

Press Release

MWC 2021

Smart Agro and Vertical Green, Telefónica's solutions to reinforce the planet's sustainability



- Telefónica comes to Mobile with a catalogue of proposals and real cases that highlight all that technology and digital transformation can do for the sustainability of the planet.
- The company promotes the use of its IoT technology and big data for crops that are cyclical, recyclable, from renewable energies, that take advantage of the circular economy and all in an automated way, in order to build more sustainable and resilient communities to climate change.

Madrid, June 25, 2021. Telefónica will present at the Mobile World Congress, to be held in Barcelona between 28 June and 1 July, its value proposition to drive a world where technology helps to protect the planet. The health crisis has precipitated a new paradigm in which society has seen the need to accelerate its digital transformation, which has become not only a historic opportunity for companies, but also a powerful ally in favour of efficiency and sustainability. A cutting-edge, environmentally-friendly agriculture is possible, and Telefónica, with its services, solutions and applications, has the tools to promote a change in which both the sector and society as a whole stand to gain.

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In addition to all this, Telefónica has recently created the 'Eco Smart' seal, a badge that visually displays different environmental benefits: energy savings, reduction of water consumption, reduction of CO2 emissions and circular economy. With it, customers can quickly identify how they are contributing to protecting the environment by implementing them in order to help them make purchasing decisions based on sustainability criteria.

In order to lead by example, Telefónica has set itself the goal of having the most efficient and low-emission telecommunications network in the sector to offer its customers the best connectivity with the minimum impact. It is also committed to achieving zero net emissions by 2025 in its main markets, Spain, Brazil, the UK and Germany. Another milestone is that the company has already achieved 100% of its electricity consumption from renewable sources in Europe, Brazil and Peru.

As part of its commitment to propose solutions to existing environmental challenges and thus contribute to the well-being of society as a whole, the Spanish telco, together with the FAO (Food and Agriculture Organisation of the United Nations), is promoting Smart Agro services in the agricultural sector. These are technological solutions through the installation of sensors with IoT connectivity in crops that provide real-time information to farmers on humidity and water consumption in the field, allowing them to optimise irrigation, fertiliser use, pesticides, and thus improve the performance of their work. The application of this technology allows for a more sustainable agricultural model that is prepared to face the challenges that affect this sector as a result of situations it is already facing, such as water scarcity and the consequences of climate change. A commitment to a more sustainable production model is essential.

Smart Agro project with indoor production

Another successful proposal that Mobile World Congress attendees will be able to see is the Vertical Green project, which Telefónica has developed together with Onubafruit. Based on aeroponic technology, it is an indoor crop with remote access, in a digitally controlled environment through IoT, 5G, cybersecurity and machine learning.

With Vertical Green's solution, Telefónica is responding to a challenge facing the planet: to guarantee food for a world population that is growing exponentially, while climate change is reducing productivity and arable land. With this technology, it is possible to develop more organic production in less space, with low environmental impact, and where climatic conditions do not affect the harvest. In addition, consumers can have fresh and safe food, as it is produced around their cities, reducing CO2 emissions caused by transport.

This type of technology can be applicable to any type of industry and any company. Telefónica's connectivity, IoT and big data are the key levers to favour the digital transformation process so necessary in the agricultural sector. Their implementation will contribute to making more efficient use of scarce resources, such as water, and to building more sustainable communities that are more resilient to climate change.

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Telefónica will be present both physically at the Mobile World Congress and virtually, through its [digital twin](#). For more success stories on sustainable farming, visit the Technology for the planet [transformation booklet](#) on the [Telefónica website](#).

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