on the first platform for mobile solutions to problems of social inclusion in Europe and Latin America (www.m-inclusion.eu).

The project started in 2011 and is envisaged to last for two years, during which it will create a framework for cooperation among developers of mobile solutions in Europe and Latin America, and among different entities and organizations. It will define the road map for the needs of mobile inclusion, promoting user-oriented innovation and the development of affordable mobile solutions.

People with disabilities

Radio Me

This is a service that was created to contribute to bridging the digital divide for the older population and people who, for various reasons, are not active users of technology. It allows voice messages to be received and sent through WhatsApp- or Line-type messaging applications, without needing to use a smartphone. The design and functions of the service were designed for this type of user. Through a device as familiar as the radio and by just pressing two buttons, older people and those who are not used to technology connect simply and intuitively with their family and friends. Older people do not need to learn to use any new technology or face unfamiliar screens, nor are they required to master or know how to handle the functions of a smartphone, a requirement which in many cases leads them to reject and abandon the idea.

Radio Me expands and facilitates communication opportunities for older people and those not familiar with technology, offering them the possibility of integration through using the new forms of social communication as a door to enter the world of digital services.

Whatscine

This is a tool created with Universidad Carlos III in Madrid which allows people who are deaf or blind to enjoy the cinema through an accessibility system. To access this experience, the user just has to download the free app and install it. Once at the cinema, which must have already installed the accessibility platform, the user connects to the integrated Wi-Fi network in the cinema and chooses the subtitle options (English or Spanish), subtitles for deaf people, audio description or Spanish sign language, depending on the user's needs. In this way, people who are deaf can access subtitles or translate narration in a foreign language, or if they prefer they can see an image showing a Spanish sign language translator that is synchronized with the film's dialogue. People who are blind can also enjoy the films through audio.

112 Service

One of the greatest demands of people with disabilities is having safe, swift access to the emergency services. To this end, Telefónica signed an agreement with the 112 Emergency Call Handling Service in Catalonia and the Catalonian Federation for the Deaf to develop an application aimed at this group.

The application contains three pictograms that represent the most common emergency requirements: the police, the fire service and emergency medical assistance. These in turn indicate situations of abuse, aggressions, fires, robberies, domestic accidents and health problems. It also includes videos that offer advice to minimize the risks while the emergency services are on their way. Additionally, users can have their data registered previously so that in any situation they can be geolocated by the emergency services via the 112 system.

ATAM

Social project involving 35 companies in the Telefónica Group and nearly 55,000 members linked to them. The project is based on the solidarity of the ATAM members with those who suffer the consequences of disability and dependence. In 2013, Telefónica celebrated the 40th anniversary of ATAM, the social entity at Telefónica which is an expert in people, disability and dependence, boasting 34 participant firms and over 52,000 partners among its active employees. The aim of the Association is to enable people with disabilities to have better access to employment, as it understands this to be a key aspect of full integration. Under the principles of its enabling model, it works so that people with disabilities can develop professionally.

ATAM has an individual aid system which reduces the financial cost involved in having a disability. In 2013, it awarded 3,719 subsidies to 2,179 people for a total amount of €6,897,015 and overall almost 16,000 people throughout Spain benefited from the work of the ATAM through two basic lines of activity: assistance to families and integration into the workforce.

Universal Service

Public universal Service agreements are in force in eight of the countries in which Telefónica offers its services. The so-called Universal Service implies a guarantee of a minimum quality standard of service to the entire population at affordable prices. In each case, the sector's regulator, in those countries that decide to have one, specifies the different services included and the conditions under which they are provided, as well as the operators that take on this responsibility. In the case of Telefónica, Universal Service is currently offered in Argentina, Brazil, Colombia, Spain, Peru, the Czech Republic, Venezuela and Ecuador. In 2013 Telefonica invested more than 256 MEuros to finance this service.

C5 Action Line: Building confidence and security in the use of ICTs

During 2013, the child protection strategy has been reflected in an internal Rule which has taken into account the commitments reached within the CEO Coalition and the ICT Coalition. This Rule is mandatory across Telefónica's OBs and it will be implemented step by step and progressively until we achieve the homogenization in all the initiatives we carry out at Telefónica to promote the better use of our services by all the members of the family

Digital Family

In the previous year (2012), we developed, together with the Interactive Generation Forum, Digital Family (www.familiadigital.net), which is a resource center for parents aimed at boosting digital education and helping to clarify their doubts about ICT.

The interactive portal offers high quality content, news section updated periodically, and other information of interest, It has been developed in collaboration with prestigious

organizations such as European **Schoolnet**, the **University of Navarre**, **Insafe**, **EU Kids Online, Childnet International, Protégeles** and **PantallasAmigas**, to name just some. The web is already available in Spain for the Movistar brand and will soon be made available in other countries in Latin America.

Hotlines

Collaboration with hotlines, as channels to report about content that might be considered illegal, is one of the priorities of the Rule. All our countries must insert an icon on their webs linked to the local hotline, or in the event that the country does not have one, the hotline of their choice member of Inhope. The case of Spain should be mentioned, where, together with the other operators and **Protégeles**, an App for reporting and seeking for help has been developed for smartphones and tablets. Or the case of Colombia, where Telefónica has contributed to establishing the first hotline member of the Inhope in Latin America, called **Te Protejo**. This hotline also has an App that can be downloaded from the principal app stores.

Among the educational activities that have taken place there are workshops for parents (held in schools) on the better use of social networks by teenagers, leaflets in the shops, collaboration on national initiatives, etc.; everything that helps to take maximum advantage of ICT, while avoiding misuse.

In 2013, Interactive Generations trained over 7,000 children, parents and teachers in responsible use of ICT, thanks to sessions given by the organization's own volunteers, numbering more than 55 in Spain, and by talks both by experts from the University of Navarre, and diverse collaborators of the Forum.

Coalition of CEOs for a better Internet for children (CEO Coalition)

During 2013, all the companies that make up the CEO Coalition have been busy implementing the measures to which they had committed themselves at the start of 2013, the final results of which were submitted to the European Commission in January 2014. This cross-industry collaboration has facilitated the joint search for solutions that require intervention at various points in the value chain: to deepen relationships between the industry and those organizations that defend the needs of children in the digital world; to bolster projects and good practices already under way, and innovate in products and services to build a safer environment for Internet use from all available platforms (PC, tablet, smartphone, etc.), and for the different kinds of Internet access (fixed, mobile, wif, etc.), as well as to develop closer relationships with Law Enforcement Agencies and similar bodies.

ICT Companies' Coalition

In January 2012, 30 companies from the Information and Communications Technologies sector announced the launch of the ICT Coalition for safer use of the Internet by children and teenagers. At the end of 2013, each of the companies

submitted a report with the commitments that it had undertaken for each line of action of the ICT Principles, and which will be audited in 2014 by an external professional who, following analysis and verification of the information supplied by each company, will issue a report on its veracity. These documents will be available at www.ictcoalition.eu
The ICT Principles are supported by companies from throughout the ICT sector: from network operators to device manufacturers, together with content providers, search engines, etc. The Principles deal with key issues and hot topics such as content, parental control, handling of abuse and misuse, child sexual abuse images and control of privacy, in addition to education and awareness-raising for children and teenagers

C7 Action line: ICT applications - benefits in all aspects of life
C e-learning:

ICT use can have a significant impact on achieving higher quality education, as well as contributing to the sharing of innovative knowledge, improving competitiveness and reducing social inequalities. Telefónica Learning Services (TLS) is the Telefónica Group company which specializes in offering comprehensive technological solutions for education.

WePack, WeClass, Weshare

During 2013 TLS launched a comprehensive solution for educational establishments through an educational package covering all classroom needs, called **WePack**. In addition to providing tablets for the students and teacher, as well as management, administration and security, WePack brings together connectivity from Telefónica in the classroom and advice from educators and counsellors to accompany the teachers in this process of transition towards digital education. The solution includes the **WeClass** platform, which is a virtual learning environment (VLE) where teachers can upload their own contents or content provided by the publishing companies they usually work with, post assessments, monitor students' performance and set work, among other things, while students and their parents can consult the contents, access the work and exercises, update their schedules and consult their marks, etc.
Another recently launched product is **WeShare**. This is the first truly family-friendly tablet. It includes three profiles (parents, family and minors) and, thanks to a newly conceived safe browsing system, allows children to go online in a protected and totally reliable environment. If any unpleasant situation does arise, the child can press an alarm button, apprising their parent of the situation and giving the option of reporting it online, thanks to the Protégeles application offered by the association of the same name, the Spanish benchmark in protecting minors on the internet. For children aged under seven years old, WeShare incorporates an innovative application from Infantium that allows children to learn through play, while the platform learns with the children and offers them new educational pathways based on their individual progress.

MiriadaX

For universities, Telefónica Learning Services has worked hand-in-hand with Universia to develop the MiriadaX platform, which offers free MOOCs (Massive Online Open Courses) to anybody who has registered as a user (registration is also free).
These courses are offered by the more than 1,000 universities in Spain and Latin America who are part of the project. Students only pay a modest sum if they wish to obtain the official certificate.

Talentum

Talentum Schools is a Telefónica initiative with the aim of promoting the development of technology creators in children and adolescents, aged 14 to 18 years, developing their creativity and innovativeness.
The initiative, which follows the approach of "learning by doing", is carried out in open and free workshops in Movistar stores, which are complemented by a follow-up on the online platform Talentum Schools. The activities offered cover various areas such as programming, robotics, augmented reality or developing mobile apps.
The programme is currently being developed in eight Spanish cities (Madrid, Barcelona, Valencia, Seville, Bilbao, Zaragoza, Palma de Mallorca and Granada) and during 2014 we will continue the expansion of the programme to new stores and cities across the country.
With this initiative, Schools Talentum aims to generate technology creators while discovering and promoting talent and providing participants with motivational tools to develop their creativity and innovation.
A year after the launch of Talentum Startups, it has become a programme of open innovation whose pillars are young talent, technology and entrepreneurship

F e-environment:

Examples of Green ICT services Telefónica's Green ICT services are focused on optimizing the use of resources such as energy and managing environmental issues such as water, waste, climate change etc.

Smart cities

The Telefónica platform, developed by Telefónica R&D, is the first created that conforms to the FI-WARE platform standard promoted by the European Commission for the deployment and development of applications in the Internet of the Future. It is cloud-based, open, and allows the city data to be managed with flexibility, reliability, security and efficiency, from a single point of access. It simplifies decision-making and improves the efficiency of municipal service management by means of a complete control panel.
The traditional services - traffic, transport, parking, water management and treatment, parks and gardens, cleaning, waste management, commerce, lighting, emergencies, security, health - can be managed, provided and optimized from any device at any time or place, thanks to this platform.

By putting its smart cities platform into service, Telefónica has managed to get ahead of the market and offer the first commercial platform conforming to these standards.

During 2013 we have been working with the Spanish city of **Valencia** to give it its first complete management technological solution that includes all its services in a single smart cities platform. This interconnects the areas of mobility, technology, energy efficiency, environment, population management and urban planning, among others, through 350 indicators which monitor the city. It also lets Valencia reduce costs by 4 million from the current 14 million. Reducing public spending, optimizing management efficiency and improving service quality are the main aims of putting this platform into service. It turns Valencia into a technological capital with efficient infrastructure for telecommunications, gas, transport, emergency and security services, public facilities, environment, cleaning, waste collection, lighting, crane service, parks and gardens and meteorology. All these services are monitored permanently and connected via the latest optical fiber technology, guaranteeing almost unlimited bandwidth and speed.

During 2013, the European Commission project **FI-WARE**, led by Telefónica, concluded. It has managed to create the **Smart Santander** project, which is the largest smart city scheme in the world. With over 20,000 sensors, it offers a test bank that the European Union has classified as essential because it offers a unique platform for experimentation on a large scale in real conditions.
FI-WARE offers APIs (Application Programming Interfaces) whose specifications are public and royalty-free, backed by the availability of a reference implementation in open source code, thus speeding up the appearance of new providers on the market. Telefónica R&D has contributed to the reference implementation with a significant number of FI-WARE platform modules. Thanks to its open nature, application providers can choose who will provide and operate the environment that will host their applications.

Climate Monitoring

Telefónica is working on the development of Green ICT services to monitor climate at the worldwide level, using automatic systems to gather data such as precipitation or temperature based on M2M technology.

VIVO Clima

This system is the continuation of the pilot project that began last year in the town of Maua, in the region of São Paulo.

The service provides real-time information on precipitation levels in different geographic areas. VIVO Clima runs from the installation of rain gauges in the mobile phone sites of Telefónica Brazil, which send information to the Company's M2M management platform.

This system changes the rainfall forecast system, making it more effective, enabling better protection of people living in areas at risk. The system focuses primarily on trying

to prevent natural disasters such as floods, landslides and droughts in climate risk areas.

In total, 1500 rain gauges will be installed at federal government buildings and mobile phone masts located near risk areas selected by the Brazilian national center for natural disaster monitoring and alert (Cemaden). This service is an example of the potential of ICT to provide solutions to mitigate and adapt to climate change

D e-health:

In 2013, the Vivo Mais Saudável online platform was launched. In addition to being a place where users have the opportunity to contract Vivo's mobile health services, the platform offers varied healthcare services, many of them free, advice from professionals renowned in their specialty, the possibility of programming medical appointments online and the purchasing of pharmaceutical products due to the association with Netfarma.

In 2013, Telefónica R&D also participated in another European research project, Mobilesage which created the first help-on-demand mobile service, specifically designed for elderly people and using Near Field Communication (NFC) and Quick Response (QR) code technologies to simplify interaction with their surroundings and get immediate help.

That year also saw the presentation, at the e-Health workshop held in Cantabria, of the Company's new service to track and monitor chronically ill patients. This platform, which was one of the most significant services in the most recent Mobile World Congress in Barcelona, is garnering increasing interest from health professionals, who see in it the potential to provide patients with an independent, autonomous life in their own homes. The system was developed to provide complete, ongoing healthcare outside the hospital environment.

Chronic illnesses currently represent around 80% of health costs. In this respect, Telefónica has identified e-Health services as being one of its priority areas for research into the development of innovative applications that contribute to increasing the quality of life of people and improving the productivity of the system.

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C1 – C4 – C7 – C8 – C9 – C11

Support for new ideas

Open Future is the initiative that encompasses all Telefónica projects aimed to support young entrepreneurs to promote their projects at all stages of growth. Open Future aims to use the experience, engagement with financial communities and the market size of Telefonica to guide the development of viable projects to innovation, using a model that gives visibility to the talents and connects with investors.

To facilitate market access for the new young entrepreneurs, Telefónica has launched numerous initiatives in recent years, such as **Think Big, Talentum, Campus Party, Wayra, Telefónica Ventures and Amérigo**.

With this platform, Telefónica offers entrepreneurs comprehensive and ongoing support for projects, with a single model, ranging from the earliest stages where the project is just an idea, to the most advanced stages of the commercial launch of the start -up. In addition, we can reach more people and make our efforts more global, with more impact and talent inclusion, thanks to Telefónica's partnerships.

Wayra

Wayra is the accelerator programme for the launch of ideas promoted by Telefónica, created to find and nurture the best talent in technology. 'Wayra' invests, on average, in one new project every three days, and creates almost three new jobs every day.

The admission rate at Wayra is lower than that of Harvard (approximately 1.8%). The 14 academies are present in seven countries in Latin America (Brazil, Argentina, Colombia, Mexico, Peru, Chile and Venezuela) and in five countries in Europe (Spain, UK, Germany, Ireland and the Czech Republic), covering a total population of 108 million.

With a total area of over 10,000 square meters devoted to accelerating projects and innovation, the academies together represent a space that exceeds the area of two FIFA standard football fields.

More than 22,080 ideas and projects have been received, making it one of the largest acceleration and trend detection programmes in the world. This represents the presentation of one project per hour since the launch of Wayra in 2011.

Wayra has a portfolio of more than 315 companies grouped into 20 digital industries. The funds committed by Telefónica in early-stage companies accelerated by Wayra

come to €12.6 million, while third parties (public funds, private and angel investors) have provided funding of approximately €32 million.

Eight out of 10 start-ups have launched their products or are in the beta phase. Six out of 10 are already selling their services to clients and users (2014)

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Campus Party

Campus Party is the meeting of talent and ICT challenges, which is sponsored by Telefónica since 1999 to develop digital ideas to help improve people build a better life. In 2013 we sponsored meetings in São Paul (Brazil), Boyacá (Colombia) and London (UK) so as to bring disruptive talent together and closer to Telefónica.

At the Campus Party in São Paulo, the competition Transforming Technologies Challenge was a high point, as a way to support business ideas related to healthcare, education, volunteering, income generation, natural disasters and NGOs. From among all the projects, 10 were selected, which received a grant of up to 5,000 dollars to bring their idea to fruition.

Telefônica Vivo also worked on the Smart Cities theme at its hackathons (hacker marathons) throughout 2013, in three editions: Vivo Hackathon Intelligent Cities (at Campus Party Brazil 2013), Firefox OS Pernambuco for All (Campus Party Recife 2013) and Hackathon USP Cities. Nine of the projects presented won prizes.

As part of the activities of the Campus Party in London, Hacking For Something Better (H4SB) took place. The aim of H4SB is to help building a better and more sustainable world through technology. Its inspiration comes from the Sustainable Development Objectives (2015-2030) promoted by the United Nations, which continue the work started by the Millennium Objectives (2000-2015).

At HackForGood two types of social hacker are defined: the Social Challengers and the Social Makers. Social Challengers are those who are familiar with and sensitive to such

social problems as youth unemployment, disability, active aging and new forms of social participation. They act by means of 'challenges'. A 'challenge' is a call for action to the Social Makers for them to build solutions. The Social Hackers who have been working with Telefónica are multidisciplinary. In fact, one of the aims of HackForGood is to prompt a real synergy of ideas and disciplines. Some of those already registered with us are real techies. Others are social scientists, engineers, psychologists, designers, doctors, journalists, etc. Together they make up a rich ecosystem of social hackers: ordinary people who share an awareness of and interest in collaborating in the quest for solutions to problems with high social impact.

The aim of this Telefónica initiative is to show that technology is at the heart of solving the great problems of the planet and that the creation of a sustainable, replicable ecosystem of social innovation is one of the keys.

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 Spain the first call was launched in 2012 and the second was launched a year later, expanding the number of selected candidates from 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 3,338 projects.

C10 Action Line: Ethical dimensions of the Information Society

Industry Dialogue

At Telefónica we are convinced that the best way to achieve global progress on respecting freedom of expression and privacy is through dialogue between governments, industry, civil society (including experts on human rights), investors, supranational organizations and other interested parties affected.

With this in mind, Telefónica set up the Telecommunications Industry Dialogue Group for Freedom of Expression and Privacy in March 2013, together with a group of other operators and manufacturers from the sector.

The Dialogue Group has developed Guiding Principles for Freedom of Expression and Privacy that address these rights in the telecom sector. The Principles, signed on 6 March 2013, provide a common framework for developing corporate policies and processes related to freedom of expression and respect for privacy in the sector, and explicitly explore the interaction and limits of the duty of a government to protect human rights and the corporate responsibility of telecoms companies to respect them.

Currently, the Principles have the backing of manufacturers and operators like Alcatel-Lucent, AT&T, Millicom, Nokia Solutions and Networks, Orange, Telefónica, Telenor Group, TeliaSonera and Vodafone.

The Dialogue Group recently published its first annual report covering the main actions carried out and progress made, one year after foundation.