

# The Telefónica Foundation

*The Telefónica Foundation develops programs and projects adapted to the respective national realities of Spain, Argentina, Brazil, Chile, Morocco and Peru*

Telecommunications are not only a contributing factor for technological innovation and economic development; they also drive innovation and social progress, for the benefit of society.

Telefónica wishes to be regarded as a company concerned about society's welfare in all of the countries where it operates, generating social value and solidarity. To do so, it encourages social applications of technology to foster equality of opportunity and improvements in the quality of life for individuals and the society as a whole, and particularly for society's most needy and vulnerable members.

This task is entrusted to the Telefónica Foundation which operates in Spain, Argentina, Brazil, Chile, Peru and Morocco, adapting its programs and projects to the circumstances of each country.

The Telefónica Foundation carries out its social activity in the fields of education, telecommunications applications for welfare and health applications, as well as social rehabilitation, community development, voluntary work, etc., always cooperating with reputable social organizations of long standing in each country for the execution of specific projects.

It also promotes and carries out important artistic and cultural activities in each country, paying particular (though non-exclusive) attention to the use of information technology and communications for artistic creation.

As an example, among the ninety projects carried out during 1999, "Educared. Education over the Net", is aimed at providing Internet connection to public and private schools, both in primary and secondary education, and encouraging an educational use of the Internet. During this past year, over 5,000 schools subscribed to the program in Spain, representing two million students and close to 200,000 teachers. Similar projects are being implemented in Chile, Argentina and Peru.

Likewise, technology and services aimed at disabled persons have been developed through various projects.

Social rehabilitation programs have been designed using



The Telefónica Foundation has carried out significant campaigns to promote the schooling of Brazilian street children and eradicate child labour.

*Educared has brought the Internet to two million Spanish schoolchildren and is already implementing similar projects in Chile, Argentina and Peru*

socially excluded persons, encouraging the creation of small companies through a micro-credit system.

The Telefónica Foundation has also contributed to mitigate the effects of hurricane Mitch, the war in Kosovo, the earthquakes in Turkey, and the flooding in Venezuela, implementing various actions ranging from free communications to a Humanitarian Emergency Telephone designed to channel citizen cooperation.

The Foundation also provides continuous support to Spanish relief workers and missionaries carrying out humanitarian projects in different parts of the world, providing them with the necessary communications to carry out their task in emergency situations and in their regular activity to institutions and relatives.

Likewise, campaigns to eradicate child labour or educate Brazilian street children have been developed.

