

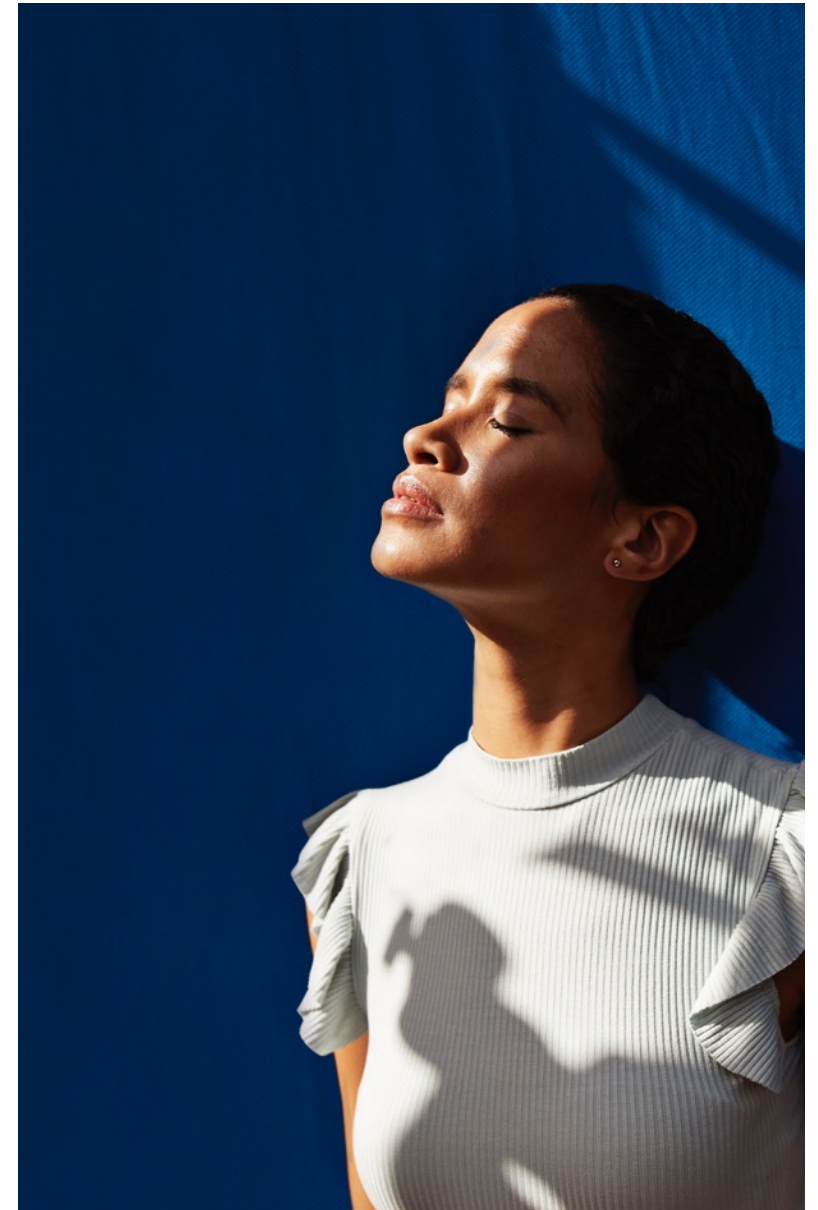
The ARTIFICIAL INTELIGENCE way

in  **Telefónica**

Walking towards the employment of the future

AI driven employees:

- **Adaptability**
- **Ethics**
- **Lifelong learning**



Walking towards the employment of the future...

In our company

For our clients

For the society

In our company

For our clients

For the society

In our company...

Continuous learning plan for upskilling & reskilling

Universitas

- Innovation and Talent Hub
- 140,000 m2 of the Telefónica District in Madrid
- More than 100,000 employees each year



Skillsbank Platform

- > 91k Telefónica employees
- Catalog of Data Science and Artificial Intelligence training.
- Promotes professional development through continuous learning
- Offer professionalized and personalized digital assistance to each employee

In our company...

Ethical and Responsible AI Culture

Telefónica's Artificial Intelligence Principles



Fair

We make sure that the applications do not lead to results with biases and discriminatory or unfair impacts.

We ensure that there are no discriminatory elements when the AI learns and the algorithms decide or recommend.



Transparent and explainable

We tell users which data we use and for what purposes.

We take sufficient measures to ensure understanding of its decisions or recommendations.

We require our suppliers to have or adopt our AI principles or similar principles of their own.



With people as our priority

We make sure that the AI always respects Human Rights.

We are committed to the UN's Sustainable Development Goals.

We help to avoid the improper use of technology.



With privacy and security from the design

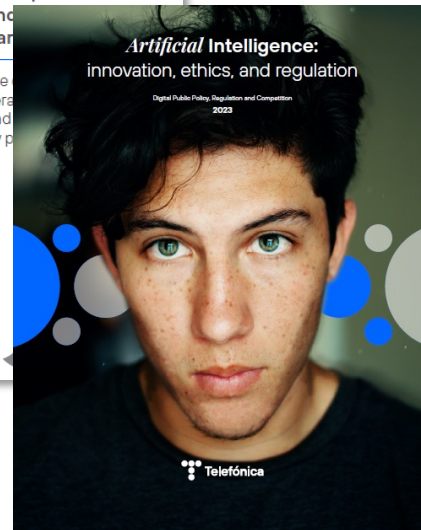
When constructing Artificial Intelligence systems, we take particular care with the security of information.

We respect the right to privacy of people and their data.



With partners and partnerships

We verify and...



Onboarding AI Ethics

AI Ethics Online Program

Responsible Artificial Intelligence (RAI) Champions Certification

In our company

For our clients

For the society

In our services for B2B...

Strategic
Consulting

Use Cases

Model
Tunning

Tools &
Infra

Training

Ethics,
Security &
Regulation

AI Value Proposition

In our services for B2B...

Strategic
Consulting

Use Cases

Model
Tunning

Tools &
Infra

Training

Ethics,
Security &
Regulation

Value Proposal in AI

In our PoV for B2B... in training programs...

Training PORTFOLIO

AI Driven Culture



Business & Technical Training



Gamified Challenges & Labs



- Contents according to level and area of application.
- Practical training in small groups.
- Real use cases adapted to the business sector

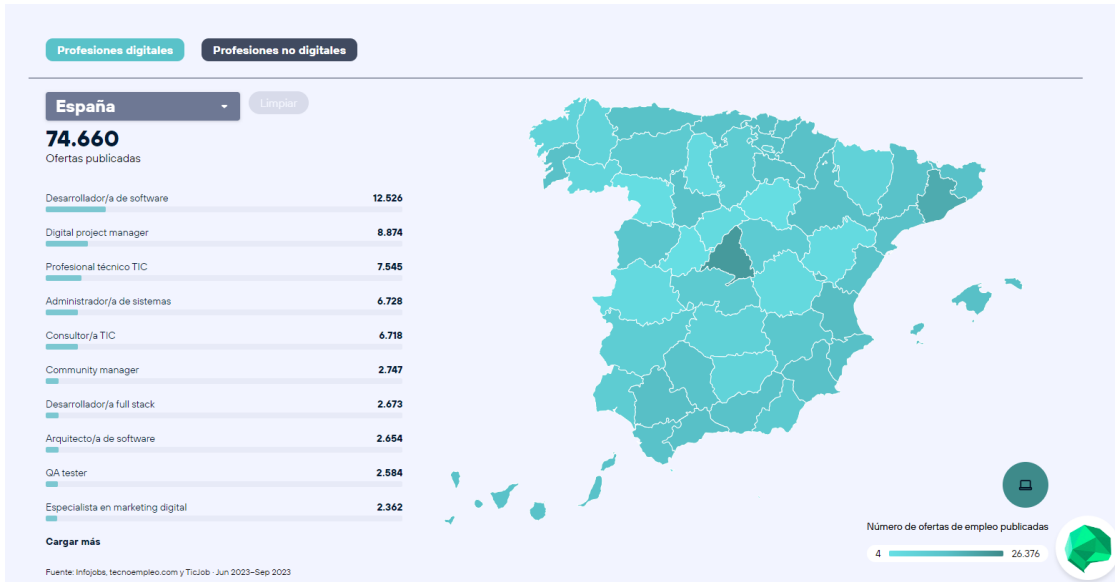
In our company

For our clients

For the society

For our society (Telefónica Foundation)

EMPLOYMENT MAP



VIRTUAL PROFESSIONAL GUIDANCE ASSISTANT



MaP:

Spain

Chile

Argentina

Hispan

Assistant:

Spain

Hispan

Argentina, Chile, Colombia, Ecuador, México, Perú, Uruguay, Venezuela

<https://mapadeempleo.fundaciontelefonica.com/>

+1,1M USERS WORLDWIDE

For our society (Telefónica Foundation)

ENLIGHTENED

<https://www.enlightened.education/>

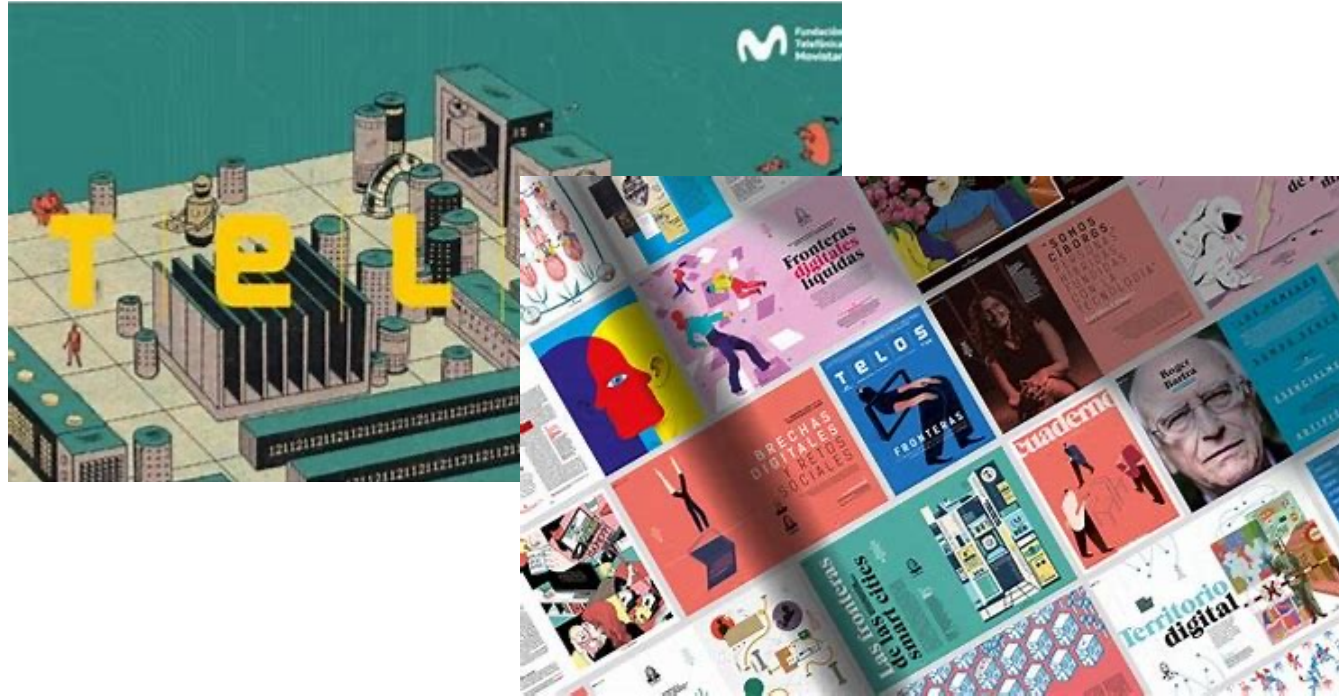


**EDUCATION
EMPLOYABILITY**

+1,2M USERS WORLDWIDE

For our society (Telefónica Foundation)

TELOS MAGAZINE



SCIENCE
TECHNOLOGY
HUMANITIES

+800.000 USERS/year

For our society (Telefónica Foundation)

SCIENCE
TECHNOLOGY
HUMANITIES

EXHIBITIONS



CONFERENCES



Espacio Fundación Telefónica
<https://espacio.fundaciontelefonica.com/>

In summary:



AI Driven culture
within our company



Offering services
for our clients



Citizens
and employability

Thanks ;)