Telefónica endorses the GSMA’s GAAD

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Telefónica renews its adherence to the Principles for Advancing the Digital Inclusion of People with Disabilities (GAAD), promoted by the GSMA*, which it signed up to in 2020. The company increases its commitment by increasing the scope of its accessible solutions as a cross-cutting element in its strategy. The aim isto accelerate responsible digitalisation that generates competitiveness and positive impact for all, leaving no one behind.

Telefónica is committed to accessibility through its policies, starting with its global Responsible Business Principles, with a view to ensuring that people with disabilities can access the benefits of technology.

‘For Telefónica, accessibility and disability inclusion are not only ethical imperatives, but also strategic business priorities. Improving accessibility for people with disabilities allows us to attract, retain and maximise the potential of this talent,’ says Eduardo Navarro, Director Chief Corporate Affairs and Sustainability Officer at Telefónica. He adds: ‘By providing a barrier-free experience for our customers, we have the opportunity to better serve the 15% of the population that experiences significant disabilities. This inclusive practice not only strengthens loyalty, but also helps us to be more competitive and attract new customers’.

In its framework document, Telefónica promotes the physical accessibility of its stores, work centresand services for its employees and works on the accessibility of digital media through the adaptation of systems and customer service, communication and after-sales channels, for the correct performance of its functions. It also provides means and adaptations to guarantee equal and barrier-free communication in the selection process.

The Group also recognises that accessibility and inclusion of people with disabilities require continuous attention and innovation. As such,

Telefónica is actively expanding its efforts through ongoing training and awareness-raising initiatives.

Through the Include Programme, developed with the GoodJob Foundation, 141 people with disabilities have been trained in cybersecurity, cloud, IoT, automation and robotisation, who have then gone on to work with the company's teams in Spain.

In fact, in the last two years the number of employees with disabilities has doubled, which reinforces Telefónica's commitment to fostering diverse talent.

For its part, Fundación Telefónica works to promote digital skills among young people with intellectual disabilities through initiatives such as #TICparatodos. This programme encourages safe and responsible use of ICTs, empowering these people with tools and strategies to deal with possible situations of abuse in the digital environment.

* GSMA is the partnership that brings together 1,000 mobile operators and companies from across the mobile ecosystem and related industries to drive innovation and reduce inequalities around the world.

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