

# V Sustainable Innovation Initiative

# CommittedToTheSDGs

## 1. What is this?

A Telefónica Initiative with the objective to promote new ideas which, on top of creating value for the company, are also able to generate a positive impact on society or the environment

## 2. What are we looking for?

> **New products and services or new functionalities** of existing solutions that have a positive social / environmental impact



> Projects to **improve the internal efficiency of processes** and the use of resources (recycling, raw materials, energy...)



> **Ideas that promote sustainability in our company**, for example: diversity, inclusion, human rights, ethics ...



## 3. What objectives does the initiative have?

Contribute to achieving the United Nations Sustainable Development Goals (SDGs)

Promote innovation and enhance the experience and knowledge of all Telefónica employees and partners (suppliers, startups, universities)

Generate value and new growth opportunities for Telefónica

Integrate sustainability into our day to day, both at work and on a personal level

## 4. Who can participate?

- > Employees and teams within the Telefónica Group
- > Telefónica Open Innovation startups ecosystem
- > Telefónica Group Suppliers
- > Universities which collaborate with Telefónica (New)

Employees  
Startups  
Suppliers  
Universities

## 5. Awards

- > Up to 3 winning proposals will be selected
- > Each winning proposal can obtain financing up to 30,000 euros, which will be received and managed by the area responsible for its development
- > A special prize for employees consisting of a course of Universitas Telefónica
- > Dissemination and visibility of the selected proposals will be given

## 6. When?

- > September 25th-October 29th  
Application period OPEN
- > October 30th-November 29th  
Project evaluation and finalists communication
- > First week of December  
Final presentation to the jury
- > Awards

Apply through the following link

> [www.telefonica.com/sustainable-innovation-initiative](http://www.telefonica.com/sustainable-innovation-initiative)



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