

COMMISSION ON SCIENCE AND TECHNOLOGY FOR DEVELOPMENT (CTSD)

Sixteenth Session

Geneva, 3 to 7 June 2013

**Submissions from entities in the United Nations system and elsewhere on their efforts in
2012 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 16th 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.

DISCLAIMER: The views presented here are the contributors’ and do not necessarily reflect the views and position of the United Nations or the United Nations Conference on Trade and Development.

Comments and input for the UN Commission on Science and Technology for Development (CSTD) and its Report on WSIS implementation for its 16th session, 3-7 June 2013

Telefónica's initiatives furthering WSIS action lines and goals

As requested in the letter by UNCTAD's Secretary-General from Oct. 31 2912, 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). In some cases they are included under several ALs as they cover more than one area.

C3 Action Line: Access to information and knowledge

Access to remote areas

The geographic divide is a barrier that can impede access to telecommunications service in remote rural areas due to the high cost of bringing the required infrastructure to these areas; this investment is hard to recoup due to the high proportion of fixed costs associated with the services business model. With a view to breaking down this geographic divide, Telefónica earmarks resources to researching new technology and services. Some of the most powerful examples of the work performed in this arena in 2011 were:

ConectaRSE

Last year, Telefónica launched "Connect for growth: Telecommunications-driven rural development prize", intended to pinpoint the best telecommunications-based initiatives developed in rural areas in Spain that had a social and economic impact on their citizens and communities. The overriding goal of this award is to identify the top transformation practices and best use of ICTs with a view to learning how to manage the business rurally and promote innovation and entrepreneurialism in the process. The ultimate aim is to single out the local towns that are participating in the opportunities

thrown up by ICTs, as their experiences could search as an example for many other individual initiatives, collective undertakings, alliances with NGOs and public-private partnerships with an economic/productive impact based on the use of internet, mobile telephony, public telephony and pay-TV technology. The prizes were awarded to three winners which will receive equipment, training and end-to-end consultancy services for the development and reinforcement of their respective initiatives (\$30,000 for the first prize; \$20,000 for the second prize and \$0,000 for the third prize). Telefónica also awarded five Special Life Testimony Prizes for the most moving stories of change wrought by the use of new technologies. The first prize went to ASTURS (association of charitable rural tourism) in Capachica (Puno). The winning initiative consists of boosting family skills and abilities, implementing and enhancing tourist services and developing charitable tourism activities targeted at entrepreneurial families living from rural tourism in the less visited towns in Lake Titicaca. ASTURS has enhanced the living conditions of 75 families and nine communities thanks to microloans, skill building using ICTs and the development of charitable tourist visits. The association is supported by France's DEPARTS and Culture Contact associations.

Fono Ya Programme in Peru

Movistar created the "Fono Ya" programme in Peru at the end of 2009. It consists of a wireless fixed telephony service supported by cellular technology which has enabled penetration of remote areas without other options for connecting their homes up to the communication networks. By the end of 2011, over 560,000 households boasted communication services thanks to Fono Ya. Under the programme, Movistar is increasing the number of people in Peru that can enjoy its telecommunications services. It is a 'high-speed, user-friendly and affordable' package. Customers simply buy the package and bring it home for set-up to begin talking from the comfort of their own homes. The benefits afforded by this service for the less privileged segments of society include the opportunity to access additional services at no extra costs (e.g. SMS messaging). Notably, the company had launched its 'virtual Fono Ya top-ups' service in 2010, enabling users to top up their fixed-wireless phone credit virtually in any of 60,000 points of sale around the country, locking in line activity for 30 days at all times.

Conexão Amazônica in Brazil

The Brazilian Amazon is better connected to the world thanks to Telefónica technology, specifically an antenna that will bring broadband internet access and 3G mobile technology to almost 20,000 people living in remote communities in the state of Pará, in the north of Brazil. The antenna, which began to operate in 2009, was installed in the small town of Belterra, where its almost 13,000 inhabitants had formerly lived in total isolation in the heart of the Amazon without any link to the outside world. The initiative was developed by Telefónica local mobile operator, Vivo, and Sweden's Ericsson, as part of a major social innovation project spearheaded by NGP Saude e Alegria. For over 22 years this NGO has been working to combat isolation in the region, among other issues. The advent of our technology had a positive knock-on effect on the lives of these riverside communities by contributing decisively to the region's development. According to research conducted by Facultades Integradas do Tapajós, almost 90% of those polled believe that mobile telephony changed their day-to-day lives for the better;

53% believe it made a decisive contribution to creating companies and jobs; over 40% of students now use internet in their studies; and 20% of these are enrolled for distance learning programmes.

Economic inclusion

Two-thirds of the world's population earns less than \$2,000 a year. In economic, these people form part of what is known as the 'base of the pyramid'. In Latin America alone, close to half of the population of close to 700 million falls into this category, with 25% of the total below the poverty line (implying daily expenditure of just \$2). However, poverty is not just a Latin American issue. According to a report titled 'Social exclusion and development, 2012' prepared by Fundación FOESSA and Cáritas, the Catholic Church's NGO, the percentage of Spanish households living below the poverty line is almost 22%, with another 25% classified as 'at-risk'. ICTs are an ideal tool for forging social and economic inclusion in low-income communities. Services such as mobile banking present a very real opportunity for promoting financial inclusion across low-income communities, while speeding up delivery of the UN Millennium Development Goals. The most noteworthy initiatives sponsored in this field in 2011 were:

Porta a Porta programme in Brazil

In Brazil, Vivo set up a sales force at the end of 2009 to market the installation of fixed communication services in the low-income segments of the Piratininga neighbourhood in the outskirts of São Paulo. What started out as a pilot test is currently being rolled out in other low-income communities in Brazil. This initiative, called "Porta a Porta" (door-to-door), currently provides jobs directly to some 1,000 people. The sales people are hired from the communities the service is targeted at; as a result, in addition to generating economic wealth, the initiative has a social impact by the creation of direct employment. And because the salespeople are locals, they inspire greater trust among the potential customers targeted. Today, Vivo has more than two dozen different initiatives tailored for low-income customers. They are primarily based on a pre-paid payas- you-go model. Customers do not pay monthly rental fees and credit can be used for any either fixed or mobile connectivity.

Helping SMEs in Colombia

The "Empresarios Pymedia" program for SME entrepreneurs was set up in Colombia in 2009. The application of ICTs in small and medium sized companies is crucial to increasing the productivity and competitiveness in a global economy. To this end, and taking advantage of technology installed by Telefónica under the Compartel initiative, Telefónica, in collaboration with several Colombian universities, helps local SMEs to adopt ICTs as a means to boosting business competitiveness. The purpose of the programme is to bring students and graduates of communication and advertising degree courses together to counsel SMEs on implementation strategies and the creation of online advertising campaigns in order to increase their chances to tapping new customers. In short, to create the ideal ecosystem for students and business owners. The fourth edition of this programme took place in the first half of 2011 and was structured around the "E-volution Ideas" concept. Fifteen universities from seven cities took part, as did 447 companies. The winning company was Guianza Express and the

winning university students were two students from Jorge Tadeo Lozano University in Cartagena. The idea for the next editions of this initiative is to entrench the programme at participating universities in order to reach more students; this will also enable Telefónica to increase its SME customer base. Another aim is to create a virtual community of SME businesses owners and to bring in new strategic partners with a view to ensuring the project's sustainability.

Wanda, Financial Inclusion in Latin America

Telefónica and MasterCard have joined forces to set up a joint venture with the aim of spearheading development of mobile-based financial solutions in Latin America. The agreement encompasses the 12 countries in the region in which Telefónica operates under the Movistar trademark. This is the first time that two leading companies from payments and telecommunications industries join forces to create a new company devoted to integrating the user-friendly and accessibility attributes of mobile telephony with a tool designed to provide financial solutions associated with existing electronic payment systems. The use of electronic payments platforms is set to extend to new segments which traditionally only accepted cash payments (e.g., taxis and street merchants). The spectrum of opportunities opened up by this initiative spans from the financial inclusion of still unbanked segments of the population to transformation of traditional payment methods by implementing the facilities provided by new technologies, mobile telephony in this instance. In 2012, Wanda will offer mobile payment solutions to over 87 million Movistar customers in its twelve business markets in the region. These mobile payment services will be associated with an m-wallet or prepaid account from which users will be able to transfer money, top up credit, pay bills and do e-shopping, among other things. The m-wallet will be available 24-7, no matter where users are located.

Movistar Remesas

Movistar launched 'Movistar Wire Remittances' in 2010 by which customers can send money quickly and safely to families and friends using more than 200,000 points of sale located across over 190 countries. According to recent research conducted by the World Bank, Latin America receives more than €38.3 billion in money transfers every year, equivalent to 70% of private investment in the region. This service is the result of a business alliance between Telefónica and MoneyGram International designed to make it easier for Movistar customers to send money from any Movistar Remesas location to the international network of MoneyGram, which has offices all over the world. Vicente del Bosque, coach for the Spanish football team, inaugurated the new money transfer network by making the first two transfers; the first to a Madrid-based NGO that helps people with Down's syndrome and the second an international wire to Telefónica's Proniño programme in Latin America. The two donations totaled €20,000.

M-Inclusion:

The Mobile Inclusion Platform for Europe and Latin America (M-Inclusion) is a support action co-funded by the European Commission under the FP7. The general objective is to create an online platform to foster cooperative framework between European and Latin American mobile solution developers and entities to encourage the use and

growth of innovative, user-oriented, and affordable mobile solutions in order to promote social integration among people at risk of exclusion. The partners in this initiative include three universities: Universitat Politècnica de Valencia (Spain), Universidad Peruana Cayetano Heredia (Peru) and Universidad Federal de Minas Gerais (Brazil). The project was launched in 2011 and will run for two years. The objective of the project include: To develop an exhaustive inventory action aimed at mapping organizations, actual needs of the target groups and existing mobile solutions and trends for social inclusion in Europe and Latin America; to establish workgroups that identify main needs, analyze technological solutions and trends and define an overall M-INCLUSION road map; to support the identification and promotion of new ideas for future R&D projects; to create awareness on M-INCLUSION action through a wide dissemination of project results; and to generate market opportunities within the mobile technologies sector.

'Fishing with Nets' in Brazil

The 'Fishing with 3G nets' programme is designed to foster economic development in Brazil and to increase public safety. To this end, it seeks the digital and social inclusion of isolated people that work in the fishing and fish-farming industries. Fishing is one of the main way of life in the Bahía region in Brazil and many families depend on it to survive. However, in recent times, the industry has suffered from overfishing, lack of investment and deficient infrastructure. As a result, income has fallen in the fishing-dependent communities, triggering missed opportunities and prompting family members to migrate in search of work. The 'Fishing with 3G nets' programme offers financing and technical assistance to the IABS (acronym in Portuguese for the Brazilian Environmental Sustainability Institute) in Brazil, which is active in sustainable development work. Under the programme, fishermen and women were provided with handsets with credit for accessing Vivo's 3G HSUPA wireless network. These devices enable them to contact consumers and partners onshore while offshore using voice and data services. Tailored software was also developed for this target audience to build in navigation, climate, marketing, direct sales, data gathering and technical support tools. Lastly, a skills training center was set up in the town of Santa Cruz Cabralia and on a ship capable to reaching and training the more remote fishing communities.

People with disabilities

Investment in sponsorship and other social innovation and disability related community programmes were close to €10 million in 2011, most of which through the ATAM platform. The Company runs its Accessible Telefónica programme following the Convention on the Rights of Persons with Disabilities hand in hand with national and international associations for the disabled. Under the umbrella of this programme, the Company made the following progress in Latin America and Europe in 2011:

Europe:

In Spain:

The initiatives undertaken by Telefónica Spain last year and which it will continue to promote in 2012, can be summarized as follows:

Development of a series of studies to better understand persons with disabilities and their needs

Development of new products and services such as the Avatar LSE, based on voice recognition software. It also presents the content transcribed by voice in subtitled form in real time.

Hiring from Special Employment Centers. Hiring from these centers amounted to over €8.5 million in 2011.

Sponsored hiring of persons with disability. In Spain Telefónica's compliance with the Social Integration of the Disabled Act was 3.18%. Creation of accessibility solutions, such as the "Goo Taxi" application which enables users to get a special-needs taxi using mobile phone without having to place a call.

Provision of accessible handsets targeted a various kinds of disability.

Adaptation of the various customer care and communication channels to provide customer service adapted by class of disability, e.g. bills in braille and large sized font and the sign language teleintepretation platform.

In the UK:

Telefónica O2 UK offers a wide range of services for persons with disability, including bills in Braille, accessible customer care and dedication corners of the corporate website ("Access for all") containing information of interest. One of O2 UK's new projects was a pilot test intended to form a group of experts in its stores known as 'Gurus' on accessibility issues so that they can advise customers with disabilities on how to get the most from their smartphones and show them how to use the latest accessible mobile applications targeted at the disabled.

In the Czech Republic:

Telefónica O2 in the Czech Republic offers a broad range of discounts for persons with disability as well as special-needs handsets in its stores. One of its new product launches is a special customer service lined for the deaf. This subsidiary also launched an awareness campaign to promote the use of technology by the elderly called "Let's talk about age".

In Ireland:

Telefónica O2 in Ireland has a number of ways of providing customer service to customers with disability including text2speech, email, Twitter, web chats and Facebook. One of the new initiatives in 2011 entailed the provision of sign languages courses to store sales staff to improve the standard of customer care for deaf people throughout O2's Irish stores.

In Germany:

In Germany, Telefónica O2 offers a broad spectrum of services for persons with disability such as accessible customer care services and special offers for deaf people. As a new initiative in 2011, it set up an online store providing access to videos translated into sign language containing information on O2 Germany products and services.

Latin America

Most of the operating markets in Latin America focused on establishing direct contact with various entities and foundations working with persons with disability in 2011 in order to understand what they need from the sector and what opportunities there are for

Telefónica.

Access to education

The world of information and communication technology opens up a host of ways for educators and students to broaden and enhance their work, helping in this way to facilitate access to education and raising education standards, crucial to personal development and community welfare. Against this backdrop, Telefónica invests in upgrading the technology skills of groups at risk of exclusion.

Aula 365

Aula 365 is a free schooling aid leveraging multimedia content first launched in Argentina and later rolled out in Spain and Colombia. Through this educational portal, Telefónica provides its broadband subscribers with advanced Web 2.0 tools to help their children's learning: multimedia educational films, blogs, wikis, infographics, biographies, photo galleries, master classes, etc. This service helps raise school performance among students of all ages thanks to the virtual teacher who resolves doubts and questions. In 2011 a total of 467 virtual classrooms were up and running, with 220,771 educators registered in the related virtual communities.

Technology in childhood

Together with Foro Generaciones Interactivas and Pantallas Amigas, Telefónica launched a new online educational platform last year, Infancia y Tecnología, targeted at boys and girls aged between 6 and 11 and their parents and teachers. By means of three cartoons, the platform tackles issues related to the safe and healthy use of internet, videogames and mobile phones. The purpose of the website is to provide children with criteria for using all this technology wisely and safely while they have fun and to give adults a close-up and positive view of what this technology can do. The cartoons are intended to teach kids in an entertaining environment while the educational guides are targeted at parents and teachers. Users can also download the cartoons onto mobile handsets. One of the new developments pursued last year in terms of specifically protecting children and fostering the safe use of internet related to the negotiations concluded in Colombia for the development and launch (during the first half of 2012) of the first hotline in Latin America following the Inhope guidelines.

Interactive Generations Forum

In 2008, Telefónica joined forces with Navarra University and the the Inter-American Organization for Higher Education to create the Interactive Generations Forum to learn more about how children and adolescents use new technology in order to draw up educational programmes for encouraging safe use of ICTs. In 2011, the platform interviewed 127,154 school children in 2,900 schools across 10 countries: Spain, Mexico, Ecuador, Brazil, Argentina, Chile, Colombia, Peru, Venezuela and Uruguay. Another milestone last year was the presentation of "La Generación Interactiva en Iberoamérica 2010. Niños y adolescentes ante las pantallas" (The Interactive Generation in Ibero-America in 2010. Children and Teens in front of the Screen) by

Xavier Bringué, Charo Sádaba and Jorge Tolsá This second report - in which over 78,000 children aged between 6 and 18 took part -, focused on the reality in Ibero-America, highlighting the myriad educational and social challenges posed by intensive use of new technologies and the importance of teaching young people how to use them properly. The book was presented in five countries (Colombia, Guatemala, Mexico, Chile and Argentina) in November and December of last year. This study was also carried out and published for Madrid, Andalusia and Ecuador. The Forum also published new editions under its "Children and the Social Networks" series.

Following a period of investigation, the Forum has developed a series of educational initiatives: courses for teachers and educators, parent workshops, hands-on activities for children, etc. Since 2008, some 50,000 people have received training on the proper use of new technologies in Spain and Latin America. In 2011, the Interactive Generations Forum's volunteer team gave a total of 32 training sessions in schools and institutions.

Universal Service

Universal Service is a pledge of telecommunication services of a minimum standard and at affordable prices to the entire population. These services and the terms on which they are provided, including which operators bear this responsibility, are regulated by the telecoms watchdogs in each market as they see fit. The purpose of these universal service funds is to ensure funding mechanisms for financing the investments needed to bring telecommunication services to the entire population to the stipulated quality standards and at the required prices. Telefónica provides universal coverage services in Argentina, Brazil, Colombia, Spain, Peru, the Czech Republic and Venezuela

C10 Action Line: Ethical dimensions of the Information Society

C4 Action line: Capacity Building

Social entrepreneurs with technological basis – UEIA social project

UEIA is the first European accelerator of social entrepreneurs with technological basis. In its first edition Ueia has chosen 12 technological projects with social impact in different areas. After the selection of these 12 projects, it has started a period of training for getting the follower accelerator.

Ueia social is divided into three phases which Ueia accelerator is the last one, after Ueia generation (projects reception), and Ueia ignition (projects analysis and selection). The 12 projects have been selected from more than 120 presented in the first phase.

In 2012, Telefónica signed an agreement with Ueia to promote alliances with public and private entities and the third sector to develop ICT solutions linked with social innovation.

According to this, Telefónica offers its technology, tools and financing to social entrepreneurs and identifies new applications and ICT services in this field. Telefónica

also gives mentoring through its internal experts to each of the entrepreneurs.

Fundación Telefónica

Fundación Telefónica's mission is to invest in communities and culture in a way that is both effective and transformative, focusing on broadening access to knowledge through an innovative and global approach. To do this, it works through its own social innovation programmes, which make use of new technologies and cooperative networks to help children and young people in particular. The Fundación works in all the main countries where Telefónica is active and its principal social aims are: the eradication of child labour in Latin America, improving the quality of education and knowledge through ICTs and sharing knowledge through all sections of society. It also manages the Group's multicultural network of volunteers, supporting the development of charity work by employees in partnership with other institutions. When picking projects to support, Fundación Telefónica's strategy is to focus on those that promote broader access to education and knowledge and the use of information and communication technologies (ICTs). In this way it seeks to foster equal opportunities in the societies where it works, boosting access to education and knowledge as a route to improving people's well-being.

Childhood

One of Fundación Telefónica's most important projects is Proniño, which combats child labour by promoting school attendance and caring for children and teenagers in Latin America. It is the biggest initiative of its kind by any private company. Network-collaborative learning and social networks are installed in areas with high rates of child labour to provide Internet access to students as well as a space to exchange best practices, ad-vice and training for educators and social agents assisting the local children. In 2011, 279,511 girls, boys and teenagers were helped by the Proniño programme to continue attending 6,496 schools and 889 educational support centers in 13 countries

Youth

The Fundación's projects to promote education and knowledge among young people have two strands. The first is targeted at young people coming out of Proniño Secondary schools in Latin America and aims to keep them in education. The second is the "*What really matters*" programme in Spain, conferences where young students and would-be students are given the opportunity to share personal success stories with speakers who use them to encourage positive attitudes and reflections on what really matters in life. On 31 December 2011, 2,704 young people were registered in the entrepreneurship and continuing education project and over the year 477 continuing education grants were awarded.

People with disabilities

Telefónica's activities, particularly those of Fundación Telefónica, in the area of disabilities include a substantial R&D effort aimed at making it easier for people with disabilities to access information, communication, training and employment, improving healthcare and support for those who are old, sick, incapacitated or vulnerable, and

helping with health education and preventative approaches to dealing with various illnesses and disabilities.

Community development

In 2011, Fundación Telefónica ran a number of trials in local development, such as Conexión Amazónica (Amazon Connection) in the Brazilian Amazon, and projects in Santo Antonio Park, São Paulo and Santa Cruz de Cabralia, Bahía. The aim of all these projects is to improve the quality of life for local people in a sustainable manner through access to technology.

Aulas Fundación Telefónica

Aulas Fundación Telefónica is a digital inclusion venture that promotes the use of new technologies as an essential tool for raising educational standards in Latin America. Fundación Telefónica has developed a teaching model for training and ongoing support for teachers, which seeks to establish a virtual educational community (the Educator's Network). The aim is to create a learning space where teachers can exchange and share experiences with teachers from other Aulas Fundación Telefónica projects across Latin America, guided by a group of project leaders who are experts in orientation and training. The Aulas Fundación Telefónica network is part of the drive to meet the OEI's 2021 Educational Targets, not only by strengthening the educational infrastructure but also by creating networks, opening up access to knowledge and narrowing the digital divide for underprivileged populations in the public schools that we partner. The great strength of this project is that teachers follow an educational path that walks them through the different ways technology can be used, including collaborative environments, content production and methods for using ICT in the classroom. In 2011, 467 Aulas Fundación Telefónica projects were in operation.

Escuelas Amigas (Friend Schools)

Escuelas Amigas is a project for cultural connection and exchange over the internet between schoolchildren in Spain and Latin America. The Latin American students come from schools where some are direct or indirect beneficiaries of the Proniño project. The project has three participants: the students, the teachers and the Telefónica volunteers, who act as enablers for the activities. The starting point for Escuelas Amigas is the use of ICTs in the learning process as a means of breaking down geographical and cultural barriers.

EducaRed

The EducaRed website is home to an online cross-cultural learning community and is an international benchmark for the analysis of educational innovation. It promotes interaction between teachers, students, parents and teaching centers to share educational values across cultures. In 2011, we had 220,711 teachers registered in virtual communities and ran 34,747 online training sessions. Fundación Telefónica sponsors the EducaRed International Awards for teachers from across the globe who have helped to improve education via ICTs. In 2011, the 6th International EducaRed

Meeting took place, with 13,050 people signing up to its online phase and more than 1,300 attending the event in Madrid.

Teaching art

Fundación Telefónica has developed a series of educational programmes for school-age children, families and adults and other groups, tailored to the needs and interests of each audience. These programmes aim to create a space for dialogue, exchange, observation, analysis and critical reflection that enriches and opens the eyes of our visitors. The Fundación also carries out research, stages conferences and seminars with respected international artists and promotes contemporary artistic creation where it overlaps with technology via international competitions and an ambitious exhibition programme. During the year, 42,678 people took part in 2,508 educational projects in Spain and Latin America associated with the various exhibitions.

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

ICT principles of the ICT Coalition for a Safer Internet for Children and Young People

Telefónica is one of the 25 European ICT companies that have created the very first Principles to improve the security of children and young people on Internet, in such a way as to enable them to avail themselves of its advantages without exposing themselves to other possible uses which so concern their parents. Launched in January 2012, the ICT Principles are a guide for the deployment of products and services aimed at improving the online security of minors, based on key themes such as content, parental control, management of abuse or improper use, child pornography content, privacy control, education and awareness. The difference between this initiative and others on the market is that it offers a long-term agenda which guarantees secure development and covers all aspects of access and use of the Internet and its services. The signatories pledged to: Develop innovative ways of enhancing online safety and encouraging responsible use of the Internet and Internet access devices by children and young people; Empower parents and careers to engage with and help protect their children; Provide easily accessible, clear and transparent information about online safety and behavior; Raise awareness of how – and to whom – to report abuse and concerns

[For further information, see the attached document \(ICT Principles\).](#)

Interactive Generations Forum

In 2008, Telefónica joined forces with Navarra University and the Inter-American Organization for Higher Education to create the Interactive Generations Forum to learn more about how children and adolescents use new technology in order to draw up educational programmes for encouraging safe use of ICTs. In 2011, the platform interviewed 127,154 school children in 2,900 schools across 10 countries: Spain, Mexico, Ecuador, Brazil, Argentina, Chile, Colombia, Peru, Venezuela and Guatemala. Another milestone last year was the presentation of “La Generación Interactiva en Iberoamérica 2010. Niños y adolescentes ante las pantallas” (The Interactive

Generation in Ibero-America in 2010. Children and Teens in front of the Screen), a book written by Xavier Bringué, Charo Sádaba and Jorge Tolsá. This second report focused on the reality in Ibero-America, in which over 78,000 children aged between 6 and 18 took part. It highlights the myriad educational and social challenges raised by intensive use of the new technologies and evidences the important of teaching young people how to use them properly. The book was presented in five countries (Colombia, Guatemala, Mexico, Chile and Argentina) in November and December of last year.

This study was also carried out and published for Madrid, Andalusia and Ecuador. The Forum also published new editions under its "Children and the Social Networks" series. Following a period of investigation, the Forum has developed a series of educational initiatives: courses for teachers and educators, parent workshops, hands-on activities for children, etc. Since 2008, some 50,000 people have received training on the proper use of new technologies in Spain and Latin America. In 2011, the Interactive Generations Forum's volunteer team gave a total of 32 training sessions in schools and institutions. Together with Foro Generaciones Interactivas and Pantallas Amigas, Telefónica also launched Childhood and Technology last year, a new online educational platform aimed at boys and girls aged between 6 and 11 and their parents and teachers. By means of three cartoons, the platform tackles issues relating to the safe and healthy use of Internet, videogames and mobile phones. The purpose of the website is to provide children with criteria for using all this technology wisely and safely while they have fun and to give adults a close-up and positive view of what this technology can do. The cartoons are intended to teach kids in an entertaining environment while the educational guides are targeted at parents and teachers. Users can also download the cartoons onto mobile handsets.

One of the new developments pursued last year in terms of specifically protecting children and fostering the safe use of Internet, related to the negotiations concluded in Colombia for the development and launch (during the first half of 2012) of the first hotline in Latin America following the INHOPE guidelines. Telefónica, together with the Interactive Generations Forum, the Information and Communications Technologies Ministry, the ICBF (the Colombian Family Welfare Institute), Fundación Telefónica and Red Papaz (the Mothers and Fathers Social Network), has laid the foundations for this body, which will deal with the complaints of users who have encountered potentially illegal content whilst surfing the Internet. INHOPE is a body co-funded by the European Commission which coordinates internet hotlines throughout Europe, supporting them in responding to reports of potentially illegal content. This network has now extended its operations beyond Europe and around 40 countries worldwide currently have hotlines that belong to INHOPE. INHOPE members share a tried and trusted methodology and exchange best practice. Colombia has spearheaded efforts to improve online safety and has been involved for many years in initiatives such as the "Healthy Internet" project in partnership with the country's police force.

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

C e-learning:

Aula 365

Aula 365, first launched in Argentina, then in Spain and Colombia, has revolutionized the promotion of positive online content. Aula 365 is a free learning services portal with multimedia content for the entire family. Through this educational portal, Telefónica provides its broadband subscribers with advanced Web 2.0 tools to help their children's learning: multimedia educational films, blogs, wikis, infographics, biographies, photo galleries, master classes, etc. This service helps raise school performance among students of all ages, with the support of a virtual teacher who resolves doubts and questions. All this is done in a safe environment in which children cannot disclose personal details or post photos and which is constantly moderated to ensure that they do not access inappropriate content. In keeping with our commitment to social responsibility, we endeavor to foster the responsible use of new technologies by children while encouraging them to extract full benefit from the possibilities they offer. To this end, we strive to provide our customers with products that fit their profile and to launch educational initiatives that demonstrate how to take full advantage of them while avoiding their inappropriate use. This concern for the safety of its services has led Telefónica to offer, together with its broadband Internet service, security packages including anti-virus and anti-fraud software, advanced child security and mail, application and parental content filters to protect customers from viruses, information theft and inappropriate content. In addition, the Sustainability sections of Telefónica's website contain tips and recommendations on appropriate use of new information and communications technologies and a blog, where experts write about the latest trends and news in areas relating to children and new technologies.

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.

Waste management in Spain

Telefónica, via Biouniversal, has taken a pioneering initiative to recycle used cooking oil, through smart containers equipped with Telefónica M2M services. This is a unique solution which enables the systematic collection of such waste for the first time anywhere in the world. The project has been launched with the first 250 containers in Cádiz and there are plans to expand it to all Spanish towns with more than 50,000 inhabitants within three years, and to other European countries thereafter. Telefónica's intervention was essential to the project's viability. Telefónica provided the M2M services free to the containers, essential for optimal management of the system. These smart containers use an SIM card to send an SMS signal to the control center with an identification code and data on the container, ensuring accurate information and

monitoring; this means that there is no need for anyone to regularly check the status of the containers. Telefónica's M2M services provide information on how full the container is, and also trigger security alerts in the event of any unexpected event, such as a fault in the container, robbery, movement, etc.

Electric vehicle recharging point

Telefónica believes it can provide a number of ICT solutions to support penetration of electric vehicles in Europe and worldwide. In 2011, we reached an agreement to supply mobile communications technology to Chargemaster in the UK, the company entrusted with building a British charging network for electric vehicles. Chargemaster Plc. manufactures electrical solutions for vehicles. For the system to work every point needs to be able to communicate with the central database to authorize the recharge of a particular user. This is where Telefónica comes in. It will supply Chargemaster with the SIM cards for communication with the data center. The Global M2M area expects to sign agreements with other suppliers in other European countries to encourage the uptake of electric vehicles worldwide.

Smart Bus in Brazil

In 2011, Telefónica-Vivo and Ericsson developed a joint initiative to make the transport system in Brasileria de Curitiba, Brazil's seventh biggest city, more efficient using M2M technology for e-ticketing and managing the city's buses. The service meant traffic flows could be optimized, reducing fuel outlays by the local authorities. The project was acknowledged as a breakthrough in terms of mitigating climate change during the COP17 Climate Change Summit in Durban (South Africa) at the end of 2011. This type of solution to manage public transport is extremely popular among users

Green ICT Application Challenge

The "Smart Recycling" application won the ITU's first international competition, sponsored by Telefónica and Research in Motion (RIM), to identify innovative applications that boost energy efficiency and help counter climate change. The winner presented the application at the ITU Green Standards Week in Rome (Italy) in September 2011, and received a 10,000-dollar prize to develop this application.

The winning application at the second Appies Hackathon, held in Sao Paulo last December, was "Plante Aquí", a genuinely global green application. The competition was sponsored by ITU and Telefónica-Vivo. The application can be used by any consumer on the planet to plant a tree or support its planting via the web or a mobile device, not necessarily a smart phone. The "Plante Aquí" application by Tadeu Gaudio is available at: <http://www.planteaqui.org>. cities wishing to reduce their carbon footprint.

C1 – C4 – C7 – C8 – C9 – C11

Support for new ideas

Wayra

Wayra is a comprehensive project that was born in Latin America in April 2011, as a startup within Telefónica itself. This project aims to identify ideas with the greatest potential in the field of ICT and to boost their development, providing them with the

technology, tools, mentoring and financing they need to bring them to life. Wayra, which means 'wind' in Quechua, was born with the aim of becoming an incubator for the development of future 'Silicon Valleys' in the countries where Telefónica operates. The Company has demonstrated through this initiative that its leadership in the markets where it operates manifests itself in commitments to society and support for innovative talent. Its first objective was to find a system that could enable it to capture the greatest number of emerging ideas in a sector, like the technological sector, which is constantly evolving and where there are constant changes in consumer habits, opportunities and the demand for services. This system consists of a competition model for each country, whereby entrepreneurs with ideas and projects focusing on different areas of digital innovation are found through social networks and contacts with universities and development centers. The only requisite is that the project is related to the world of ICT. So far, Wayra has already invited proposals for its competitions from entrepreneurs from the ICT world in nine countries, in both Latin America and Europe. More than 5,000 technological projects have been submitted to the competitions in Colombia, Spain (Madrid and Barcelona), Mexico, Argentina, Peru, Brazil, Chile and Venezuela, making Wayra one of the best detectors of innovative talent on two continents.

At the Wayra Academies, the best technological innovation business projects will take shape and be fast-tracked. These projects are selected over the Wayra Weeks which follow each competition, during which an independent jury, adopting common selection criteria, selects the best start-ups for fast-tracking. The Academies are meeting and work spaces, architecturally designed in accordance with the latest trends in co-working, with access to the best technology and mentoring, where participants can interact with other projects and use connectivity facilities for connecting with the other countries where Wayra is present. The goal is to capture talent and support its growth, providing entrepreneurs with a comprehensive model for fast-tracking technological projects. Telefónica's commitment to the creators of start-ups is not limited to financing. Instead, it accompanies the entrepreneurs from the very beginning, identifying their needs and helping them to cover them through administrative support, legal advice, training in the different areas of a business and top-level technological support, which one of the world's best telecommunications companies can provide through its R&D team. It does all this with the goal of making these start-up projects commercially viable. The greatest distinctive factor of Wayra as an accelerator of the digital world is found in its comprehensive entrepreneur support model and its global footprint, providing beneficiaries not only with financing, but also with expert advice from mentors, specific training for their business sector and a space at the Wayra Academies, as well as access to Telefónica's world-wide customer base of over 300 million customers.

The Social Entrepreneurship Lab: social innovation from the University

Universities are a great source of qualified talent and creativity. The Social Entrepreneurship Lab is an instrument that aims to promote social entrepreneurship at the University.

Telefónica Chairs Network is currently made up by 30 university chairs located in principal Spanish universities. Its objective is to work together, universities and Telefónica, and to foster creativity and innovation. Telefónica Chairs Network supports

the Social Entrepreneurship Lab with the aim to identify talent at the University and to promote entrepreneurship and social innovation.

The Lab is also a source of creative ideas and projects for social innovation accelerators as UEIA. Project proposals are received, selected and developed in the Lab to get a higher degree of maturity before reaching UEIA.

Social Entrepreneurship Lab objectives are therefore two: 1. Bring new talent from the university to social innovation programs, and 2. Incorporate projects with a higher degree of maturity to social projects accelerators as UEIA.