

## PRESS RELEASE

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# FUNDACIÓN ATRESMEDIA Y FUNDACIÓN TELEFÓNICA EXTEND THEIR PARTNERSHIP TO STRENGTHEN DIGITAL AWARENESS AND EDUCATION AMONG YOUNG PEOPLE

- The president of Atresmedia and Fundación Atresmedia, José Creuheras, and the Executive Chairman of Fundación Telefónica, Enrique Goñi, have signed a collaboration agreement at the audiovisual group's headquarters
- Under this agreement, both entities are strengthening their collaboration to develop projects aimed at promoting digital rights, responsible use of technology, media literacy, and educational and social innovation in the digital sphere
- For the third consecutive year, the agreement takes the form of the Atresmedia Foundation's "Efecto MIL" project, which aims to raise awareness among young people about the risks of the digital environment through social media. The project is now in its fifth edition, which will run until March 2<sup>nd</sup>.
- The Atresmedia Foundation and the Telefónica Foundation are part of the Digital Rights Observatory, from which they promote a shared vision of the protection of the rights of children and young people in the digital environment.

**Madrid, February 18, 2026** – **Fundación Atresmedia and Telefónica Foundation**, leading organizations in the field of education and media and digital literacy, have signed a **framework collaboration agreement** to continue developing joint **projects that contribute to fostering responsible digital citizenship and promoting the conscious and critical use of technology**, as well as the proper management of information in the digital environment, especially among children and adolescents.

José Creuheras, president of Atresmedia and Fundación Atresmedia, and Enrique Goñi, Executive Chairman of Fundación Telefónica, signed the agreement this Tuesday at the audiovisual group's headquarters, thus reinforcing the strategic alliance that both organizations have maintained for years regarding education and raising awareness of the challenges of the current digital environment.

Jose Creuheras, president of Atresmedia and its Foundation, stated: *"We are very proud of the alliance between Fundación Atresmedia and Fundación Telefónica. In a context where children and young people face risks such as cyberbullying, misinformation, loss of privacy, and the misuse of their personal data, it is essential to continue jointly promoting responsible digital education. The combined experience and social commitment of both foundations allows us to foster the skills young people need to navigate the online environment safely and responsibly, and to develop projects like EFECTO MIL, aimed at promoting responsible use of social media among young people."*

For his part, the Executive Chairman of Fundación Telefónica, Enrique Goñi, emphasized that: *"The renewal of our alliance with Fundación Atresmedia stems from a deep conviction: young people are the present and the future of society and have the right to develop in a safe, healthy, and responsible technological environment. The vulnerability of minors in digital environments has awakened society, and we have and want to assume the responsibility of supporting them, raising their awareness of the risks, and helping them make informed and conscious decisions. EFECTO MIL is part of this commitment."*

## **An alliance for the challenges of the future in education, outreach, and digital rights**

Under this agreement, **Fundación Atresmedia and Fundación Telefónica commit to collaborating** in the design, implementation, and dissemination of **projects aimed at raising awareness, disseminating information, providing training, and promoting participation in the digital sphere**, including the joint development of initiatives related to, among other areas, media literacy, digital rights, the safe and responsible use of technology, social awareness, and educational and social innovation in the digital sphere.

Likewise, both entities express their willingness to promote events, conferences, and participatory spaces that encourage **critical thinking, creativity, and youth participation** in online environments, as well as awareness of their duties and the exercise of their rights.

Similarly, the parties may develop and promote social and technological innovation initiatives, such as laboratories, collaborative meetings, or co-creation dynamics, aimed at identifying solutions, best practices, and innovative approaches in the areas of coexistence, digital rights, and the ethical use of technology, as well as disseminating inspiring experiences in these areas.

## **'Efecto MIL', third year of collaboration to promote the proper use of social media among young people**

This alliance is taking shape in a more specific way for the third consecutive year with the **'Efecto MIL' project**, an initiative of the Atresmedia Foundation in collaboration with the Telefónica Foundation, which invites **young people to reflect on digital risks and become active agents of change**, using social media to raise awareness among their peers and society in general about these dangers.

To participate in what is now its **5th edition**, young people between the ages of 16 and 25 can register at [efectomil.org](http://efectomil.org) and create a short video of up to one minute in length for social media in which they address one of the following risks: **cyberbullying, fake news, social media addiction, dangerous viral challenges, or hate speech**. These topics reflect the digital challenges that many young people encounter on a daily basis on social media. The deadline for submitting videos is March 2nd, 2026, at 11:59 p.m.

Once the deadline has passed, **15 finalist videos** will be selected, and their creators will work with experts from Atresmedia to improve their proposals. The finalists will share them on social media, multiplying their reach and raising awareness among other young people about digital risks.

The creator or team of creators of the **winning video will receive a technology pack valued at €3,000 and will participate in the "Communication Skills" course**, a specialized training program at Atresmedia to develop public communication skills by gaining practical experience in professional communication environments. The **second prize** will consist of an **experience promoted by Fundación Telefónica**, to learn about and participate in the backstage of some of the cultural initiatives promoted by Espacio Telefónica.

Since its launch, Efecto MIL has had the participation of more than 1,000 young people and has managed to raise awareness among more than a million people through social media.

Through 'Efecto MIL', both foundations continue to work together to encourage young people to **think critically** about the **use of social media and to promote positive messages that contribute to a safer, more responsible, and respectful environment**.

### **Shared commitment to digital rights**

Fundación Atresmedia and Fundación Telefónica are **part of the Digital Rights Observatory**, a public-private partnership initiative promoted by Red.es that brings together public and private entities to analyze, promote, and protect the digital rights of citizens.

Within this common framework, both foundations share an aligned vision on the need **to promote the protection of citizens' rights in the online environment and to promote**

**media and digital literacy** that places people—especially children and young people—at the center, ensuring their protection and participation in the digital society.

In this context, Espacio Fundación Telefónica is hosting the exhibition “**Today is a good day to discuss about digital rights,**” an initiative that invites reflection on how our online practices leave a mark and affect our rights. Based on the Charter of Digital Rights (2021), the exhibition covers seven key areas with humor and everyday examples, encouraging reflection and debate about the safe, responsible, critical, and creative use of technology.