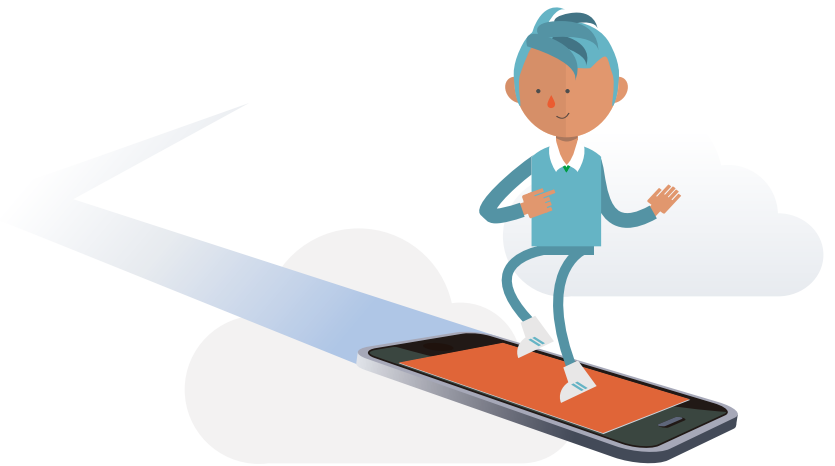


Manual of Good Practices: dialogue with Communities

December 2017 ● ● ● ●





Contents

- ▶ Preamble 3
- ▶ Executive summary 4
- ▶ We converse with the communities 6
 - ▶ Community relations management process 7
 - ▶ Movistar goes to University 8
- ▶ We cooperate with the Institutions 9
 - ▶ Code of Good Practices for the Deployment of Mobile Communication Infrastructures 10
 - ▶ Pro-Antenas: The more antennae, the better the communication 11
 - ▶ “Antennas Good Wave” 13
 - ▶ “Colombia matters to us” 14
 - ▶ “Antennas for Progress” 15
 - ▶ Study on exposure to radiofrequency in everyday life 16
 - ▶ Agreement between Telefónica Germany and the other mobile network operators and the 17
 - ▶ Federal Government 17
- ▶ We cooperate with research 18
- ▶ Commitments with other organisations 20
 - ▶ “ICT, health and the application of the Precautionary Principle” 21
 - ▶ “Mobile Communications from the Doctor’s and Patient’s Perspective” 22
- ▶ Building awareness among our employees 23
 - ▶ “Mobile Telecommunications and Society” 24
 - ▶ “On air with Antennas” 25
 - ▶ “It only happened because I was connected” 26





Preamble

The deployment of Telefónica's mobile telephony network has been subject to the local sectoral regulations in each country and the baseline international technological standards, with regard to the equipment and the design of the network itself.

It should be underlined that, regardless of the evolution of the legislation in the different markets, mobile telephony has always been subject to strict control, extending to the design of the network, the safety of people and the facilities and the quality of the service.

For several years, mobile telephony operators have come up against different problems hindering, or even preventing, the installation of new sites to extend the coverage of their networks.

At Telefónica we have performed internal coordination work in order to address the different barriers to the deployment of the mobile network.

The barriers we find in the deployment of our network are, chiefly:

- > The social alarm which, in some cases, has found political support and representation in the institutions, putting ever greater pressure on the municipalities.
- > The increase in the administrative burdens, the delays in the granting of municipal authorizations, the duplication of procedures and requirements for information to which operators are subject for deploying their mobile telecommunication infrastructures.

These two barriers to the deployment of the mobile network have always been related to the social concern about the potential effects that exposure to radiofrequency electromagnetic fields may have on our health.

Network deployment entails a process involving communication with stakeholders (owners, communities, authorities) which must be controlled. Establishing a suitable dialogue procedure with communities is one of Telefónica's main concerns.

The purpose of this Manual is to compile the success stories in Telefónica's different operations so that they serve as a guide and support for other operators.

All these practices share a desire to establish a proper relationship with the communities we are going to provide a service to, most of the time, throughour institutional interlocutors.

We are aware that we are one of the main pillars of knowledge and technological development in society. Therefore, we have always undertaken to cooperate with the collectives which request our expertise. We are a socially responsible company, we are concerned about everything science can tell us about any potential effects on our health and, of course, we have always been transparent with our employees and society in general. These are the reasons why we have grouped together our success stories in the following sections: We enter into dialogue with the communities, we collaborate with the institutions, we cooperate with research, we are committed to other collectives and we sensitize our employees.



Executive summary

There is no magic formula in any operation for addressing the different barriers to the deployment, but we can mention common catalysts enabling us to pool our efforts. Cooperation with the public administrations and other operators and the establishment of a suitable dialogue with the communities and associations constitute basic pillars.

The description of the following practices seeks to serve as a guide to other operations in the different countries in which Telefónica operates:

At Telefónica Ecuador we can find **internal procedures for dialogue with the communities** which establish an orderly plan. Their main objective is to inform the community near the site where a telecommunication infrastructure construction project is to be carried out.

Telefónica Venezuela takes part in the training of interlocutors from the academic world, key players in the dialogue with the communities by means of the project titled **"Movistar goes to University"**.

The synergy with the institutions involved in the network deployment always guarantees mid and long-term coordination and legitimizes the efforts made by the telcos. We can find examples of compete cooperation and alignments of the sector through the associations which represent us in the markets: thus, for example, **the Codes of Good Practices** for the Deployment of Mobile Communication Infrastructures in Argentina demonstrate the importance of the municipal organizations and local administrations which, ultimately, form a fundamental link in our chain of dialogue with the communities.

Within the same line of cooperation, we can find projects such as **"More Antennas, better communication"** in Peru, a communication programme aimed at communities which demand coverage but reject aerials. This programme involves all the operators and sectoral and civil associations. We should highlight the television adverts, with great media repercussion and a positive impact. In this country, the **"Antennas good wave"** campaign was conducted in partnership with the Peruvian Government, with a similar impact in the media.

In Colombia, the **"Colombia matters to us"** campaign, conducted in partnership with the operators, sectoral associations and Government, has had a significant impact, not only on the debunking of the potential effects on our health, but also on streamlining the territorial management plans from an administrative point of view. Also in Colombia, a programme was developed with the local administrations titled **"Antennas for progress"** to promote a more favourable environment for the deployment, quality and stability of the network.

In Germany we can find commitments to greater transparency in the development of telecommunication infrastructure as a result of the voluntary agreement signed with the other operators and the Government in 2001. The operators in this country and Telefónica also cooperate with different academic centres and regularly publish studies on exposure to radiofrequency in our daily lives. These agreements always show that, in order to reduce the total exposure, it is essential to improve the coverage.



At Telefónica we encourage and collaborate in the implementation of courses for specific collectives, such as judges and magistrates in Colombia, where the course titled **"ICT, health and the application of the Precautionary Principle"** was held, together with the course titled **"Mobile Communications from the Doctor's and Patient's Perspective"**, organized in Germany.

We have always been open to partnerships with the different research projects which form part of the scientific programmes of the European Union and the agenda of the World Health Organization. In each operation we have taken part in we have provided the most cutting-edge resources, and their results will help to

clarify doubts concerning children and adults, particularly from the epidemiological point of view: **Arimmora, MobiKid, Geronimo, Scamp and Cosmos.**

Being fully informed has always been one of the aims of our company. Hence the development of local training campaigns such as **"On air with Antennas"** in Colombia, **"It only happened because you were connected"** in Brazil and **"Mobile Telecomunicaciones and Society"** worldwide. These are voluntary courses with high participation levels, in which basic knowledge of telecommunications and the applicable legislation is acquired, providing an objective overview of what the experts in the field say.

We converse with the communities



Community relations management process

TELEFÓNICA ECUADOR



Prior context

For many years, the erroneous perception of health risks due to the implementation of cellular base stations led to cases of social alarm and community conflicts, hindering the deployment of the network in Ecuador.

For this reason, the current legal framework obliges telecommunications operators to execute socialization processes with the nearby communities for the construction of cellular base stations. The purpose is to provide information on the environmental impacts envisaged in cellular infrastructure construction projects.

Telefónica's solution

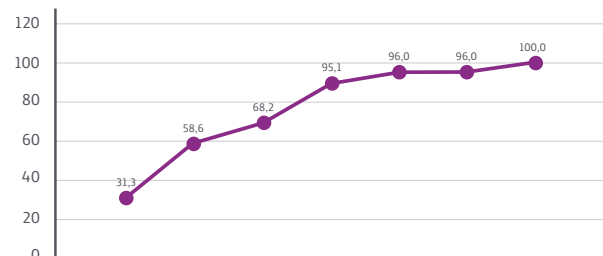
In 2014, Telefónica Ecuador developed its own methodology to carry out these socializations in an effective manner, promoting a positive vision of the importance of telecommunications.

In recent years, this methodology has become a basic tool for the management of the social component of the network deployment and the promotion of positive relationships with the community. Recognition of the cultural characteristics of each community and the creation of spaces for social dialogue are two of the keys to its success. In this regard, we have witnessed a fall in the number of community conflicts associated with the issue of health, resulting in successful network deployment.

Results

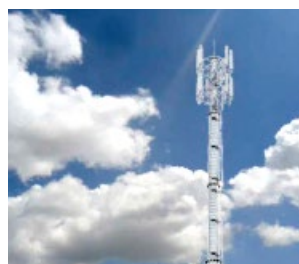
The following chart displays the level of effectiveness of the informative process within the community in the resolution of conflicts.

The incidence rate of community conflicts in the last five years stands at 25%, a figure which demonstrates that our effectiveness in resolving conflicts has improved, facilitating the deployment.



Conclusion

Community conflicts are generated for reasons which can be detected, managed and prevented. With proper management it is possible to improve the dialogue with the communities and break down the barriers to the deployment of the network.



Movistar goes to University

TELEFÓNICA VENEZUELA



Prior context

In order for a student to receive a university degree in Venezuela, it is essential for him or her to perform community service. For this reason, the project titled “Non-ionizing Radiation, A False Risk” was carried out in partnership with the National Experimental University of the Armed Forces (UNEFA). The aim was to address technical and regulatory issues and to approach the Communal Councils, in view of their competence for authorizing the installation of cells and fibre optic and the need for them to receive information on this subject.

Telefónica's solution

Within the framework of this project, Telefónica's Regulatory Affairs trained 18 students from the UNEFA so that, using this information and the didactic material titled “Aerials and health”, they could go to the communities ready to give talks on the matter. For the message to

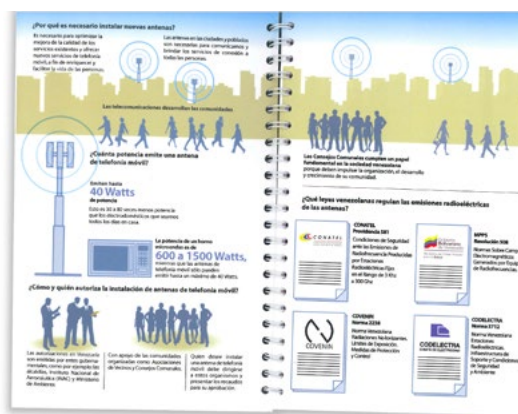
be effective, with the awareness that this topic is very sensitive, it was decided not to add the Telefónica/ Movistar logo and use the university logo instead, due to the fact that the communities accept talks given by students.

Results

In the last three years this talk has been given at 5 universities and in more than 10 communities, training more than 300 students from the field of engineering involved in the subject. The programme has led to a reduction in the number of barriers to the deployment of infrastructure in all cases.

Conclusion

The possibility of relying on valid interlocutors from the university world enables us to improve our dialogue with the communities.



We cooperate with the Institutions



Plan for Differential Measurements of Radiofrequency Electromagnetic Fields

TELEFÓNICA ARGENTINA



Prior context

As a result of the analysis of the results of the opinions of the service users and the residents near the radio base facilities, an attempt was made to establish a new process for participatory communication involving all the players, municipal officials, residents and media.

Telefónica's solution

At the same time, a measurement process was established in the vicinity of the radio base stations, outside the traditional Electromagnetic Fields, to achieve a better understanding of the population, to provide tools for the municipal officials and to establish the existence of other sources of Electromagnetic Fields, with relative values between the different sources.

Results

The results obtained in the initial experience were a success. The measurements were covered by the media with a very favourable impact, which led to the installation of more aerials. In addition, there was a contagion effect and other municipalities requested the replication of the project in their towns.

The results show that a **more flexible standard was approved** in certain municipalities, while a process of regulatory change has begun in others. In addition, this process has caught the attention of the current national authorities, which have undertaken to broaden their participation and carried out similar processes with their own technicians.

No less important is the generation of knowledge of the subject among the general public.

Noticias de Villa La Angostura

Las mediciones de ENACOM dieron un resultado de mil veces por debajo de los límites permitidos

Creado en Veneno, 05 Agosto 2018 01:27. [COMENTAR](#) [PUBLICAR](#) [DATOS](#) [VER](#) 136

Me gusta Comenta 3 [Facebook](#) [Twitter](#) [LinkedIn](#) [WhatsApp](#) [Telegram](#) [Share](#)

Las mediciones de ENACOM dieron un resultado de mil veces...



En la jornada del pasado jueves, Concejales recibieron a técnicos del Ente Nacional de Comunicaciones (Enacom) y representantes de la empresa Movistar, quienes realizaron mediciones de radio bases de telefonía móvil en Villa la Angostura.

Conclusion

Collaboration with the institutions, offering our support to clear up possible doubts and facilitating rapprochement between the different players (municipal officials, residents and the media), always favours the best possible scenario for dialogue.

Pro-Antennas: The more antennae, the better the communication.

TELEFÓNICA PERÚ

Prior context

We cooperate with different institutions with the aim of creating synergies to respond to all concerns, not only those of our customers, but also the general population.

Telefónica's solution

The "Pro-Antennas Programme" was developed in Peru to meet the requirements of towns which demanded more coverage but did not acknowledge the need for mobile telecommunication infrastructures.

Through the Infrastructure Development Association (AFIN), the 3 operators in Peru agreed to conduct a campaign to raise awareness of the importance of antennas, in partnership with members of civil society (Taxpayers for Respect) and by means of international cooperation (Atlas Foundation).

The purpose was to promote the development of an institutional vehicle with greater legitimacy, with coordinated initiatives in the communicational, institutional and legal fields.

Results

As a result of the joint work, the project had widespread media coverage, with 5 adverts made for television and radio and a significant presence on social media by means of the circulation of the didactic material generated. The training of service providers for the installation of antennas, as well as officials and municipalities, was another of the project's strengths.





Conclusion

The coordination of the operators, the main associations representing society and the regulatory authority formed the central axis upon which the success of the programme was based.

The development of audiovisual material aimed at all audiences made it possible to sensitize the communities, facilitating understanding of what telecommunications are and what they can be used for and the associated regulations to prevent potential damage to health.

“Antennas Good Wave”

TELEFÓNICA PERÚ



Prior context

A campaign conducted in partnership with the Peruvian Ministry of Transport and Communications (MTC) to promote the deployment of base stations.

This information campaign aimed at the general public, in addition to having an advert and a profile on Facebook created by the Ministry of Transport and Communications, envisaged the realization of interviews on radio and television with representatives of the MTC to defend the harmlessness of aerials and to emphasize the need for more infrastructures.

Results

More than 4,500 followers on social media and the launch of a debate involving highly qualified spokespeople.

Conclusion

Audiovisual information campaigns that are endorsed by the main government authorities have a major impact on society.

“Colombia matters to us”

TELEFÓNICA COLOMBIA



Prior context

One of our priorities is to eliminate the barriers to the deployment of infrastructures, empowering users with more tools to enable them to enjoy their mobile services in a secure environment.

Telefónica's solution

In order to promote responsible infrastructure deployment in Colombia, we form part of “Colombia matters to us”, an initiative involving all the operators, manufacturers and sectoral associations - such as the Mobile Industry Association of Colombia (ASOMOVIL) and the GSMA - together with the local, regional and governmental administrations.

Results

The campaign, in addition to helping to circulate information to debunk the potential adverse effects associated with antennas, has served to have an influence on the territorial management plans.

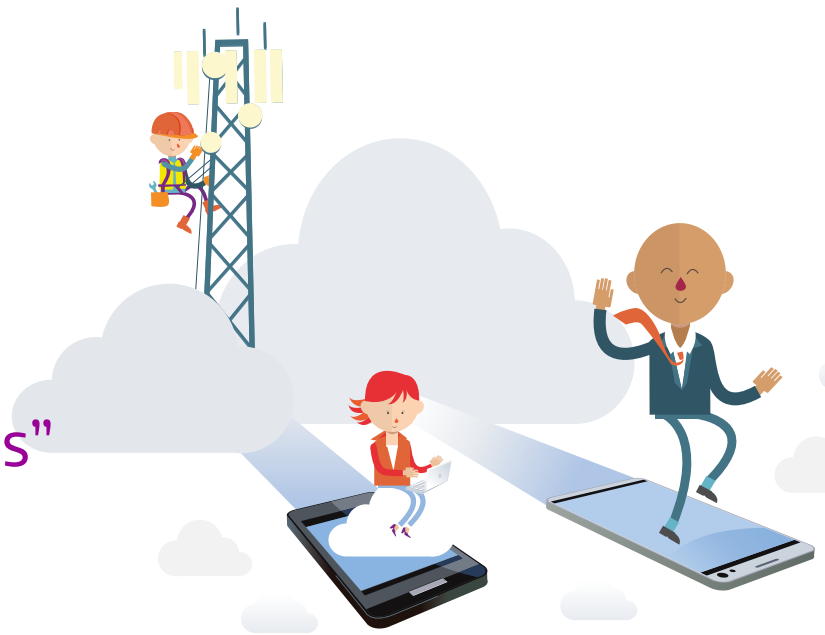
The participation of the National Agency has lent legitimacy to the campaign by confirming the harmlessness of electromagnetic emissions, which lie within the lawful margins.

Conclusion

Participation of the government and all the representatives of the sector involved makes the message clearer and more transparent.

“Antennas for Progress”

TELEFÓNICA COLOMBIA



Telefónica's solution

Furthermore, we have launched the “Antennas for Progress” initiative, together with the local Colombian institutions, in order to improve the public perception of telecommunication infrastructures.

Results

The initiative allows us to generate trust and promote a favourable environment for the deployment, quality and stability of the Network.

Conclusion

Public perception improves when communication is in collaboration with local entities and institutions.



Study on exposure to radiofrequency in everyday life

TELEFÓNICA GERMANY



Prior context

Cooperation with the different institutions, by means of the signing of partnership agreements and the development of specific studies, constitutes a fundamental boost to our efforts to meet the concerns of our customers and society in general.

Telefónica's solution

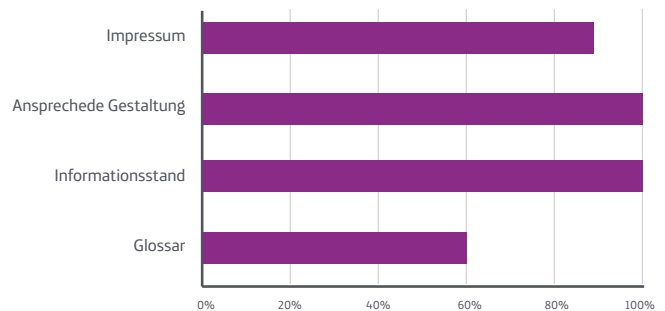
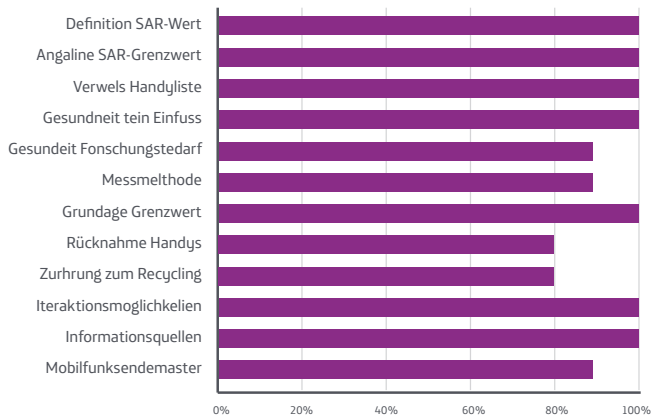
We have cooperated with IZMF (Mobilfunk's Information Centre) and the Technical University of Ilmenau in the "Study on exposure to radiofrequency in everyday life".

Results

The results of the study confirmed that good coverage makes a significant contribution to minimizing the total level of exposure.

Conclusion

The circulation of information on the measures approved, in cooperation with the Government and the University, gives legitimacy to the communication campaigns.



Agreement between Telefónica Germany and the other mobile network operators and the Federal Government

TELEFÓNICA GERMANY



Telefónica's solution

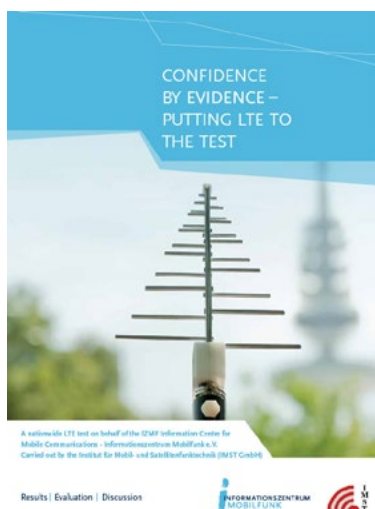
Signed in 2001, this voluntary agreement includes several commitments, including greater transparency in the development of mobile communication infrastructure, the participation of the municipalities in the expansion of the network and the enhancing of consumer information.

Results

Expert opinion concludes that the participation of local governments in Network expansion works well, and that the high quality in the information measures and coordination processes has been maintained.

Conclusion

Being able to report on the basics of radio frequency exposure, in a concise and specific way, is key to providing answers to questions about daily life for society in general.



We cooperate
with research



European operators have always supported different research projects (access each project for further information).

Conclusion

Cooperation with science enables us, in addition to being fully informed, to learn to understand the scientific method and to convey it to our customers and the general public.



Commitments with other organisations



“ICT, health and the application of the Precautionary Principle”

TELEFÓNICA COLOMBIA

Prior context

Interaction with key collectives and experts for the opening of dialogues and lines of cooperation forms one of the key pillars in the elimination of barriers to the deployment of the mobile network.

Telefónica's solution

In 2015 we took part in several forums, with the presence of experts and key collectives in the field.

In Colombia we collaborated in the training event titled “ICT, health and the application of the precautionary principle”, aimed at judges and magistrates.



Results

The training course enabled the attendees to clarify potential doubts and to clarify the myths about Electromagnetic Fields and the effect on their health.

Conclusion

Information and training are essential and should focus on the collectives which make decisions.



Mobile Communications from the Doctor's and Patient's Perspective

TELEFÓNICA GERMANY



Telefónica's solution

Telefónica Germany promotes and collaborates in the implementation of different courses, such as "Mobile Communications from the Doctor's and Patient's Perspective", aimed at doctors and organized by the Mobile Telecommunications Information Centre in Germany.

Results

Development and implementation of this course, certified by the Official College of Physicians of Berlin and taught by experts from the Committee of Environmental Medicine in Germany.

Conclusion

It's important that we share our experience and knowledge with experts in other matters, so we know how to provide society with answers in the best possible way.

Building awareness among our employees



Mobile Telecommunications and Society



Prior context

Dialogue with the communities, collaboration with the institutions, cooperation with research and a commitment to other collectives are fundamental elements in the elimination of the barriers to the deployment of the mobile network. However, one of the key factors in this regard is the awareness of our employees, as they represent a fundamental link in the work to break down the myths created around our sector's infrastructure.

Telefónica's solution

An online training course designed for all Telefónica employees. The training is made up of four modules that explain the technical basics of mobile telephony, how exposure limits are established, and how we meet the various regulations.

Results

Employees obtain first-hand knowledge of the current state of scientific research into electromagnetic fields, as well as the benefits of the information society, as a result of which they can extend this knowledge to their immediate environment.

Conclusion

Our employees are the best ambassadors and transparent information is the best tool.



“On air with antennas”

TELEFÓNICA COLOMBIA

Telefónica's solution

Creation and development of a forum for sharing solid arguments, helping us to break down the myths created around our sector's infrastructure.

Results

The attendees had the opportunity to share their stories with their colleagues, thus bringing about an exchange of ideas and arguments.

Conclusion

Internal training allows us to amplify the messages with solid arguments.



It only happened because I was connected

TELEFÓNICA BRASIL



Telefónica's solution

Development of a sustainable website on which, among other initiatives, employees were invited to share stories inspired by the slogan "It only happened because I was connected".

Results

All our employees learnt, among other things, that our aerials operate below the limits established by the World Health Organization.

Conclusion

Involving all our employees in communication campaigns enriches both internal and external dialogue.



Telefonica
