

Social Commitment

During the year 2001, the Telefónica Foundation has continued working on the development of social applications for information and communications technologies, in order to convert them into a social progress factor, and contribute to the improvement of the quality of life of the citizens and the welfare of the society, in all countries in which it operates.

The Foundation's activities are yet another example of the strong commitment of the Telefónica Group to the societies and the citizens of the different countries, and of its desire to be a leader, not just in the financial and commercial fields, but also in solidarity and community service.

The main focus of the Foundation's actions, not only in Spain, but also in Argentina, Brazil, Chile and Peru, is education, both at the primary and secondary levels, and at the university level; the idea is to place the enormous potential of the Internet at the service of educational improvement, providing teachers and schools with the large resources that are available on the Net. Educared.net, targeted at a high school audience, has continued to grow in Spain, as regards both the number of schools, students, and teachers, as well as content, tools, and technological platforms. At the same time, the portal has continued to expand and consolidate in the remaining countries, with the goal of becoming an instrument at the service of supporting equal opportunities.

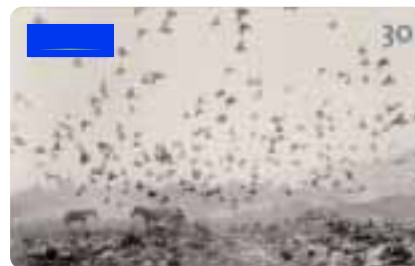
Within Educared, the outstanding project is Aulas Unidas, which attempts to stimulate cooperative, common and intercultural work among educational centers in different countries, including Morocco.



The Telefónica Foundation cooperates with various NGOs for disaster relief, channelling citizen cooperation and contributions, as in the case of the earthquake in El Salvador in 2001



In 2001, the Telefónica Foundation continued working to develop social applications for communications and information technologies, to convert them into a factor for progress and social welfare in all the countries in which it is present



For its part, CampusRed-net, the Foundation's university portal, created with a focus on Latin America, has developed the Intercampus space, which contains a large and powerful technological platform designed to make on-line teaching a reality, as well as shared research, and directing PhD theses from universities located in different areas.

In Morocco, activity in the educational field is still at a very early stage, but very soon, it will occupy an outstanding place in the Foundation's activities in that country.

Likewise, the Telefónica Foundation has continued its work, researching and developing services and applications for people who suffer some kind of physical, psychic, or sensorial disability, in order to provide them with greater personal autonomy and social and job-related integration (equipment adapted to the different capacities, augmentative languages, etc). Disabled people have an essential instrument for locating job opportunities: Mercadis.org, an Internet portal that draws together job offers and help wanted ads for these persons, together with training, information, and good practice pages.

With the same goal, we have developed different tele-assistance services for specific groups (the elderly, battered women, etc), in order to diminish risk situations and permit immediate assistance by the pertinent social services.

The Telefónica Foundation has also continued to develop different cooperation and solidarity projects, among which we must mention Risolidaria.org, a network that uses the Internet to link social organizations working to support sustainable development and a world with more justice and greater solidarity, or the Humanitarian Emergency Telephones that permit the coordination of NGOs for disaster relief, and channel the cooperation and contributions from the citizenry.

On the other hand, micro-credit programs favour the creation of companies for persons subject to, or at risk of, social exclusion, and promote innovative actions for integrating the homeless.

Finally, the Telefónica Foundation has fulfilled an important artistic and cultural assignment by sponsoring art exhibits in the different countries, making virtual 3D recreations of historical and artistic heritage monuments (arsvirtual.com) or permitting on-line access to bibliographic collections and archives, or by spreading the Spanish language.

All these activities, and many others, have been carried out, as is required by the Foundation's rules, in cooperation with social institutions and organizations that belong to the civil society, with which a framework for participation and active cooperation is established.

The Institutional Relations Division also developed, during 2001, a series of activities that satisfy Telefónica's social commitment policy. They include a series of Framework Agreements for cooperation with the Regional Governments of Catalonia, Galicia, Valencia, Canary Islands, Castile and

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Leon, Murcia and Aragón to develop the Information Society in each of those autonomous regions, and again as many with different Spanish Universities to develop joint R&D projects, fund Chairs, scholarships, etc.

As part of that policy of cultural sponsorship, the Institutional Relations Division also paid special attention to supporting the Spanish language in the sphere of the new technologies, sponsoring events such as the 2nd

Congress of the Spanish Language, for which Telefónica was the main sponsor, or others related to the Royal Academy (computerizing the 20 academies in the Latin American republics, a dictionary of doubts, the “Spanish up to date” service), Instituto Cervantes (promoting the Office for the Spanish Language in the Information Society, an automatic website translator, pan-Hispanic search engine, the translator’s workbench, the Cervantes Prizes, and the University of Alcalá de Henares).

The policy of supporting the arts has also continued, in cooperation with the Telefónica Foundation, by organizing different Exhibits both in Spain and in Latin America. Support for increased knowledge and development of the Information Society has been provided by holding forums, seminars, summer courses, and publications, in addition to the implementation of a pioneering method for knowledge management, that will permit increasing the intellectual capital and achieving efficiencies and savings.

In the field of sports sponsorships, we have attempted to optimize the investment, which has coexisted with the concentration on strategic and impact-causing sports – car racing, cycling – thus making Telefónica one of the best-known brands that support sports events.



Telefónica has continued with its policy of supporting arts and culture with various exhibits in Spain and Latin America