

Telefónica launches MAIA, a platform to promote the reuse of its network equipment



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Telefónica recently announced its commitment to become a Zero Waste company by 2030 with the help of eco-design, reuse and recycling. This Circular Economy plan is integrated transversally at three levels: internal eco-efficiency, suppliers and customers.

To do this, and in line with internal eco-efficiency, Telefónica has developed and implemented MAIA, which aims to promote the reuse of equipment from its telecommunications network among Group operators and with third parties, promoting circularity and offering a second life to these devices.

“Every year more than 100 billion tonnes of resources enter the economy and only 8.6% are recycled. This is an unsustainable situation that we all need to reverse with more circular processes and supply chains. MAIA is an example of how by bringing together the best technological and operational capabilities we can carry out this transformation that has allowed us to create an ecosystem of collaboration between companies and partners to substantially increase the reuse of equipment”, says Fernando Valero, Global Supply Chain Director at Telefónica.

MAIA allows each operator to publish and visualise available equipment to promote its reuse, supported by a digital platform and a simple operating model that facilitates the movement of equipment between the countries where the Group operates, especially in Latin America. When internal reuse is not possible, MAIA makes it possible to connect with multiple technological partners to facilitate the sale of this equipment and thus extend its useful life.

The MAIA project began at the end of 2020 and is currently present in all its operators. Thanks to this initiative, Telefónica has managed to reuse more than 73,000 pieces of equipment to date, aligning itself

with the sector's goal of being a Zero Network Waste company by 2025 through the reuse, sale of refurbished equipment and recycling of 100% of our network equipment.

Protecting the environment is a priority for Telefónica, which is why it works to minimise its impact by decoupling business growth from its environmental footprint.

Telefónica's Circular Economy Plan aims to achieve Zero Waste by 2030 through repair, reuse and recycling, ensuring that its waste is transformed into raw materials that are reintroduced into the value chain, rather than ending up in landfill. It is materialised in the following targets:

- Refurbish and reuse 90% of fixed equipment (routers and set-top boxes) collected from customers by 2024.
- Integrate circularity criteria in all purchases of customer electronic equipment by 2025.
- Introduce eco-design criteria in all new customer equipment under the Telefónica brand image by 2025.
- Refurbish 500,000 mobile phones per year by 2030 through various programmes.
- Zero waste to landfill by 2030, through reuse and recycling. In network equipment: reuse, resell and recycle 100% by 2025.

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