



and



Leading a global change

climatetrade.com

Telefónica, a global telecommunications company, partnered with ClimateTrade to address environmental concerns by integrating our API into their innovative carbon-neutral device marketplace.

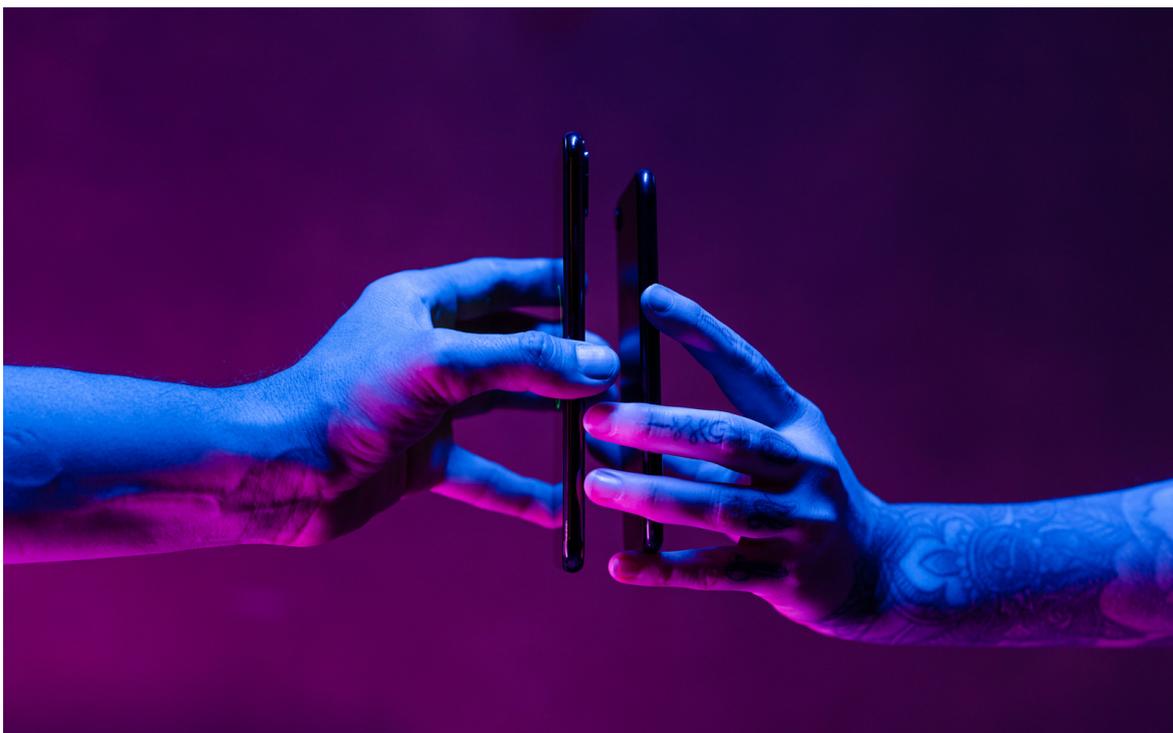
»» A Partnership with **Impact**

3,320 transactions

made by Telefónica customers via the
ClimateTrade Marketplace (2022 - 2023)

227 tons of CO2 offset

Tons of CO2 neutralized (equivalent to 998 flights between
New York and London) (2022 - 2023)





➤➤ The Customer

Telefónica, a leading Spanish multinational telecommunications company, has established itself as one of the world's largest telephone operators and mobile network providers. With its headquarters in Madrid, Spain, Telefónica operates across Europe and the Americas.



➤➤ The Challenge

Telefónica recognized the urgent need to address environmental concerns and set ambitious sustainability goals, including achieving net-zero emissions, sourcing 100% renewable energy, and promoting a circular economy. To contribute to the decarbonization of the economy, Telefónica aimed to minimize its environmental impact and maximize its offerings of products and services that align with a greener future.

➤➤ The Solution

In response to the challenge, Telefónica introduced TU.COM, its innovative carbon-neutral device marketplace. To offset the carbon footprint associated with the products sold on TU.COM, Telefónica partnered with us at ClimateTrade. The collaboration involved integrating ClimateTrade's API directly into the purchasing process, making it effortless for customers to offset the emissions generated by their devices.

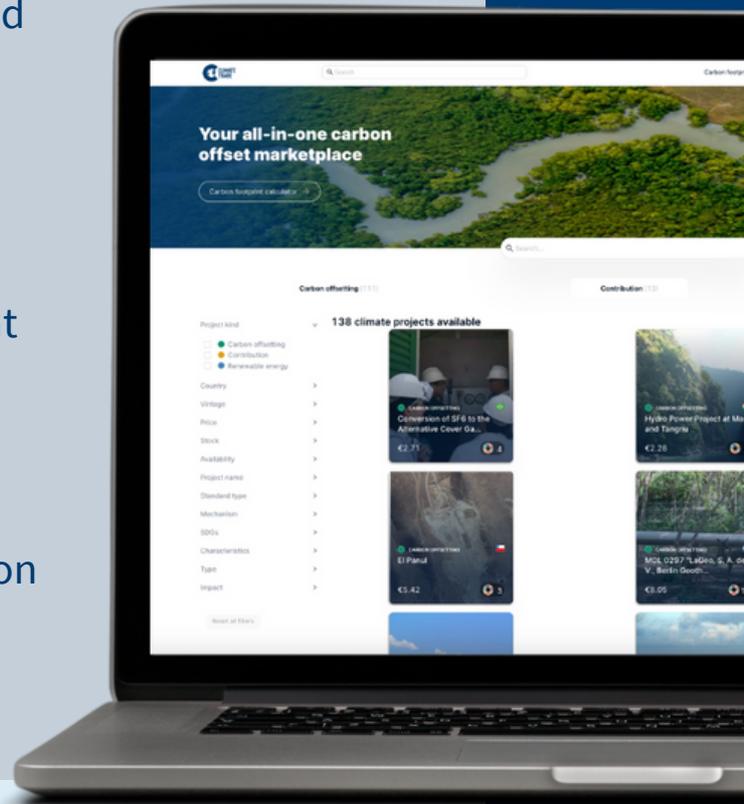
Our technology, powered by blockchain, facilitated the issuance of personalized official certificates, guaranteeing emissions offsetting.

Telefónica handpicked three impactful environmental projects for its customers to support: forest conservation in Peru, reforestation using drones in Guadalajara (Spain), and sustainable agriculture in Brazil.

»» The Results

The partnership with ClimateTrade allowed Telefónica to align its business operations with its sustainability goals effectively.

By seamlessly integrating ClimateTrade's API, TU.COM became the first platform that enabled customers to offset their carbon footprints in just three simple clicks. The provided certificates also added a layer of transparency and authenticity to the carbon offsetting process, enhancing customer trust.



Telefónica's commitment to pre-selecting meaningful environmental projects resonated with its customer base. This approach showcased the company's dedication to supporting initiatives that aligned with its brand values.

By giving customers the choice to contribute to forest conservation, reforestation, and sustainable agriculture, Telefónica empowered individuals to make a positive impact on the planet while enjoying their new electronic devices.

Recent Collaboration: Introducing "Offset your Footprint" on The Living App

Movistar, a leading telecommunications provider owned by Telefónica, has embraced the importance of preserving and nurturing our natural resources.

Movistar has firmly committed to combating climate change and promoting a greener future through digital transformation. Guided by the United Nations Sustainable Development Goals (SDGs).

Central to this initiative, is the introduction of "Compensa tu Huella" (Offset Your Footprint) – a groundbreaking initiative within the Living App ecosystem. This digital experience allows users equipped with the UHD Decoder or the UHD Smart WiFi Decoder, enrolled in the Movistar Tokens program, to calculate their carbon footprint generated by their usage of Movistar services. By accessing this innovative platform, users can find out exactly the amount of CO2 emissions produced by their usage. By accessing this innovative platform, users can find out exactly the amount of CO2 emissions produced by their usage.



Movistar Users then have the unique opportunity to offset their carbon footprint using accumulated tokens. Depending on the volume of CO2 generated, these tokens can be allocated to diverse environmental projects, effectively neutralizing the carbon impact.

Movistar recognizes that the potential of connectivity and digitization extends beyond customer value addition. These capabilities serve as potent tools to confront global challenges, particularly climate change. Through the Living App, we're helping transform the user experience, empowering individuals to understand their environmental footprint and take meaningful action toward a more sustainable world.



»» Why ClimateTrade?

Telefónica's selection of ClimateTrade as its partner for carbon offsetting was based on several factors. ClimateTrade's API could be seamlessly integrated into Telefónica's platform, ensuring a user-friendly experience for customers. Our transparent and secure marketplace, which exists as one of the biggest of its kind, facilitated the selection of high-quality, verified environmental projects that aligned with Telefónica's brand vision.

The partnership allowed Telefónica to offer its customers the opportunity to engage with sustainability on a meaningful level, fostering a deeper connection between the company and its customers.

**Ready to learn how we could
do the same for you?**





[Learn more
climatetrade.com](https://www.climatetrade.com)

in



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