


COVID-19 PLAN OF ACTION

Telefónica Volunteer Programme

#VOLUNTEERSINDIGITAL





THANKS TO THE DIGITAL WORLD, SOLIDARITY DOESN'T STOP.

We continue to connect people's lives, now more than ever

Viralizing solidarity

Inspiring people to help others

Virtually accompanying vulnerable groups

Giving visibility to social entities and the causes for which they work

Institutionally strengthening the daily activity of social entities online

Training volunteers to take care of their closest environment

Giving opportunities to promote the digital inclusion of the most vulnerable groups

Adapting internal management process through digital tools

MAKING TECHNOLOGY A SOLIDARITY TOOL



5 key Poitns

Telefónica



1. VIRTUAL INTERVENTION: Direct social intervention volunteering with the beneficiary remotely.

2. ONLINE VOLUNTEERING: Resolution of support tasks in the management of social entities.



3. SELF-VOLUNTEERING: The volunteer is the leader of his own action and his relationship with the beneficiary.

4. MENTORING AND TRAINING: Support based on expertise to help in social projects and development of skills to prepare for future volunteering.



5. AWARENESS: Dissemination and awareness of loneliness, taking advantage of the wave of solidarity.



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DIGITAL ACCOMPANIMENT is key in moments of social isolation. The most vulnerable groups are the elderly and children and they need attention, especially in the emotional aspect. It is time to activate the silent army of volunteers for generational diversity.

STRENGTHENING ACTIONS FOR NGOs are key at times when they are focused on their users, so that they can free up part of their resources and make their action scalable and sustainable.

INITIATIVES FOR EMPLOYEES TO IMPLEMENT THEM IN THEIR CLOSEST ENVIRONMENT given that in an alarm situation like this one, new vulnerabilities arise. We take the opportunity to adapt our own resources to use as a family.

Development of competences through training resources of the Volunteer Program and deepening through **TRAINING** in a specific area for future volunteer actions. **MENTORING** to projects together with other NGOs and with different expert volunteers within the Telefónica Group is another form of personal and professional enrichment.

Jumping on the wave of general solidarity and launching a viral challenge to capitalize attention and **AWARENESS** about the social issue of unwanted loneliness and how it affects the most vulnerable groups, in this case the elderly. Also collect individual initiatives from others to spread and recognize these actions.

COMMUNICATION AND SUPPORT TO OUR PARTNERS IN THE THIRD SECTOR

A two-way communication channel, through the creation of a single mailbox, in support of the more than 200 social entities with which we usually collaborate with in order to do the following:

- Address urgent needs of the most vulnerable groups
- Make ourselves available for NGO intervention plans
- Prepare for “the aftermath”

→ *Currently, there are 42 urgent initiatives ongoing with volunteers*

COMMUNICATION WITH OUR VOLUNTEERS IN SPAIN

Communication channel to have a common space to put in value the responsibility and commitment of our employees through direct impact initiatives in their immediate environment.

- Capturing inspiring initiatives
- Viralization of actions in our networks

WE ARE SOCIAL ACTION

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