



2030 ICT ALLIANCE FOR THE AMERICAS
#OASICTAlliance2030

COMPANY LOGO	
COMPANY NAME	TELEFONICA
DESCRIPTION OF THE COMPANY	<p>Telefonica is the leader corporation in telecommunication, with presence in 21 countries. Telefonica was founded on 1924, and today it is the result of 92 years of history of anticipation and transformation, in which we have transitioned from being an spanish enterprise to a multinational corporation, and from being a telecommunication operator to a provider of digital services. In Latinamerica, Telefonica is the market leader and it operates in the 15 countries of the region. Telefonica is engaged with the digital transformation, the open innovation, and the technological entrepreneurship. The program <i>Open Future</i> has over 30,000 projects analyzed, over 400 startup accelerated, and 14 Wayra Academies in the world as a clear example of this engagement. Moreover, Telefonica promotes the social cohesion through the development of social programs. In ten years we have attended 471.848 children and teenagers, and we have formed 1932 persons in NGOs to attend these matters.</p>
IMPORTANCE OF THE COMPANY IN THE REGION	<p>Telefonica is an operation of reference in Latinamerica. Telefonica has done an important deployment of infrastructure in every country we operate, as a result of an investment that continues among the years. In Latinamerica, during the past 25 years we have invested over 125 billion dollars in infrastructure investments, which has lead us to achieve the 231,5 millions of accesses in the region. Telefonica has over 322million clients across the world, from which 230 are in Latinamerica, which represents a 71%. Regarding employment, Telefonica has 81,000 employees in the region, whose incomes in the region represent over the 53% of the total of the company.</p>
WHY DOES THE COMPANY SUPPORTS OR CONSIDERS IMPORTANT TO WORK TOGETHER IN THE OBJECTIVES OF THE 2030 ICT ALLIANCE?	<p>In Telefonica we have assumed a commitment with the development of the Latin America region, putting to the service the enormous potential of the ICT. But this we cannot manage alone. It is a responsibility of all, companies and governments. Adding efforts among all, we will achieve much more. This is why this initiative is very important, because promotes spaces of dialogue and collaboration between the public and private sector. Telefonica is convinced that with the signature of this Alliance a very fruitful collaboration begins. Private companies have a public role, which does not limited only in the area of our business, not even with the social responsibility. We must form a part of a dialogue which imply us with the different actors who shape our society.</p>
INITIATIVES FOR THE APPROPRIATION OF THE ICT, WHICH ARE ALLIGNED WITH THE OBJECTIVES OF THE 2030 ICT ALLIANCE FOR THE AMERICAS	<p>MIRIADAX: It is the first iberoamerican platform of MOOCs (Massive Online Open Courses). It offers online courses to the most important universities in Iberoamerica, both in spanish and portuguese. At the moment MiriadaX has over 2.2 million users with a 7.5% growth. Also, the platform has over 1.700 profesors from 77 different universities and over 380 courses. The finalization ratio is 23% (where the media is between 8% and 10%). MiriadaZ is part of an alliance with Universia (Banco Santander) and Telefonica Educacion Digital. Up until now, Telefonica has invested 2 million in the project.</p> <p>STEMbyMe: Its a platform for children and young people between 14 to 18 years old, based in learning through entertainment and fun, with special focus in STEM (science, technology, engineering and mathematics) knowledge. The objective is to help the user it their doubts on the topics, but also to promote Mathematics) and to drive them towards scientific and technological paths. The investment on the platform is of 1.6 million euros.</p> <p>ScolarTIC: ScolarTIC is a social space of learning for the educational community, where profesors, educators, and parents are able to inform themselves about the latest international educational trends, as well as to connect with other peers in the hispanic educational sphere. ScolarTIC is a free and open platform, which works towards empowering schools and teachers as the agent of change that are needed for the transformation of the education of the XXI Century. The investment in this platform is 1.6 million euros.</p> <p>MALETAS DIGITALES (digital suitcases): It has the objective of bringing digital education to other less fortunate environments around several developing countries. The suitcases are formed by a laptop with a Wifi router, which is intended for the use of the profesor, 25 tablet for the use of the students, and a projector. This equipment works as a learning environment, managed through the platform Weclass, which contains the specific contents of elementary school and junior high school in four different languages (spanish, english, french and portuguese). Moreover, it also allows to manage following reports and analysis of performance of the profesors and students. The suitcases are already in use in the project Profuturo.</p>
COMMITMENTS OF THE ALLIANCE OAS-TELEFONICA	<p>Commitment 1-MIRIADAX: Creation of a proper space in the platform, with strategic design so the resources are available to the OAS and its team. It will focus the contents in the education of democracy, as well as other available topics that will be revised in the future. (The OAS will deliver a course/contents to foster digital democracy).</p> <p>Commitment 2 - STEMbyMe: Create a contest on the creation of mobile application Telefonica/OAS, for young entrepreneurs between 12 and 18 years old. To foster the participation on the contest, the creation of a prize call "OAS Innovation Award" is proposed.</p> <p>Commitment 3 -SCOLARTIC: With the objective of recognize the effort of the profesors to adapt in the digital education, we promote the creation of certificates "OAS", to those who finish certain courses in the platform.</p> <p>Commitment 4-PROFUTURO / MALETAS DIGITALES: Based on the goals of Profuturo to improve educational quality through digital education in highly vulnerable environments in Latin America Telefonica proposes a pilot in GUATEMALA. The OAS will coordinate with the host country the zones and schools for prospection, training and launching.</p>