Our vision: Connect the Unconnected – Let everyone use the Internet!

The main challenge for the Internet will be to get everyone connected and using it. Today, there are 2.7 billion human beings already using the Internet worldwide[15]. However, this means that 4.6 billion are still unconnected. Over 90% of these people are living in developing countries.

If this does not change, these countries will not receive any of the benefits of the Digital Economy: higher GDP growth, greater employment or higher productivity, improved public services, etc.

Do you want to do more with your technology? Ask a Guru!

Telefónica has launched the Guru program in order to bring people and technology together in a way that is both enjoyable and convenient. Gurus are digital experts found in over 800 Telefónica sales points around the World. Their main objective is to remove the barriers that exist around new technologies and help people understand and resolve any doubts they might have when choosing or learning to use the Internet or other digital services and devices.

Gurus do not only explain customers how to use our services but how to get most of them: for example, advising them the way to use WIFI, an App or how to transfer an address book from a device to another. They also inspire curiosity by sharing the latest trends and how technology can help you in your day-to-day life.

Telefónica believes that any attempt to tackle this great socio-economic challenge needs to be a comprehensive one, working between all involved stakeholders to achieve improvements across various issues:

> **New private infrastructure investments need to be encouraged by public policies which provide confidence and security to investors.** Fundamental to this are a predictable and stable regulatory environment for broadband investments and a level playing field for all companies in the Digital Ecosystem. Moreover, markets must be supervised by independent regulatory authorities with a clear mandate to focus on competition, innovation and investments. For remote geographic areas, where private investments are not commercially feasible, public-private partnerships have shown superior results over pure public investments;

> **Affordability of digital services and products need to be improved** by using new technologies and adopting open standards. Access to the Internet for today's unconnected will be based mainly on mobile technologies; but while mobile broadband connectivity prices have been falling in all markets, this is not happening in the same way for other parts of the Internet Value Chain, for example the cost of smartphones or tablets *(for more information see chapter on the Open Agenda)*;

> **Digital skills need to be improved in all societies**. Experience from developed economies show that even with broadband connectivity and devices available at affordable prices, around 20% of consumers do not access the Internet because they do not know how or do not see the need to do it. All, public and private entities need to work together to improve digital skill levels and abolish this Digital Divide.

15.- *ITU, The World in 2013. ICT facts and figures, 2013.*

Telefónica wants technology to be open to everyone. Telefónica has invested around €9.5 billion in new broadband infrastructure in 2012 alone. 57% of these new investments were in Latin American countries. In more than 20 years, Telefónica has invested around €114 billion in this world region, becoming the biggest private investor regardless of any industry sector.

Telefónica has also developed and participated in various programs and initiatives to help reduce the connectivity gap in remote rural areas. Programs such as "Intégrame" or "ConectaRSE" have been very successful in connecting hundreds of thousands of people in rural areas to the Internet (see case study 4).

From isolation to Digital Inclusion: Delivering solutions for the Unconnected

Telefónica believes that public-private partnerships can play an important role in providing connectivity to remote regions[16]. There are a wide range of initiatives based on public-private cooperation that have proven to be key contributors for narrowing the digital divide:

Intégrame: Public-private partnership to deploy communications facilities in isolated areas, through wireless technology. Through rolling out 32 new base stations in 29 districts of Peru during the last 4 years, Intégrame has connected 229 villages, benefiting more than 70,000 inhabitants.

Media Networks: a Telefónica Digital company, provides a pioneer Internet Access service through Ka band satellite communications in Latin America. Available since 2013 in six countries in the region, it plans to reach over 800K homes in the next 4 years.

M-Inclusion: Funded by the European Commission, this public-private initiative facilitates online dialogue between developers of inclusive mobile solutions, and potential users who are at risk of social exclusion (low income, disability, chronic illness, and isolated areas). M-Inclusion aims also to act as a collaborative forum to reinforce the ecosystem integrated by governments, private entities, NGOs, academics, and researchers, which have the common goal of promoting the digital inclusion. All ecosystem players can participate in the M-Inclusion community free of charge, and access a variety of services, including a virtual marketplace, where developers can offer their inclusive applications to targeted end users.

Reducing the connectivity gap is not only taking the Internet to remote rural areas, but also providing solutions for people with special needs. Telefónica innovates to eliminate barriers by improving their communication possibilities with tailored-made services (see case study 5).

Telefónica is also working together with the Mozilla Foundation to make smartphones more open and affordable through the new Firefox OS (see chapter on *Open Agenda*).

Finally, Telefónica is helping to improve digital skills through initiatives like Think Big School, Telefónica Learning Services, Fundación Telefónica Classrooms, or Fundación Telefónica Labs (see chapter on *Redefining Education*).

We also allow lowering barriers for entrepreneurship and access to participate in the Digital Economy through programs, like Wayra, targeted at creating thousands of startups and digital creations by 2015 (see chapter on *Cooperate for speeding-up innovation*).

It will be important for the Internet's future sustainable growth to find ways to incentivize investments for new infrastructure into more powerful networks, especially regarding mobile access in the developing World. Such a model will need to make sure that all players along the digital value chain can benefit fairly from higher usage of services and data growth on a level playing field.

Social Innovation at Telefónica:
Providing innovative services to people with special needs

Around 1 billion people suffer some kind of disability worldwide. Due to the aging trend of some countries' populations, the amount of people with some form of special needs will continue to rise in the coming years. Accessible and affordable digital solutions will help to improve their quality of life by providing them with independent living.

Telefónica has a long history of commitment to users with special needs, including collaborative programs with specialized Public Institutions and NGOs, which help people with disabilities:

> **WhatsCine** allows hearing and visually impaired people to enjoy movies without conditioning the experience of others without disabilities. On the one hand deaf persons can enjoy virtual sign language translation and subtitles of the film by download an application to their smartphone or tablet and connecting with the cinema auditorium WiFi, they can enjoy virtual sign language translation and subtitles of the film. Alternatively, they may use specific glasses, which will display virtual sign language translation. On the other hand, the application allows blind spectators to enjoy audio-descriptive services with no interference from and to the auditorium movie sound.

> **Emergency services for hearing impaired persons:** Through its Integrated Emergency Service (SENECA), Telefónica has developed a smartphone application which allows persons with impaired hearing to communicate with the emergency number 112 through pictograms, videos in sign language and geo-location services.

> **SVisual platform** is a video conferencing service with a built-in call center that allows deaf people to communicate and interact with the Public Administration and with other institutions, through remote sign language interpreters. The service is supported by the "Teleinterpretation Centre for Deaf People", which was founded by the Telefónica R&D unit based in Granada, in collaboration with the Andalusian Federation of Associations for the Deaf (FAAS), a member of the National Confederation of Deaf People (CNSE).

> **3D Avatar** provides simultaneous translation of sentences and speeches into Spanish sign language (SSL), allowing people with hearing problems to participate in a videoconference or watch TV. 3D Avatar was developed in collaboration with "Universidad Autónoma of Madrid" (UAM) and the CNSE (Spanish National Confederation of Deaf People).

Telefónica has also identified social entrepreneurship as a key source of sustainable ICT solutions to tackle the needs of people with disabilities. For example, Telefónica has in 2013 launched **Wayra UnLtd** together with the UK government as a business accelerator for social digital start-ups. Many of the supported initiatives tackle needs of people with disabilities:

> **SkinAnalytics**, which turns smartphones into data collection devices and gives medical doctors more information to aid diagnosis.

> **Lingoing**, an online system that provides an easy, straightforward and value for money way to source Language Services Professionals, including sign-language interpreters.

> **MySupportAssistant**, a new way for people to set out their care & support needs and link them appropriately to people who offer such services.