Fundación Vodafone

Action Plan FY25/26

01 Vodafone Foundation Strategic Framework
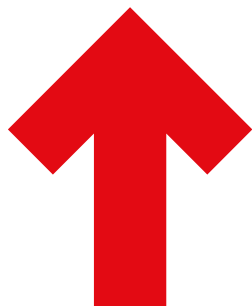
Connecting for Good Strategy

connect | make | learn

Fundación Vodafone

Priority actions
Strategic Realignment in Europe: Enhancing Our Proposal

Strategic priorities

- **Strategic alignment** under thematic pillars
- Reigniting **innovation**
- Prioritising the **most in need**
- **Deepening** impact
- Leveraging **engagement** to maximize impact

+

European priorities

- Efficiency, **collaboration**, synergies
- European view, **local roots**

Vodafone Foundation

Pillars – Connecting for Good
Enabling a safe and inclusive digital world where everyone can thrive

Pillars	Driving inclusion through digital learning	Tackling harm and abuse	Supporting individuals and communities in times of crisis
Current focus areas	Refugee education (INS) Young people from underserved communities (SkillsUpload and Tozi) Older people without digital skills (Hi Digital)	Gender Based Violence (Bright Sky) LGBT+ hate crime (Zoteria)	Improving access to emergency care (m-mama & NG-SOS) Communities affected by natural disasters (INER & Emergencies Fund)

Cross-cutting themes: Gender equality | Climate Change

Levers for impact: Technology | Partnership | Advocacy | Research | Fundraising | Capacity Building | In-kind support from Vodafone | Customers | Employee engagement

Vodafone Foundation

02 Priorities, goals and team in Spain

A driving force of innovation in Europe

Fundación
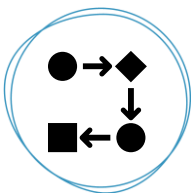Vodafone

Priorities
Foundation in Spain, a driving force of innovation in Europe

Be a **key player in One Foundation scheme**, leading initiatives and programmes and becoming a **hub of innovation** that benefits the entire Foundation's network.

Successfully **implement** the Foundation's **programmes in Spain** that best adapt to the Spanish context, maximizing their impact and ensuring a solid network of **local partners** that allow their **sustainability.**
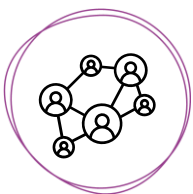
Be an active agent and an element of pride for **VOIS Spain employees.**

Fundación Vodafone

Programmes and initiatives
Foundation in Spain, a driving force of innovation in Europe
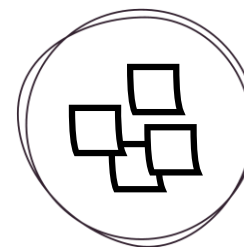
European initiatives

Alliance for Digital Wellbeing with **Save the Children**

Inclusion of young people with **autism**

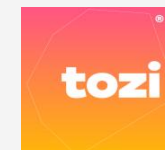**MEAL** convergence

SUJ advocacy & partnerships

Local initiatives
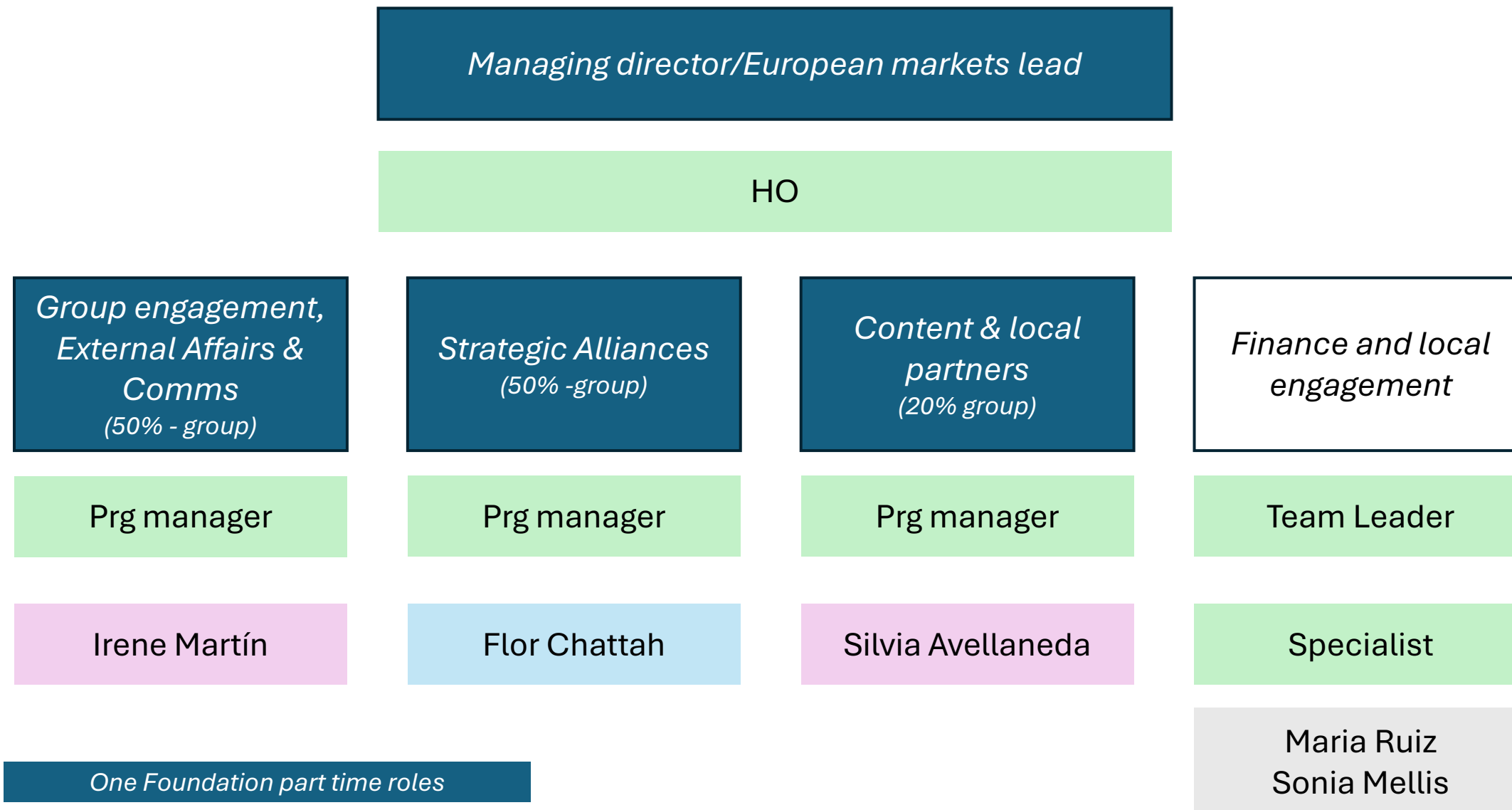
Skills Upload Jr

DigiCraft

aula del futuro

kliick

tozi

+ VOIS Spain **volunteers**

connect | make | learn

Fundación Vodafone

Organization
Foundation in Spain, a driving force of innovation in Europe

Managing director/European markets lead

HO

Group engagement, External Affairs & Comms (50% - group)	Strategic Alliances (50% -group)	Content & local partners (20% group)	Finance and local engagement
Prg manager	Prg manager	Prg manager	Team Leader
Irene Martín	Flor Chattah	Silvia Avellaneda	Specialist
			Maria Ruiz Sonia Mellis

One Foundation part time roles

03 Programmes and initiatives

Empowering the Next Generation: Enhancing Digital Skills for Youth and Children

Context
Ban or Educate: The Digital Age Controversy

On December 3rd, the Ministry of Youth and Children published a report resulting from the work of 50 experts from all fields in relation to the use of digital devices by minors.

Experts say **developing students' digital skills is crucial**. It boosts critical thinking, teamwork, communication, and academic performance. It's also key to preventing the digital divide among vulnerable students. However, **excessive** and **uncontrolled use** of technology **can harm** academic performance, reading comprehension, and personal data security.

Experts suggest focusing on the **right resources**, device exposure time, and **supporting young people** in managing their digital use, especially **social media, outside school**. However, due to strong social pressure, **many authorities are banning devices** in classrooms and declaring schools mobile-free.

Fundación
Vodafone

Empowering Young People: Developing Digital Skills for a Better Future

At Vodafone Foundation, we believe **developing digital skills is crucial** for students from deprived backgrounds and girls. Promoting STEM careers is central to our mission.

Thus, we provide **high-quality resources for teachers** and students, using proven methodologies. We introduce **advanced technology** like IoT, audiovisual tech, and AI, alongside coding.

Our approach combines **in-school activities** with innovative **social media campaigns** and **apps**. This helps us reach young people directly, in their language and time, with educational messages that empower their digital relationship.

Our goal is to **improve digital skills**, making students and teachers **more critical, resilient, and prepared for the digital world.**

Expected Impact

DigiCraft
In person

535 schools

54k students

2,6k teachers

DigiCraft
Online

100k

online active users (teachers)

kliick
Social media

1,9 m

unique users

tozi
App

500

downloads

In-person impact includes centers of excellence (schools, students and teachers)

DigiCraft
The Challenge of Balancing Sustainability, Innovation and Local Relevance

Priorities FY26

- Focus on **vulnerable backgrounds**: public schools and singular charitable organizations
- **Update** educational contents with **lesson plans** focused on **AI** and **digital wellbeing** to provide pioneering resources for educators
- Complement core programme with training workshops and online resources for teachers **complementary** to **School Code 4.0** ministerial programme to better fit and contribute to the system transformation
- Preserve **institutional** and community **engagement**: active participation in fairs (SIMO 2025, Edutech 2026), congresses and Official Alliances (STEAM)

DigiCraft "at a glance"

Models	**at school**, teacher training, **Future Classroom hubs, online** resources for teachers
Local ecosystem	**15** institutional partners **10** public events, fairs, congress
Themes	**AI**, Robotics, Audiovisual Technologies, Coding, IoT, **digital wellbeing**, …

DigiCraft
The Challenge of Balancing Sustainability, Innovation and Local Relevance

at school

teacher training

DigiCraft footprint FY26

201 active schools (new trainings) plus **254 centers of reference** (before trained)

3 new open calls for 80 new schools in Extremadura, Valencia and disseminated under deserved schools

Adventures: **300** teachers trained through **4 new open calls** to schools in Galicia, Madrid, Cantabria and Baleares.

Future Classroom: **21** training sessions to reach **400 teachers** in **10** regions

online

124 open and free lesson plans available with **2 new sections** on **digital wellbeing**

■ New calls

■ Active schools + CoR   ★ labs

Skills Upload Jr
Building a network of European allies

European Initiatives led by the Spanish team

European partnership with **Save the Children**: Creating content on Digital Wellbeing for the SUJ programme based on research, expert input, and young people's perspectives.

Partnership with **Ambitious about Autism**: Piloting adapted content for students with autism, including training and validation by experts and young people.

Partnership with the **University of Salamanca**: Strengthening the MEL framework and conducting impact evaluations in at least 3 countries in the first year.

Partnership with **European institutions**: Integrating into the ecosystem to participate in future consortia and initiatives with public funds across Europe

Enhancing Our European Network by Tackling Key Issues that Shape Future Opportunities

Skills Upload Jr

connect | make | learn

Fundación Vodafone

Kliick and Tozi
Empowering the Digital Generation: Educational Initiatives for Young People

Kliick

Launching a **New Campaign** on TikTok and YouTube

- Target Audience: Young people aged 16 and over

- Focus for This Year: **Digital Wellbeing**

- Specific Topic: To be determined based on the Save the Children report

tozi

After the official launch of the app, we will develop a **campaign on social media**, **youth events**, and **in schools** to promote its download and use of resources.
Special focus on days closely related to young people, joining forces with our institutional partner.

incibe_
INSTITUTO NACIONAL DE
CIBERSEGURIDAD

Fundación
Vodafone

Volunteering Hub
Engaging Teams in Spain to Promote and Support the Foundation's Work

'We build **together** a better future'

Promote Foundation's Work to VOIS Spain Employees: All Hands, Events, Viva Engage

Organise **Biannual Employee Activities** Based on Foundation Programmes.

Share Specific **Volunteering Opportunities**: Emergency Response, etc.

Fundación Vodafone

Timeline
One big "momentum" per quarter

★ • **DigiCraft Fairs** – Cantabria, Madrid, Castilla y León, Murcia
- Future Classroom Trainings for teachers and advisors
- Agreements for New **DigiCraft Calls for Schools**
- 1st **TOZI Campaign on Social Media**

★ • Partnership with **Save the Children**: Meetings with Experts and Young People, Co-design of Initial Content, First Research Publication
- **Content Creator Trainings** for Autism
- Definition of **MEL Framework**

- DigiCraft **Trainings** for Teachers, Educators, and Students (in the Classroom)
- Meetings with Young People and Experts, Data Collection in Centres to **Evaluate New Digital Wellbeing and Autism Content**

★ • 2nd **TOZI Social Media Campaign**
★ • **Kliick Campaign 2025**
- Presence at **SIMO 2025**
- **Joint Evaluation** According to the New MEL Framework

July – September 2025

January-March 2026

April-June 2025

October- December 2025

- Improvements to **Online Platforms** – Introduction of New Content (Digital Wellbeing and Others)

★ • **Back to School for DigiCraft** – Selection of Teachers and Centres, materials delivery and start of trainings
- Preparation for **Kliick 2025 Campaign**

★ • DigiCraft **Teacher's Campaign** on Social Media based on Open Digital Wellbeing Resources (**New Section** on Open Platform)

★ • **Presentation of the Research** with Save the Children (**MWC**)
- Campaign Around **Safer Internet Day** for Young People – TOZI and DigiCraft

Budget for FY25/26
Incomes and Expenses

Incomes from Vodafone Group Foundation **decreases by 5% YoY**. Expenses are adjusted accordingly, reducing by 6% YoY, to minimize the use of previous years' reserves (only €1.2k), resulting in a **total expenditure budget of €1.74 million**.

Budget	FY25/26	FY24/25
TOTAL INCOME	**1.742.555**	**1.828.761**
Income from Vodafone Group Foundation	1.620.000	1.706.206
Income from VOIS Spain (in kind)	122.555	122.555
TOTAL EXPENDITURE	**-1.743.830**	**-1.852.093**
Operating Expenses	-702.555	-664.887
Activity Expenses	-1.041.275	-1.187.206
NET RESULT	**-1.275**	**-23.332**

VOIS Spain will provide HR, IT, Legal, and other services as an **in-kind contribution**.

At the end of the fiscal year, **surplus reserves** from previous years will amount to **€466k**, ensuring resources to meet future commitments of current agreements (according to the risk mitigation plan).

connect | make | learn

Fundación Vodafone

Budget for FY25/26
Expenditure breakdown

Activity Expenses	FY25/26	FY24/25
TOTAL AE	1.041.275	1.187.206

Operating Expenses	FY25/26	FY24/25
Staff	500.000	475.000
Rent Expenses	10.000	10.000
External Expenses (contrated to VOIS Spain)	122.555	122.555
Non-project-related Dissemination Expenses	15.000	15.332
Other General Expenses	55.000	42.000
TOTAL OPEX	702.555	664.887
TOTAL AE & OPEX	1.743.830	1.852.093
Number of employees	6	6

Activity expenses decrease by **12% YoY**, as OPEX increases a 6% due to required external support and travel expenses.

Expenses for subcontracted services to VOIS and space rental have been adjusted according to the **new contracts**.
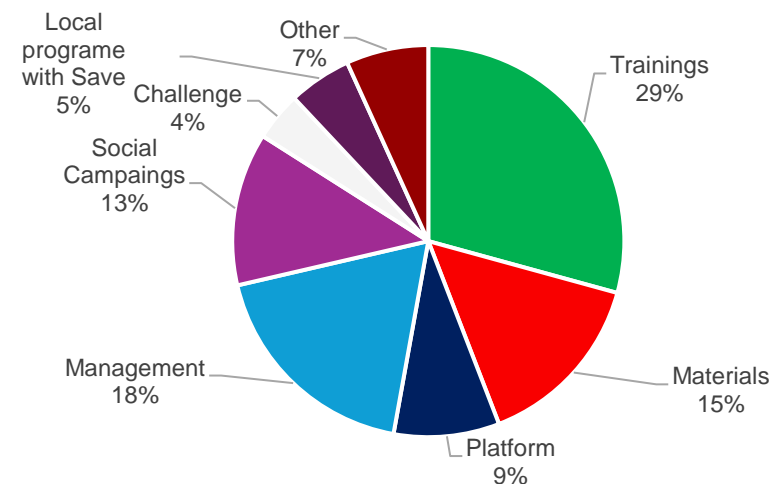
connect | make | learn

Fundación Vodafone

Budget for FY25/26
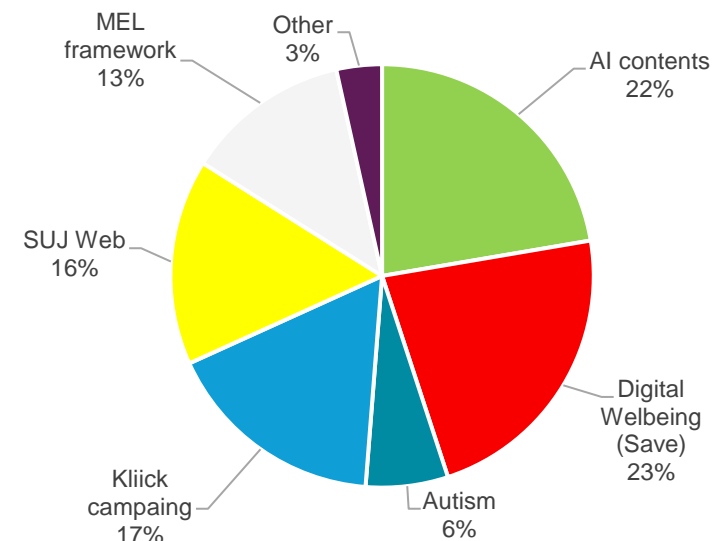## Budget breakdown by programme

100% of the **available baseline** is allocated to **DigiCraft** (trainings, platform maintenance, materials, evaluation), except for **Tozi**, which receives €50k for local promotion. This year, for better traceability, we separate **One Foundation initiatives** (led by Spain or implemented in Spain) and resources.

ACTIVITY EXPENSES	FY25/26	FY24/25
DIGICRAFT	673.210	1.137.206
SKILLS UPLOAD JUNIOR	318.065	0
OTHER ACTIVITIES	50.000	50.000
TOTAL	1.041.275	1.187.206

DigiCraft budget breakdown

Trainings 29%
Materials 15%
Platform 9%
Management 18%
Social Campaings 13%
Local programe with Save 5%
Challenge 4%
Other 7%

One Foundation budget breakdown

AI contents 22%
Digital Welbeing (Save) 23%
Autism 6%
Kliick campaing 17%
SUJ Web 16%
MEL framework 13%
Other 3%

Action Plan for FY25/26

Fundación
Vodafone