



More sustainable in a digital world_

Corporate Responsibility Factbook 2012/2013

www.telefonica.de/responsibility

Telefonica

Highlights in 2012/2013

A selection of our most important Corporate Responsibility projects

2012

Environment and climate protection

E-Bills

By moving to electronic bills we reduced our paper consumption in 2012 by more than 50% from 1,370 tonnes (2011) to 554 tonnes.



Raw materials expedition

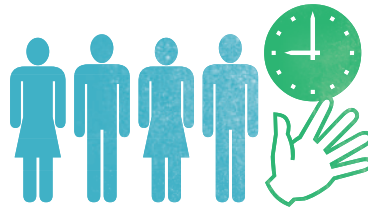
In 2012 O₂ was a partner in the Germany-wide campaign, which used the mobile phone as a means of raising young people's awareness of the environment and resources.



Mobile phone recycling

With 16,520 recycled mobile phones (2012: 18,196) and with 3,033 mobile phones in our trade-in programme (2012: 3,176) we met our targets.

Employees



Corporate volunteering

As part of our Corporate Volunteering Programme 771 employees did voluntary work (9,758 hours) in 2013 (2012: 797 employees, 6,881 hours).

Social commitment



Politikaward 2012

Our youth programme "Think Big" won this award for political communication in the category Corporate Responsibility.



Closing event for "Think Big"

In Mannheim an audience of 14,000 people with guests Kool Savas and Xavier Naidoo, celebrated the successful year "Think Big 2012".



Campus Party

Telefónica was present at the largest technology festival in the world, where every year more than 10,000 young people from up to 66 countries meet and exchange experiences. Think Big was represented with its own workshops.

Think Big School

Stakeholder survey

471 stakeholders took part in an online survey in 2011 and, by doing so, helped to identify important issues of relevance to Corporate Responsibility.



Panel discussion on "Social Entrepreneurship"

In 2012 around 50 representatives from all sectors discussed the framework conditions for social entrepreneurs – both offline and online under diskutierte.de.





Eco-index

Since introducing our eco-index in 2011, we now rate more than 2/3 of our mobile phones in regards to sustainability and we publish the results as a way of helping our customers to make more informed purchase decisions.



Energy efficiency

By exchanging the printers in our offices for more efficient models, the energy consumption in this area fell in 2013 by more than 70%.



GoGreen

Since 2013, we have been sending over 80% of our bills and payment reminders to customers with the carbon-neutral GoGreen system. In this way we have offset 557.85 tonnes of carbon emissions caused by these transport activities.

Employee satisfaction

In our staff survey of 2013, we achieved 76 points out of 100 and were placed once again in the top 5 of the "Great Places to Work" list.



Digital world of work

In 2013 we started to implement at our company headquarters our OpenSpace concept for a modern and more flexible way of working.

Think Big

With more than 2,000 projects since 2010, we have been able to support over 40,000 young people in developing and implementing their ideas and, in doing so, strengthening their media literacy.



IT sponsor

We were awarded recognition as "IT sponsor 2013" for making 3,000 product packages available to charitable organisations.



Study of trends "The Digital Me"

In our first such study in 2013 over 1,000 users give an account of how digital technologies impact on their quality of life.

Supporting others

In 2013 we started a fund-raising campaign together with our employees, business partners and customers to support people affected by the floods in Germany and the typhoon "Haiyan" in the Philippines. Telefónica topped up the sums raised and was able to pass on to each of these two groups the sum of €50,000.



Think Big School

2013 saw the start of Think Big School, whereby digital competencies and entrepreneurial spirit are taught to school classes in workshops. Over 1,000 pupils have already taken part in 32 project days.



Telefónica Global Millennial Study

In this study about young adults between 18 and 30, which was published in 2013 and is the largest of its kind to date, more than 12,000 young people from 27 countries explain how they wish to shape their digital future.

Foreword



The past two years have been amongst the most exciting in the history of our company. More and more customers are turning to a mobile and digital way of life and way of working. For Telefónica, 2013 was its first year as a listed company. Moreover, in 2014 we are implementing one of the most important decisions made by the company to date – the acquisition of the telecommunications provider E-Plus.

Despite all of these changes, the issue of Corporate Responsibility is a constant in guiding our actions. As we expand our operations, our responsibility as a leading digital telecommunications company grows as well.

Our CR strategy follows a clear course, namely that digital communication doesn't just bring the world closer together, but is also a key to sustainable development. It is our belief that digital technology can benefit not only our customers and employees, but also the environment and the climate.

With innovative products, initiatives to recycle mobile phones or in dealing responsibly with data, we concentrate on the areas in which we, as a digital telecommunications company, can make the greatest contribution. In all of this, the individual, who is the user of our applications, is at the centre of our actions. We are convinced that everybody should be in a position to utilise the opportunities provided by technology. This is why, for example, we have expanded our youth programme "Think Big", with which we promote the digital media competence and resourcefulness of young people. Since the programme started in 2010, more than 40,000 young people have taken part.

In this brochure we summarise the activities of Telefónica in 2012 and 2013 and provide you with an overview of the most recent developments in the company in the area of Corporate Responsibility.

We hope you find this brochure of interest.

Rachel Empey

Markus Haas

Corporate Responsibility Strategy and Management

Digital communication doesn't just bring the world closer together – it is also a key to sustainable development.

It is this vision that guides our Corporate Responsibility (CR) strategy. This strategy is consistent with the global CR strategy of our parent company Telefónica S.A. and provides a clear framework for determining the course of our sustainability actions.

We particularly assume responsibility in those areas in which we, as a telecommunications company, can achieve the greatest impact. Therefore we have defined three strategic areas:

1. Enabling better lives: It is our aim to make the working and social environment of our customers simpler and to shape it in a more sustainable way.

2. Transforming society: It is our aim to initiate and support social innovation and to make a contribution to social inclusion with the help of digital communication. The focus here is on our youth programme Think Big.

3. Caring for the planet: It is our aim to enable our customers to enjoy a sustainable lifestyle with the help of digital products and services, and to constantly improve efficiency and the conservation of resources in all our internal processes.

For each of these three areas we review our goals on an annual basis and develop measures which are consistent with our understanding of sustainability, as well as with the expectations of our stakeholders. In all of this, it is our employees who are the basis for our success.

In order to manage and measure the success of our CR activities we have identified specific key figures in the following seven areas: economics, suppliers, compliance, employees, customers, society and the environment. We report regularly on the status of these areas.

The CR department coordinates all CR activities of Telefónica in Germany. This cross-sectional department carries the global strategy of the parent company into the relevant business areas and monitors the development of the key figures and whether they meet the set targets.

In addition, the CR department maintains dialogue with our stakeholders and identifies relevant sustainability issues. With procurement activities in 24 countries world-wide, our sustainable supplier management, which integrates ethical, environmental, social and health-related criteria into the procurement process, is one of these areas.

Stakeholder Management

It is our intention to create greater opportunities for our customers and society through the use of new technology. In order to achieve this, we need to understand the needs of our customers with regard to digital technology and services.

With this aim in mind we cultivate intensive dialogue with our stakeholders, using various channels of communication – when needed, we also utilise innovative communication channels. Our most important target groups are our employees, customers, suppliers, shareholders and NGOs.

Stakeholder survey

With the help of a stakeholder survey we identify for Telefónica the most important sustainability issues.

Panel discussion on “Social Entrepreneurship”

In 2012 around 50 representatives from all sectors discussed necessary framework conditions for social entrepreneurs – offline and online under diskutiere.de.

Customer service

In the area of customer contact we place great importance on new formats like the O₂ Pop-up Shop on Facebook and the new O₂ Live Concept Store in Berlin.

Employees

We receive important insights in this area by conducting an annual internal survey on employee satisfaction every year. This survey covers issues, such as management leadership and working conditions at Telefónica.

Information for shareholders

The Investor Relations department is responsible for making information available to shareholders that is relevant to the capital markets. Information can be accessed using the Investor Relations tab on the German homepage of Telefónica.

Representative office in the German capital

The team at our representative office enables dialogue with important representatives from politics, government administration, the economy and professional associations, as well as organising events on a regular basis.

Cooperation with local authorities

A dialogue with society and a relationship of trust in our work with local authorities are both important to us in our efforts to expand our mobile phone network.

Communication with the security authorities

In order to fulfil our commitment in creating transparency in our management of customer data, we publish a Transparency Report with an overview of the numbers of requests for data made to us by the security authorities.

Studies

We conduct studies in order to help us to gain a better understanding of current social developments and to integrate these findings in our business processes. For example, in 2013 we published the Telefónica Global Millennial Study.

Dialogue is at the centre of our activities

471 respondents in our stakeholder survey of 2012 rated our CR activities as predominantly **positive**



Around 50 representatives from all sectors took part in our "Social Entrepreneurship" panel discussion in 2012.

Fully-trained O₂ gurus were available in 2012 and 2013 to answer our customers' questions in our **shops**, on our **hotline**, in **short videos** or **online**.



More than 12,000 young people from 27 countries provided insights into how they deal with digital media in the Telefónica Global Millennial Study. In 2014 we received the **SABRE Award** for this study.

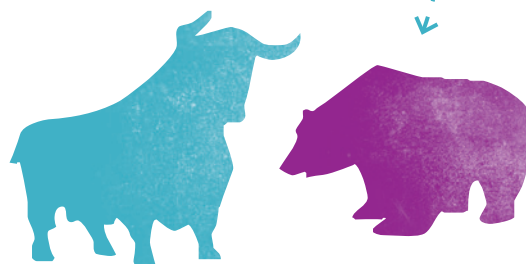
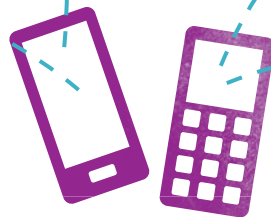


We achieved 76 out of a possible 100 points in our employee survey of 2013.

Already more than 11,500 fans follow our novel O₂ Pop-up Shop on Facebook.



72% of frequent users of smartphones and tablets see a **great to very great positive influence of technology** on their daily lives, according to the study, "My Digital Me – living in a networked society".



The stock market flotation of Telefónica took place in Germany in 2012. Information for our shareholders is published on our homepage under "Investor Relations".

Enabling Better Lives

Data protection

Every day millions of customers use our communication networks and place trust in our services. For these reasons, the protection and security of their personal data has top priority in all of our products and processes. Moreover, when we develop new products, we integrate necessary data protection processes at an early stage in our planning. We always act in accordance with all German data protection laws, which clearly state how customer data is to be handled.

If you have any questions or comments, please contact our data protection officer using our contact form, which is available online.

Security of information

In its fundamental business principles, Telefónica is committed not only to data protection but also to the security of information. By taking extensive technical, administrative and physical measures, we maintain the confidentiality of personal data and protect it against possible external risks – for example, unauthorised access to data, unauthorised use or knowledge of data, changes to or dissemination of data, or loss, destruction or misuse of data.

Youth protection

As an integrated telecommunications provider with mobile and landline services, Telefónica is helping to shape social change. In doing so, we

see it as our responsibility to assume an educational role on the topic of youth protection. Accordingly, we are active in various ways both within our company and through promoting helpful services and available information to young people and parents.

If you have any questions or comments, please contact our youth protection officer using our contact form, which is available online.

Innovative products

We see ourselves as the pioneers of new services with which everyone can benefit from digitalisation. Digital solutions save time, money and resources. By simplifying complex processes, they can also help the environment and the climate. In addition to being digitally connected, young people also want offline formats in which they can meet each other.

With the help of innovative products, we want to provide an answer to these demands. With the start-up initiative Wayra, young entrepreneurs can advance their career progress. The eco-index enables our customers to assess the sustainability of their mobile phone. And with the help of the written interpreting service VerbaVoice, people with hearing impairments can take part more easily in conversations or lectures.

M2M solutions

Services which are based on data communication between machines (M2M) are increasing in importance in the day-to-day lives of our customers.

Intelligent products, such as services for networked cars or for the better energy management of buildings not only increase considerably

the range of options available to users, they can also have a significant impact on social challenges like the energy transition or the conservation of natural resources.

M2M applications that are of use to both people and the environment



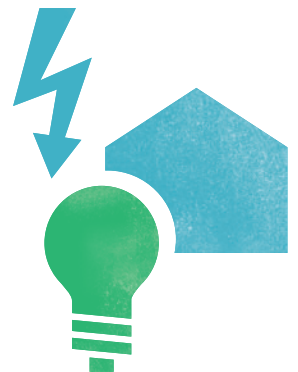
Transaction services

Safe and certified infrastructures for mobile payment systems like mpas.



Telemedicine

In the future, many visits to the doctor for routine check-ups will be a thing of the past. Instead, patient data will be transmitted to the doctor via the internet.



Energy supply and building technology

Hardware and software solutions, as well as value-added services for smart grids, smart metering and e-mobility.



Fleet management

Containers and lorries can report their current location from anywhere on the earth. This can create the benefits of smarter logistics and reducing energy and resource consumption.



Vending machines

The brand shirt producer "Seidensticker" is a pioneer. Its vending machines for shirts automatically place a follow-up order as soon as the current supply runs low.



Safety at work

If a worker gets dangerously close to a machine, the machine stops automatically.

The networked car

Car insurers offer their customers tailor-made insurance production based on actual driving habits.



Security

Complex mobile signalling and alarm systems are connected – with M2M as a second reporting channel.

Transforming Society

Corporate volunteering

Corporate volunteering is a significant component in our social responsibility. Its main focus is our youth programme Thing Big, with which we intend to promote the media competence and entrepreneurial spirit of young people. In addition to this, our employees are involved on a voluntary basis in social issues through additional corporate volunteering activities – both locally and worldwide.

We support the social commitment of our employees through our corporate volunteering programme. With the help of our donation pro-

gramme “Can Do Giving” our employees can determine a share of their salary to be donated monthly to a charitable organisation. Telefónica tops up each of the sums donated by 20%. We give each employee two days a year off, in order to do voluntary work. Employees can also get involved with the international Proniño programme run by the Fundación Telefónica. This programme supports young people in Latin America and also takes a stand against child labour.

Other social activities run by Telefónica in Germany

Donations: In 2013 we donated approximately €307,967 to institutions, facilities or projects targeted towards children and young people with a focus on media competence and social involvement in the digital world, as well as on environmental and climate protection.

Emergency aid: Telefónica launched an online donation campaign with its employees and customers and doubled the sum collected. This meant that €50,000 was donated to people affected by the floods in Germany and a further €50,000 to the victims of the typhoon “Haiyan” in the Philippines.

Ohrenblick mal!: Telefónica supported the Germany-wide mobile phone film clip competition run by the JFF – Institute for Media Education in Research and Practice. The aim of this competition was to encourage young people to discover the functions of their smartphone in a creative manner.

Stifter-helfen.de: Since 2012 we have used this internet portal to make available to charitable organisations around 3,000 product packages with a value of €150 each and a further 500 product packages with a value of €120 each.

Girls' Day: A total of 100 girls from the 8th, 9th and 10th class were invited to our offices in Munich and Hamburg on Girls' Day 2013.

Children's Day: In 2013 more than 70 children had a day off from school and spent it at Telefónica's offices in Munich visiting their parents at work.

Think Big: Good ideas? Don't wait! Get started!

Think Big helps young people to start their own charitable projects independently and, in doing so, to further develop their digital competence. To do this, they can follow the motto "Good ideas? Don't wait! Get started!" and simply upload their ideas onto www.think-big.org and apply for support. Think Big is a long-term programme run by the Fundación Telefónica and the German Foundation for Children and Young People (Deutsche Kinder- und Jugendstiftung – DKJS) together with O₂.

Promoting digital competence

Think Big targets young people aged 14 to 25 years. The programme aims to encourage their creativity and resourcefulness and show them how they themselves can put their ideas into practice with the help of digital media. We support projects in three different stages, allowing young people to take part in a wide variety of workshops, for example AppLab, coding workshops or project fairs.

More than 40,000 young people involved so far

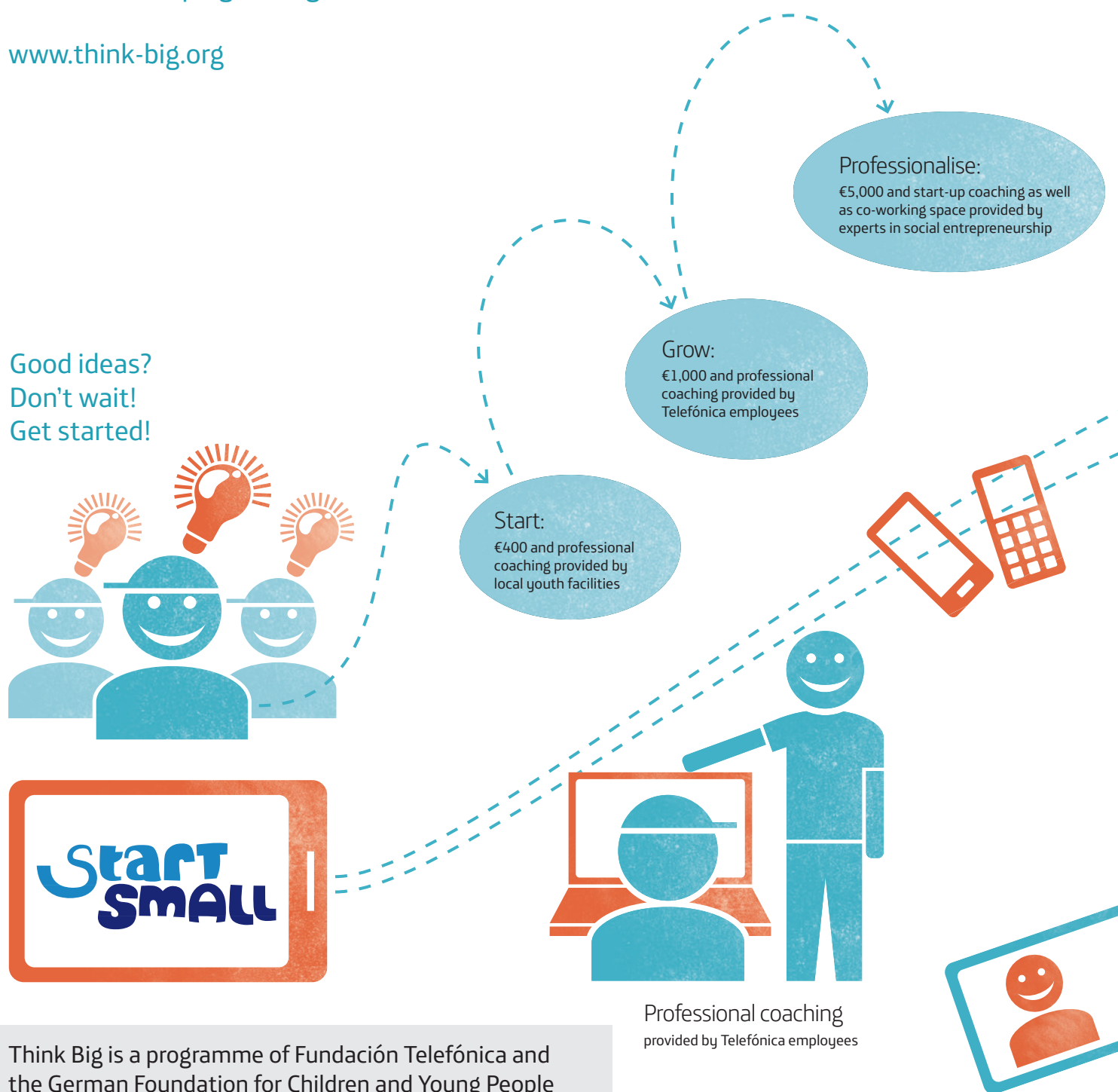
Since the programme started in 2010, Think Big has grown considerably. In 2012 just under 17,000 young people got involved with 806 projects, and in 2013 around 13,000 participants put 669 ideas into practice. By the end of 2013 we were able to reach a total of more than 40,000 young people with over 2,000 projects – a notable success, which we want to develop further. It is our aim to reach over 50,000 young people with Think Big by 2015. With Think Big School, pupils attend workshops in Telefónica offices and learn to develop their own ideas and then to translate them into a business plan using digital media.



Think Big Our Youth Programme

Think Big inspires the spirit of innovation and entrepreneurship in young people, enabling them to contribute their ideas for a better future and become more involved in shaping the digital world.

www.think-big.org



Think Big is a programme of Fundación Telefónica and the German Foundation for Children and Young People (Deutsche Kinder- und Jugendstiftung) together with O₂



Think Big School

promotes the development of ideas, digital competencies and the creative use of digital technology among students in workshops held in Telefónica's offices and supported by Telefónica employees.

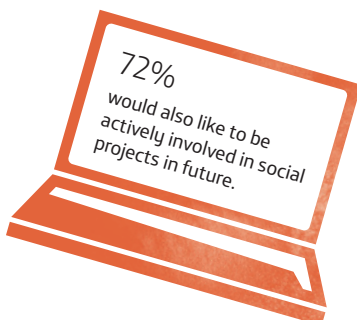
think big

Goal:

Reach 50,000 young people by 2015

Success:

Since 2010 over 40,000 young people involved in more than 2,000 projects



Sources: Study results of Durham University, DKJS and Camino

Caring for the Planet

Energy efficiency

By 2015 Telefónica in Germany intends to reduce energy consumption for each landline and mobile phone connection in Telefónica's networks by 30% (base year: 2007). One of the major levers for achieving this is energy-efficient technology in network operations, because it is here that the greatest electricity consumption lies. In our offices, call centres and shops, consumption per employee is intended to be reduced by 10% (base year: 2007). In fact, we already reached this target in 2013. Furthermore, we place great importance on green electricity. Our offices and shops are already supplied with 100% green electricity.

Conservation of resources

In 2013 we were able to save 13 million sheets of paper in comparison to the previous year – by exchanging printers in all our offices and introducing personalised printing procedures. Since 2010 we have been able to reduce our paper consumption by a total of 68%.

The charitable organisation that provides work for disabled people (Arbeit für Behinderte gGmbH) receives all our used IT hardware. The reconditioning of this hardware conserves natural resources and avoids emissions that are damaging to the environment and the climate.

Mobile phone recycling

Anyone can hand in an old mobile phone at one of our shops or send it to us postage-free in a recycling envelope. Anyone acquiring a new device can sell or hand in their old mobile handset in part-payment for a new device as part of our part-payment programme. The proceeds from this programme are donated to charitable environment projects in Germany.

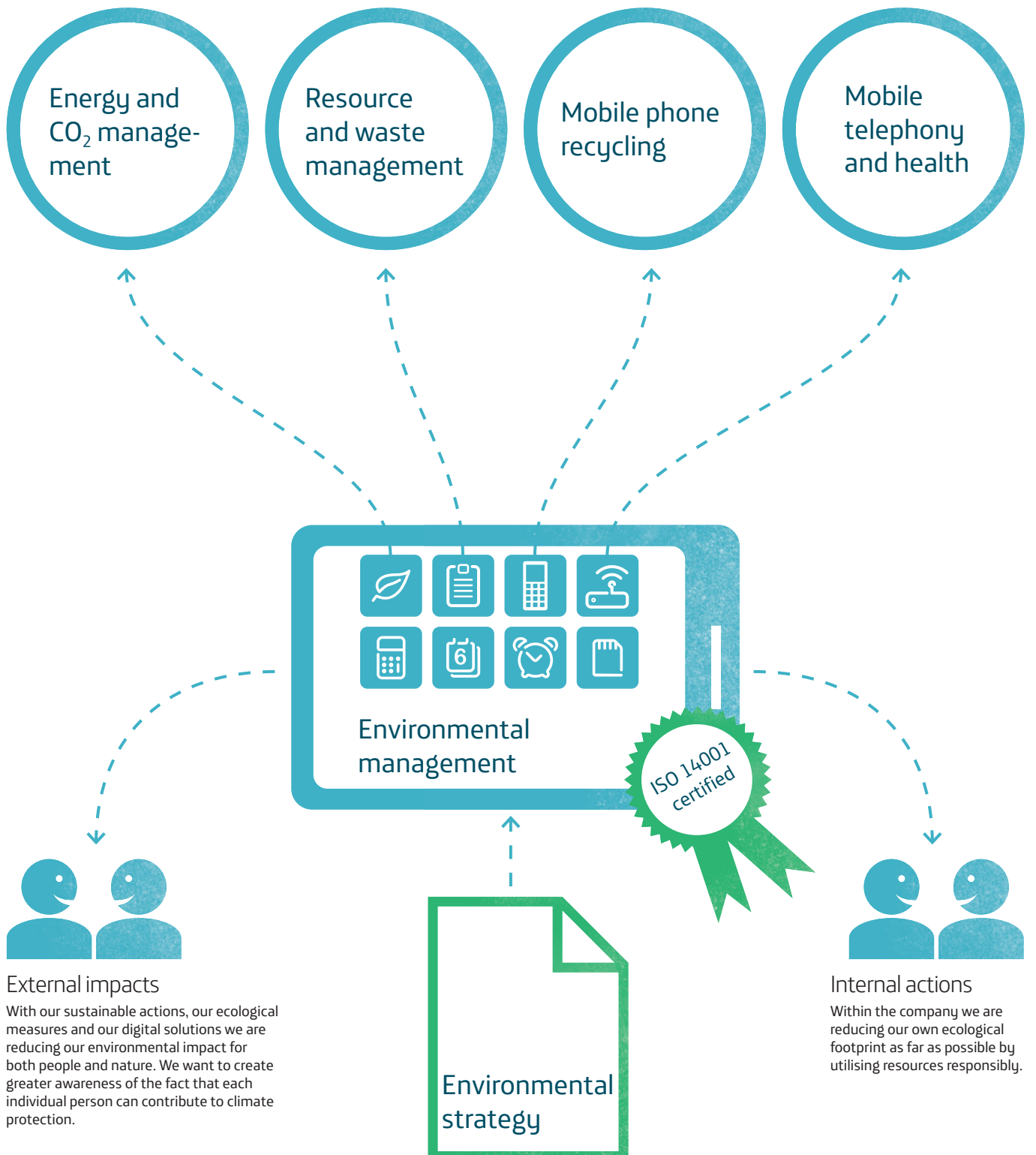
In 2012 we reached our recycling targets with 16,520 recycled mobile phones (2012: 18,196) and 3,033 mobile phones in our trade-in programme (2012: 3,176). By the end of 2015 we aim to collect 50,000 used mobile phones in Germany.

Mobile telephony and health

We provide our customers with extensive information on the electro-magnetic properties of the products in our portfolio. When building new transmitters, we involve local authorities at an early stage. Furthermore, we are a member of the Information Centre for Mobile Communications (Informationszentrum Mobilfunk – IZMF) and support research projects.

As a telecommunications company, we also create digital solutions which benefit society by helping to reduce environmental impacts. For example, our customers can reduce the CO₂ emissions of their vehicle fleet by up to 10% with the help of the intelligent control system O₂ Fleet Store.

Environmental management at Telefónica in Germany



Corporate Responsibility Key Performance Indicators 2011–2013

Telefónica in Germany uses key performance indicators to measure its progress in the area of Corporate Responsibility. These indicators form the basis for the CR reporting of the Telefónica group and are published annually.

The indicators listed below only relate to Telefónica Germany GmbH & Co. OHG and its wholly-owned subsidiary Fonice GmbH. They also cover HanseNet GmbH, which was completely integrated in 2011. Any deviations in the reporting boundaries are marked accordingly.

All the indicators shown were subjected to an audit by an independent auditor in the course of producing the 2013 CR Report of Telefónica S.A. (see [Sustainability Report 2013](#)). The indicators published in the Financial Report of the Annual Report of 2012 and 2013 are marked here with an asterisk (*).

Name	Unit	2011	2012	2013
Economic key figures				
Turnover	EUR mi	5,036*	5,213*	4,914*
Operating result (OIBDA)	EUR mi	1,149*	1,279*	1,237*
Investments (Capex)	EUR mi	(558)*	(609)*	(666)*
Suppliers				
Volume of purchases	EUR mi	1,786	1,968	1,791
Volume of purchases (domestic) ¹	EUR mi	1,223	1,227	1,176
Number of suppliers	number	1,578	1,905	1,536
Compliance				
Employees who completed training on basic business principles	percent	92	92	93
Contraventions of statutory regulations on data protection	number	1	1	0
Substantiated objections to advertising conduct	number	22	29	32
Legal action pursued because of anti-competitive conduct, infringements of anti-trust law or monopolistic practices and their consequences	number	0	0	0
Employees				
Employees (FTE) ²	number	6,281*	6,019*	5,940*
Employee turnover	percent	23.5 ³	10.0 ⁴	8.6*
Proportion of women	percent	36.5*	36.2*	35.8*
Proportion of women in senior management	number	8*	9*	4
Proportion of women in senior management	percent	13.8	14.5*	8.7*
of which female members of the board of management	number	2	2	1
of which female members of the board of management	percent	20.0	25.0	12.5
Proportion of employees with disability	number	96	108*	113*
Average age of employees	number	36.0	37.0*	37.5*
Average hours of training per employee	number	26	25*	34
Training hours	number	158,000	162,000*	173,000*
Training participants	number	4,600	4,200*	5,100*
Trainees/apprentices	number	102	108*	113*
Work-related accidents	number	25	17	12
Satisfaction of employees	points (out of 100)	75	76	76*

Name	Unit	2011	2012	2013
Customers				
Customer connections	mi	24.5	25.4*	25.2*
Total number of complaints ⁵	mi	1.11	1.85	1.33
Society				
Donations and investments in charitable projects	EUR	876,503 ⁶	986,739 ⁷	307,967 ⁸
Participants in Think Big (young people)	number	10,000	17,000*	14,000 ⁹
Participants in Corporate Volunteering Programme (employees)	number	914	797*	771*
Hours of work in the Corporate Volunteering Programme	number	5,988	6,881*	9,758*
Environment				
CO ₂ emissions from electricity consumption and vehicle fleet ¹⁰	tonnes	214,067	237,790*	239,380*
CO ₂ emissions from business trips	tonnes	6,807	3,990*	3,389 ¹¹
Overall electricity consumption	MWh	484,117	486,029*	489,634*
of which network	MWh	455,130	462,644*	467,907*
of which offices, shops, call centres	MWh	28,987	23,385*	21,727*
Proportion of electricity consumption from renewable energy	percent	60	70*	58 ¹²
Water consumption ¹³	m ³	96,779	92,160*	93,059*
Paper consumption	tonnes	1,520	673 ¹⁴	585 ¹⁵
Number of used mobile phones handed in to O ₂	number	10,126	47,898 ¹⁶	43,906*
Proportion of mobile phones checked using the eco-index	percent	n/a	78.72*	75.68*

- The figure covers suppliers that are registered in Germany, have a subsidiary in Germany or business premises in Germany.
- As of 31 December: all employees of all companies which were included in the consolidated accounts of the Telefónica Deutschland Group as at the relevant reporting dates. FTE (Full-time equivalent)
- All departures of employees in 2011 are included in this figure. There were job reductions due to the integration of HanseNet.
- The method of calculation was adapted in accordance with the 2012 Annual report. The figure covers only those employees who left the company of their own accord.
- The customer complaint figures relate exclusively to Telefónica in Germany and not to Fonit GmbH. The figures do not cover complaints from pre-paid customers.
- This figure included EUR 555,000 for investments in charitable projects. The audit conducted by Ernst & Young was only concerned with the remaining donations in the amount of EUR 321,503.
- This figure includes EUR 607,346 for investments in charitable projects. The audit conducted by Ernst & Young was only concerned with the remaining donations in the amount of EUR 379,393.
- In 2013 the Fundación Telefónica bore all the expense of the projects in the Think Big Programme. For this reason, the investments of the Telefónica Deutschland Group in charitable projects fell significantly. The investments of the Fundación Telefónica in the German Think Big Programme amounted to around EUR 2 million in 2013.
- The figure covers 13,000 young people in the Think Big Programme and 1,000 young people in the Think Big School Programme.

- The CO₂ emissions are calculated in accordance with group-wide guidelines provided by Telefónica S.A., and specifically in accordance with ISO 14.064 Greenhouse Gas Protocol (Scope 1-2) and ITU-TL14.20. Some values for 2012 were updated on the basis of adapted CO₂ emissions factors.
- Other indirect emissions caused by business trips (Scope 3) changed in this year because journeys by car are no longer included in the calculations.
- The proportion of electricity consumption from renewable energy fell in comparison to 2012 to 58%. The reason for this is that Deutsche Telekom has not been using green electricity certificates since 2013. Accordingly, the share of our green electricity that is drawn from the main distributors belonging to Telekom is not included in our calculation.
- The calculation of water consumption in our shops and offices was an extrapolation and was based on comparable values.
- The change in this figure results from a new definition of the key figure. Nevertheless, paper consumption has fallen constantly.
- Paper consumption is continuing to fall constantly as a result of our internal digitalisation process and our efforts to drive the conversion to online bills. In addition, no supplements to bills were produced in 2013.
- The number of used mobile phones rose in comparison to the previous year 2011 because the data compilation method changed. From 2012, not only are used mobile phones which are put into recycling counted but also those mobile phones which are re-conditioned in our "Re-use" process or which are accepted as part of our programme for taking in used mobile phones in part-payment for a new mobile phone.

Imprint

Contact

We look forward to receiving your questions or feedback to Corporate Responsibility at Telefónica in Germany. Please contact the CR team at cr-de@telefonica.com.

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06/2014

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