

## Press release

5 October 2011

Every vote counts: Think Big at the German Prize for Civic Engagement 2011

**MUNICH/Germany. The Think Big initiative of Telefónica Germany and the German Children and Youth Foundation (DKJS) has been nominated for the German Prize for Civic Engagement 2011. Everyone can submit their vote for Think Big at [www.deutscher-engagementpreis.de](http://www.deutscher-engagementpreis.de) until 1 November. The German Prize for Civic Engagement has the goal of making volunteer engagement more visible in Germany and to help it achieve more recognition.**

If Think Big wins, Telefónica Germany will donate the prize money of 10,000 euros to the organisation *Jugend Medien Demokratie – Initiative junges Engagement e.V.* to set up a youth centre. The Berlin association founded by youth supports young people as they grow into politically conscious and responsible people. The new youth centre is to help create space for youth initiatives, allowing them to network with each other and to jointly spur on youth work. It is both a drop-in centre and a platform for young citizens and shapes the local environment in a youth-friendly and lively manner.

### 20 projects are in the finale

Twenty outstanding projects were selected and nominated by an independent jury from over 1,000 institutions for the audience prize. One of them is Think Big of Telefónica Germany and the German Children and Youth Foundation. With the programme, the company is supporting youth to become active with their own ideas in society. Under the motto "Our neighbourhood. Our idea" 14- to 25-year-olds can place their proposals for improving their environment on the platform [o2thinkbig.de](http://o2thinkbig.de). Telefónica would like to reach more than 50,000 youth with the programme by 2015. Already this year more than 4,000 young people in Germany have become involved for their environment with projects in the areas of music, art, sports, social involvement and environmental protection.

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“We are pleased that we’re in the finale of the German Prize for Civic Engagement and hope that as many as possible who are persuaded by Think Big will vote for us. The nomination shows us that we’re on the right track with the initiative and our plans for the future,” says René Schuster, CEO of Telefónica Germany. The award is presented by the Bündnis für Gemeinnützigkeit [Alliance for Benefit to the Public], a merger of large umbrella organisations, independent organisations of the Third Sector as well as experts and scientists.

**Think Big** is a social programme sponsored by Telefónica Europe that supports young people in the markets where the company is active through its O<sub>2</sub> product brand. Think Big started in Germany in 2010 in partnership with the German Children and Youth Foundation (GCYF) and with the support of Federal Minister of Families Kristina Schröder and rapper Kool Savas. Under the motto “Our neighbourhood. Our idea.”, Think Big 2011 supports the involvement of young people in their local environment. It was developed in collaboration with the Fundación Telefónica and builds on the latter’s globally recognised expertise in social and cultural issues. Many Telefónica employees have already taken part in the trust’s Proniño programme, which supports schooling and training for more than 163,000 children in South America.

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