

PHOTO NEWS

TELEFÓNICA LAB FOUNDATION BOOSTS THE DIGITAL SKILLS OF VULNERABLE PEOPLE FROM THE RED CROSS TO IMPROVE THEIR EMPLOYABILITY

- **José Luis Martínez-Almeida, Mayor of Madrid, inaugurated the project today, which aims to train different vulnerable groups in digital skills in order to enhance their employment opportunities.**

Madrid, 19 October 2022 -Fundación Telefónica and the Red Cross today presented 'Telefónica Foundation Lab', a class to train vulnerable people in digital skills, located at the Red Cross headquarters in Valdecanillas, 112. **José Luis Martínez-Almeida**, Mayor of Madrid, today inaugurated the project together with **Pilar Roy**, President of the Red Cross in the Community of Madrid, and **Carmen Morenés**, General Manager of Telefónica Foundation.

The attendees were taken on a tour of the Red Cross centre which concluded in the classroom where the 'Telefónica Foundation Lab' training programme will take place: *Promotion and Digital Skills for Employment*. During the presentation ceremony, the institutional spokespersons emphasised how important it is to provide the most vulnerable groups with tools that promote their training in digital skills in order to boost their employability in an increasingly digitalised society and labour market.

To create the training pathway for this project, Telefónica Foundation has based it on the European Digital Competences Framework (DIGCOMP), placing special emphasis on the participation of the general public, such as online transactions, the digital certificate or electronic ID card, and the safe use of the Internet. Volunteers and those supporting vulnerable people in this process will have a particularly high level of these competences so that they understand each concept at all times and thus ensure their autonomy.

Telefónica Foundation is currently working with 18 social entities and NGOs to promote the development of digital skills in different vulnerable groups. They currently provide direct assistance to around 4,000 people through 1,300 Telefónica volunteers and promote training in new digital professions for technicians and persons receiving employment advice from various NGOs.

Telefónica Foundation: the social side of the digital era

For over 20 years, Telefónica Foundation has been striving to be a catalyst of social inclusion in the digital era and contribute to creating a more inclusive, fair and socially aware world. True to its technological origins, it's placing its trust in the limitless capabilities of the new technologies to improve people's lives and connect them to the opportunities provided by digital progress. With this vision in mind, it operates in 41 countries with a transformational mission to connect society to [education](#) and reduce the education gap, with the [new form of employability](#) to train people with the digital

profiles required by the labour market, with [knowledge and culture](#) to generate a common reflection on the ideas that are changing the world and with [solidarity](#) by undertaking social actions hand in hand with Telefónica's employees to ensure that the most vulnerable people have the same opportunities for development. It does so through global and inclusive initiatives with a digital soul and with the combined forces of more than 500 entities and 100 public administrations.

About the Red Cross

The Red Cross is the world's largest independent, citizen-led, humanitarian movement. It has been working for 158 years with public and private entities to bring humanity and dignity to all people everywhere, at all times and in all circumstances.

In Spain, the Red Cross has more than 256,000 volunteers and more than 1,250 service points throughout the country, which enable it to attend to almost 5 million people a year throughout the country. All this with the support of nearly 1.4 million partners, companies and allies in all sectors of society.

In addition to its usual activity with vulnerable people, when the pandemic was declared, it launched the Red Cross RESPOND Plan against COVID-19, a comprehensive action plan in all its areas of expertise: Relief, Health, Social Inclusion, Education, Employment and Environment, which has already reached almost 5.4 million people through more than 25 million responses, in what is the largest mobilisation of resources, capacities and people in its history.

The Spanish Red Cross is part of the International Red Cross and Red Crescent Movement, which is present in 192 countries. Acting always in accordance with its seven Fundamental Principles: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity and Universality.

FOR FURTHER INFORMATION:

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