

This interview examines Telefónica's projects and efforts in the area of corporate social responsibility. Telefónica is one of the world's largest multinational firms in the telecommunications sector. It is present in 25 countries, serves more than 260 million customers, and employs a staff of approximately 285,000 professionals. The company is still advancing and finding new opportunities to increase its capacity to innovate, improving ways of doing business, enhancing customer satisfaction, and helping educate customers. In this interview, Oscar Maraver (managing director of the human resources area), Jose Buqueras Dobato (director of HR planning), and Alberto Andreu Panillos (director of corporate reputation and identity and environmental affairs) explain and share their vision of policies developed both internally with employees and externally with customers. Their approach includes a strong emphasis on corporate social responsibility.

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