








Action plans to promote circular economy

		Expected results		2024 Progress	Key messages
Refurbishing and reusing CPE		90%	% Refurbished customer premise equipment (e.g. routers, decoders) by 2024	91%	4 million routers and set-top boxes reused, achieving the expected result of reusing 90% of refurbished Customer Premise Equipment (CPE).
Reused mobile devices		500k	Units of reused mobile devices by 2030	437,180	Reused 437,180 mobile devices through various initiatives such as device buy-back, repair services and the sale of refurbished devices.
Reused network equipment		≥300k	Units of reused network equipment by 2030	533,818	533,818 reused items of network equipment, 70% more compared to 2023, thanks to initiatives such as the MAIA marketplace.
Recycle 100% of waste when reuse is not possible		100%	% Waste recycled by 2030	94%	94% total waste recycled. New categories of non-hazardous waste incorporated within the scope of the information reported because of enhanced traceability of generated waste data, making it possible to establish reduction drivers and boost recycling to be a Zero Waste company by 2030

We subscribe the following GSMA sectoral commitments:

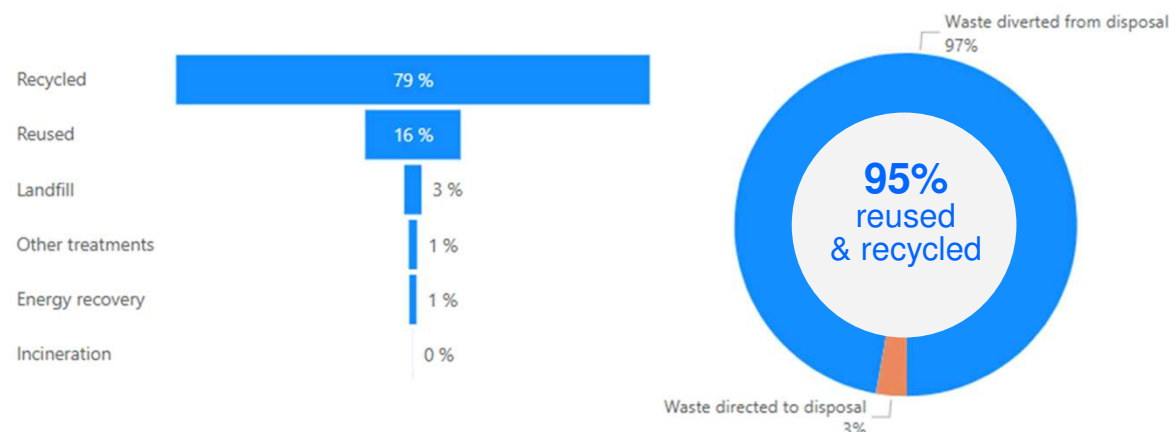
		GSMA sectoral commitment		2024 Progress	Key messages
Collected mobile devices		20%	% Used mobile devices taken back over total new devices sold/distributed through own channels by 2030	11%	In 2024 we collected 90t of mobile devices, 11% of the total devices distributed.
Zero mobile device waste to landfill		100%	% Reused and recycled mobile devices collected by 2030	100%	We reused and recycled 99,9% of the total mobile devices collected.
Zero network equipment waste to landfill		100%	% Network equipment reused and recycled by 2025	99%	We reused and recycled 98,9% of the total network equipment collected.

Promoting circularity: Waste & digital initiatives

Promoting the circular economy in the transformation of our network by prioritising the reuse of electronic equipment and, where this is not possible, extracting value from materials through recycling.

Total waste generated (%)

E.g: Cables, electronic equipment (WEEE), batteries, paper and others.



Electronic equipment (%)

Only electronic equipment waste (WEEE)

	2024
Reused equipment	69%
Recycled equipment	30%
Equipment with other treatment and disposal	1%

Telefónica's digital initiatives to promote reuse & circular economy

VICKY

Blockchain technology to increase traceability of **customer premise equipment** (modems, routers and TV set-top boxes).

APOLLO

Big data and analytics to optimise collection **routes** for **uninstalled or inactive equipment**.

MAIA

Marketplace to promote internal reuse of **network equipment** and when is not possible, facilitate equipment sales of secondhand network equipment.

MARA

Omnichannel model with an end-to-end approach that allows our customers evaluate **mobile devices** and access trade-in programs, technical support or repair services.

GRETEL

Platform to increase traceability in **waste management** and to identify opportunities to improve reuse and recycling rates.