

## PRESS RELEASE

### 5th Sustainable Innovation Initiative

## TELEFÓNICA SEEKS THE THREE MOST SUSTAINABLE TECHNOLOGICAL AND SOCIAL INITIATIVES

- **This Telefónica global initiative pursues to promote new ideas, which, in addition to creating value for the company, will also generate a positive impact on society and the environment.**
- **The three winners will receive €30,000 and expert mentoring from different areas of the company.**

**Madrid, September 2019.-** For the fifth consecutive year, the Sustainable Innovation Initiative (SII) is seeking the best ideas among employees and teams of the Telefónica Group, startups of the Telefónica Open Innovation ecosystem (linked to the Wayra and Open Future initiatives) and suppliers.

In order to find new products and services or new functionalities from existing solutions with a positive social/environmental impact, all selected projects will aim to improve the internal efficiency of processes and the use of resources (recycling, raw materials, water, energy...), and also ideas promoting the sustainability of the company on issues related to diversity, inclusion, respect for human rights or ethics, among others.

Recognition will be given to projects addressing the most urgent challenges facing by humanity, summarised in the Sustainable Development Goals (SDGs) established by the United Nations and that generate value and new growth opportunities for Telefónica.

Our objective is to encourage innovation and to showcase the experience and knowledge of all Telefónica employees and allies (suppliers, startups, universities) and to integrate sustainability into our daily lives, both at work and on a personal level. Up to three winning proposals will be selected, and funded with up to €30,000. This amount will be received and managed by the area responsible for its development and, in addition, there will be a special prize for employees consisting of a Universitas Telefónica course.

A jury made up of Telefónica directors, members of international organisations and entrepreneurship representatives, will select the proposals to develop in 2020.

REGISTRATION PERIOD TO 29 October

Registration: [www.telefonica.com/iniciativa-innovacion-sostenible](http://www.telefonica.com/iniciativa-innovacion-sostenible)