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 2015 to implement the outcome of the WSIS

Submission by

Telefónica

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 19th session, May 2016

Telefónica's initiatives furthering WSIS action lines and goals

As requested in the letter by UNCTAD´s Deputy Secretary-General from October 7 2015, 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 2014. Examples included in last year input are still valid in most cases even if not explicitly mentioned in this document.

C2 Action Line: Information and communication infrastructure

Telefónica has undergone the major technological transformation in recent years, which was driven by heavy investment effort. For instance, in 2014 we doubled the reach of our fiber network to 15 million premises passed and we reached a 4G coverage of 60% in Europe, while in Latin America this service is already available in ten countries. In parallel, we advanced significantly toward transforming our systems. Therefore, we boosted investments to almost 9.5 billion euros, including the sum allocated to spectrum. In other words, we invested around 16% of our revenue, the highest amount recorded in our recent history.

C3 Action Line: Access to information and knowledge

Access to remote areas

Fundación Telefónica finances the **Sávalo II** programme which, through mobile technology, seeks to aid artisan fishermen from Tumaco de Nariño (Colombia) in developing their digital skills and capacity for innovation to improve their quality of life and to secure their culturally traditional fishing industry. Fishing is one of the main economic activities in the region and provides a means of living for dozens of families who employ techniques handed down to them by their ancestors. Overfishing, together with a lack of investment opportunities, has brought about consequences such as a reduction in community income and youth emigration to other cities in search for jobs. To combat this, the project supports the implementation of new economic activities through the use of applications for smartphones and tablets, boosting the development of digital skills and capacity for innovation in this community. This is done through a sustainable programme with the secondary school, local markets, and other local agencies. Other projects we have spent years working on include **México Rural, Intégrame, En Quechua y Aymara, Pescando com Redes 3G** and **ConectaRSE para Crecer**.

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, Venezuela and Ecuador. In 2014 Telefonica invested more than 357 MEuros to finance this service.

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.
Today the programme has already reached more than 230 rural towns, which benefited inhabitants of areas like Piura, La Libertad, Ancash, Moquegua, Tacna, Cajamarca, Ucayali, Pasco, Junín, Cuso, Puno, and Huancavelica.

People with disabilities

At Telefónica, aware of the potential that digital technology can offer, we are working to develop products and services under the criteria of "Design for Everyone", with the goal of fully integrating people with dependencies or different capabilities into society. For example, in keeping with our commitment to disadvantaged groups, at Telefónica we have developed our own **application to help deaf people** call the emergency services on the telephone. The application is based on pictograms and videos with sign language that cover the principal and most common emergencies grouped by service: need for the police, rescue, firefighters, and health. The pictograms are simplified into three large groups (police, firefighters and SEM [Emergency Medical Services, EMS]) which indicate situations such as abuse, aggressions, fights, disappearances, robberies, suicides, car accidents, car breakdowns, fires, gas leaks, floods, intoxications, the inability to breathe, burns, chest pains, births, choking, injuries, seizures, vomiting/nausea, fever, sick children, falls/broken bones and a generic 'other'. Each pictogram includes advice for minimizing risk while the emergency services are on their way.

App 112 accessible is an application for smartphones which makes fast, easy and intuitive communication possible for people with hearing impairments using the 112 emergency services hotline in Catalonia. **Te Acompaña** is a mobile telecare service set for use both at home and outside the home, which offers users safety in emergency situations, 24 hours a day, 365 days a year. In addition, it offers features such as fall detection, geolocation and linking with safe areas**. Whatscine** is a service that enables people with hearing and visual impairments to enjoy the experience of going to the cinema. Telefónica Studios uses this technology in their film projections. By the end of 2014, Telefónica Studios had projected 17 films in commercial cinemas.

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.

Economic divide

Mass access to financial services through mobile technology is making daily life easier for many people without banking experience in developing countries, turning this into a real alternative to exclusion from the formal banking system. At Telefónica we are convinced that mobile phones have enough potential to transform the way in which consumers manage their finances, make payments and send and receive money.
In Latin America, Telefónica has launched two initiatives in collaboration with MasterCard in Brazil and Peru. Christened as **Zumm** and **Tu Dinero Móvil**, they allow us to offer services through mobile phones that improve financial inclusion, allowing clients to be able to make movements such as depositing or withdrawing money from an account, sending money between people as if it were a text message, paying bills (electricity, gas, etc.) and paying for purchases in any shop with a physical pre-paid card. Additionally, this service has a wide network of physical agents and service points that are enabled for operation. The benefits of these mobile financial services are very important for the Latin American population, where issues such as not receiving a salary in a bank account and not being able to pay bills remotely for the most basic services continue to consume a large amount of time and money.
Zuum was launched in May 2013 in Sao Paulo, and in 2014 it widened its scope of operation to reach five Brazilian regions. Tu Dinero Móvil was launched onto the market in May 2014 in three important Peruvian cities: Lima, Trujillo and Chiclayo, with the aim of expanding to the rest of the country in the short term.

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

Digital Family

Digital Family is a resource center for families and educators, whose purpose is to promote digital education and contribute to creating a better Internet for children and teenagers. This is a dynamic site which is constantly updated, where experiences and testimonies can be shared and where one can catch up on the latest technological changes.
The project, which has received 289,942 visits since its launch, and has the support of entities of international renown, such as Universidad de Navarra, European Schoolnet, Insafe, EU Kids Online, Childnet International and Pantallas Amigas, among others, has already been

implemented in Spain, Ecuador, Colombia and Venezuela. Throughout 2015 it will be available in Mexico and Argentina, as well as other countries of 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.

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, which has been 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 are 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.

Data Transparency Lab

Trust is a critical value in an economy characterized by information management and analysis.

Telefónica R+D has launched the **Data Transparency Lab**, a digital community project aimed at revealing the flow and use of personal data online, as well as exploring new ways of promoting transparency and accountability in the treatment of this information in the future, in order to make the Internet more open. Through this initiative, we also seek to promote the sustainability of the web economy through responsible and transparent use of advertising, e-commerce and online analytics.

The main objectives of the Data Transparency Lab are to develop tools, open up databases to users, and support research in this field. Telefónica R+D is one of the founders of this new institution, alongside the MIT Human Dynamics Lab, Mozilla, the Open Data Institute and the Centre for the Digital Economy at the University of Surrey. As a sample of the work being carried out by the Data Transparency Lab, the Telefónica R+D team, in conjunction with the Carlos III University of Madrid and the Polytechnic University of Catalonia, have developed a tool, **Sheriff**, that identifies changes in the prices charged by online stores according to the IP address from which they are accessed; and in conjunction with Columbia University (New York) are seeking to understand which of our personal data is responsible for the advertisements that we see. Other noteworthy projects are: **Prediction of the spread of diseases** based on mobile

usage patterns such as the recent Ebola outbreak and **Predictive analysis of crime** in large cities using anonymized data

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

A e-government:

Internet of Things

Within the framework of the Internet of Things, Telefónica R&D has designed advanced technology solutions for the complete management of towns and cities, which transforms them into smart cities that are completely connected. In Spain, Valencia will be the first city to have this platform's technology. The VLCi Platform in Valencia, the third largest city in Spain, with 800,000 inhabitants, not only provides the city council with a unique and integrated vision of all the information on the state of the city and the management of its urban services, thereby facilitating the implementation of control centers and management decision-making, it also enables the transformation processes of the urban services to be implemented and the operational efficiency of the urban services to be improved.

With over 20,000 sensors, it already 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 which is the largest smart city scheme in the world. To build this platform, components developed in the European FI-WARE project have been used. The project, whose technological development is coordinated by Telefónica R&D, makes technological modules available to developers and entrepreneurs so that they can build their own applications and breathe life into the ecosystem. The platform specifications are public and royalty-free. We also have experience in other cities like São Paulo and Águas de São Pedro in Brazil; Santander, Logroño, Zaragoza, Malaga and Barcelona in Spain; London in the United Kingdom and Lo Prado in Chile.

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 is the Telefónica Group company which specializes in offering comprehensive technological solutions for education.

WePack, WeClass, Weshare

During 2013 Telefónica Learning Services 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 4 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 several Spanish cities. 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.
Talentum startups is oriented to students at university level. Its objective is helping them develop their ideas into tangible projects. As at today, it is present in 23 universities in Spain, has developed more than 300 startups and helped more than 500 students.

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.

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 two years ago 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:

'**WawaRed**'

Connecting to improve maternity-infant health in Peru is a project in collaboration with the Inter-American Development Bank, which consists of the implementation of an electronic clinical record for prenatal care of underprivileged pregnant women in Peru.

The project seeks to use information and communication technologies 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.

The initiative uses text messages to send personalized information on nutrition, vitamins, alarm signs, and recommendations for potential problems during pregnancy. The messages are related to the health and gestational age profile of the patient. The project also includes the implementation of an interactive voice response system that consists of a telephone exchange with pre-recorded voice messages with information that is of interest to the users.

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.

C1 – C4 – C7 – C8 – C9 – C11

Support for new ideas

Telefónica Open Future

At Telefónica we support the new generations of young people, and you can see this commitment in the many programmes and activities we run to help young people reach their career goals, stimulate entrepreneurship and help make their ideas a reality. In this sense, **Telefónica Open Future** is an open, global innovation programme that comprises all our entrepreneurship, innovation, investment and transformation initiatives to support talent by covering all stages of entrepreneurial endeavour.

Open Future includes several initiatives of proven success, such as the Telefónica Ventures and Amérigo investment funds, the start-up accelerator Wayra and the Think Big and Talentum initiatives (which support the youngest talent). Open Future offers a complete model of support to the unique talent on the market, from the earliest stages, when the project is just an idea, up to the more advanced stages, where a financial partner is needed to support the growth and expansion of startups. Furthermore, both Telefónica and its partners can use Open Future as a doorway to external innovation and to digital products which are key to the industries of the future.

Telefónica has the firm conviction that technological innovation and the promotion of talent are the best means of spurring economic growth and employment in all markets. This growth benefits all the agents that operate in this market, including Telefónica. Currently, at Telefónica we are carrying out these activities in 17 countries. Through its various initiatives aimed at investing directly in the various stages of new tech companies, Telefónica Open Future has committed, as of today, more than 700 million euros and secured nearly 7,000 jobs. Altogether, the programme combines the work of Telefónica R&D+i with the objective of optimizing the Company's future capital investments and making the Company a key player in high-growth areas of our industry.

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 10 academies are present in seven countries in Latin America (Brazil, Argentina, Colombia, Mexico, Peru, Chile and Venezuela) and in Europe (Spain, UK, Germany), 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 32000 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 528 companies grouped into 20 digital industries. The funds committed by Telefónica in early-stage companies accelerated by Wayra come to €24.2 million, while third parties (public funds, private and angel investors) have provided funding of approximately €112 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.

Talentum schools and Talentum Startups

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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. Campus Party has annual editions in México, Recife, Costa Rica, Brazil, Ecuador and Argentina. Soon we'll provide news about s Netherlands, Italy and USA. We've made annual editions in Spain, El Salvador and Colombia and special editions for Europe London, Berlin and Madrid, Milenium in Granada, Spain and Iberomerica in El Salvador.

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.

Eradication of child labour

In various countries such as Colombia or Ecuador we have actively participated in some of the main initiatives launched in this area of action:

Colombian Network against Child Labour Last December saw the official launch of the 'Colombian Network against Child Labour' public-private initiative led by the Ministry of Employment, and supported by the ILO, Global Compact Colombia, and various strategic partners, among them, Telefónica. Its objective is to decentralize the national strategy for preventing and eradicating the worst forms of child labour, and to protect the young worker. In total, 14 companies formally committed themselves through the signing of an agreement that makes us members of the Network. The aim is to promote internally in our organizations and in our value chains and areas of influence the inclusion of strategies, programmes or projects for the prevention and eradication of child labour as part of our policy of Corporate Social Responsibility.

With the creation of this Network, Telefónica achieved its commitment of zero tolerance for child labour in its areas of influence. In this way, we managed to include the tool **'Aquí Estoy y Actúo'** ("I'm here and I'm doing something") as one of the tools suggested to carry out the commitment of identifying risks in the supply chain.

'Aquí Estoy y Actúo' is an initiative which helps companies to eradicate child labour from its value chain, both within its own operations and within those of its suppliers.

At the end of 2014 the tool 'Aquí Estoy y Actúo' was being used by more than 105 companies in 11 countries of Latin America, which means it has reached over 206,000 employees. Of these companies, 57 have completed a self-diagnosis and have committed to developing a plan of action with tasks and deadlines. The initiative will continue to be promoted in 2015, for which purpose work is being done on the platform, and companies will continue to be sensitized and mobilized.

Network of Companies for an Ecuador Free of Child Labour. Telefónica Ecuador, as an active member of the Network of Companies for an Ecuador Free of Child Labour since 2012, will continue to promote these policies in our supply chain, and share experiences which promote a corporate culture. Its aim is to boost, through public-private partnerships, actions and strategies oriented towards the elimination, prevention and avoidance of child labour in the productive chains. The Network of Companies for an Ecuador Free of Child Labour has presented its management report, following various years of activity in the country. This network came about as an initiative by the Ministry of Labour Relations and brings together, currently, 28 of the largest companies in the country, which influence over 5,000 suppliers on a national level, in order to guarantee the elimination of all types of child labour contracts in the supply chain.

The **Proniño** programme provides opportunities to improve the life path of the most vulnerable children, by supporting quality education based on technology. This is an initiative which has been underway for more than ten years and which, since its inception, has assisted 489,113 children and adolescents from the 14 Latin American countries in which Telefónica is present: Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Mexico, Nicaragua, Panamá, Peru, Uruguay and Venezuela. Proniño is aimed at children and young people and seeks to help them develop the skills they need so that they can achieve innovative solutions that will aid their personal and professional growth and the improvement of the societies they live in. In all the projects we are running in disadvantaged environments we strive to develop talent, entrepreneurial spirit and communication skills in children and young people, while at the same time trying to arouse their curiosity and desire to learn.