



DIGITAL CULTURE



Alongside its infrastructure project, Telecom Italia has promoted various initiatives to improve digital literacy, the technological equipment used by the population and the use of services that make the most of the potential of the internet. For this purpose, Telecom Italia has used a variety of strategies (from conferences to field trials and financing start-ups) in order to explore and promote the potential applications of digital technology in many areas of social and economic interest: schools, services provided to citizens by Public Administration, applications aimed at people with disabilities, innovative solutions targeted at businesses, industrial areas, cities.

One example of these is sponsored initiatives aimed at increasing awareness of solutions designed to improve the efficiency of public administration processes: from electronic invoicing to graphometric signatures, from digital identity services to administrative and health certification. E-Government services can contribute to improving the efficiency of Public Administration, making the services offered to citizens quicker and simpler and reducing the costs of bureaucracy.

[G4-EC8b] Not surprisingly, the European Commission has identified promoting the development of e-Government services as one of the main objectives to be achieved in implementing the Digital Agenda.

[G4-EC8b] Digital skills have a crucial role to play in our society and have been one of the key factors in allowing economies to achieve a competitive advantage over the past twenty years, as shown by much of the work carried out by the OECD or promoted by the European Commission.

[G4-DMA Indirect Economic Impacts] In this respect as well, the Digital Agenda asks Member States to take action to broaden knowledge of digital tools and increase the number of people with evolved digital skills, particularly by disseminating ICT technologies in schools, which become key enablers in the development of new skills. In this context, schools must make a radical change in the way they plan and provide education, and in the way pupils, teaches and parents relate to one another. Because of the importance of this subject, the European Commission constantly monitors the speed with which digital technologies are being introduced in schools and in teaching processes. A recent report prepared by the European Commission shows that the presence of Internet-connected computers is a critical factor at all levels of schooling in Italy. The Group, moreover, looks favourably on and, where appropriate, supports social, cultural and educational initiatives aimed at the advancement of the individual and the improvement of living conditions.

[G4-DMA Local Communities]

Material issues in this chapter:

- innovation managementⁱ
- network coverage and Disaster Recoveryⁱⁱ
- anti-corruption programmes

Relevant company policies:

Code of Ethics and Conduct of the Telecom Italia Group, Human Rights Policy, Anti-Corruption Policy, Internal Control Reporting Procedure, Board of Auditors' Reporting Procedure, Telecom Italia Group Guidelines for voluntary contributions to the community, Guidelines concerning the relations between Telecom Italia and Local Administrations and other Local Entities, Guidelines concerning stakeholder engagement in Telecom Italia, available at telecomitalia.com.

Effectiveness and monitoring:

in order to monitor the effectiveness of management processes and ensure the monitoring required by business procedures and internal control structures, the Company uses some numerical KPIs. This chapter sets out the ones that relate to training on anti-corruption procedures and on corruption uncovered in the Company and among its suppliers. Also important are the KPIs that relate to local broadband infrastructure coverage, as set out in the *Digitisation, connectivity and social innovation* chapter.

ⁱ This subject is also dealt with in the *Digitisation, connectivity and social innovation* chapter.

ⁱⁱ This subject is also dealt with in the *Digitisation, connectivity and social innovation* and *Being sustainable in Telecom Italia* chapters.

The following table summarises the Group’s community investment strategy, which is also planned according to the inclusion and materiality principles of the AccountAbility 1000 standard (see *Note on methods*).

MACRO AREAS OF INTERVENTION	PROJECT IDENTIFICATION	PROJECT IMPLEMENTATION
<p>The two main areas of intervention as regards investment in the community are the following:</p> <ul style="list-style-type: none"> ■ voluntary activities consistent with the Group’s core business, associated with the provision of ICT services¹; ■ activities aimed at the general development of the community mainly including the activities of the Telecom Italia Foundation. 	<p>Telecom Italia identifies the projects to be implemented by the following means:</p> <ul style="list-style-type: none"> ■ consultation with the stakeholders and direct contact with civil society organisations; ■ partnership projects with stakeholders and associations; ■ benchmarking against the other European TLC operators; ■ involvement in industry associations; ■ sharing knowledge of industry-related issues with the other Group Functions; ■ external lobbying in response to social emergencies (e.g. earthquakes). 	<p>Each project is implemented in 4 stages:</p> <ul style="list-style-type: none"> ■ planning: which identifies the objectives to be achieved, the beneficiaries of the project, the timescales of the individual activities, the overall duration of the initiative, the methods used to monitor the project and the budget; ■ selection: <ul style="list-style-type: none"> ◆ through public tenders; ◆ by direct decision of the Company, following the stakeholder consultation process, consistent with the guidelines for voluntary contributions to the community²; ■ management: normally administered through partnerships or framework agreements. Sometimes cash disbursements are made, leaving the management of the activity to the beneficiary organisation/association; ■ control: takes place in different ways according to the specific features of the individual projects.

In the projects they implement with Communities, the Group companies interact with:

- civil society: all citizens and people with special needs (young people, elderly people, disabled people, etc.), their representative associations and non-profit organisations in general;
- institutions: local authorities and central, national and supranational institutions;
- university and research institutions;
- traditional media and social media.

¹In this chapter, only those products/services provided at no charge are reported, while those which, although they have a significant impact on the community, are provided for payment, are included in the Digitisation chapter.

²The guidelines for voluntary contributions to the community are available on the telecomitalia.com, website, sustainability section, under codes and policies, environmental and social policies.



RELATIONS WITH LOCAL COMMUNITIES

[G4-DMA Local Communities] Telecom Italia undertakes on a daily basis to ensure that its relations with public administration and local government bodies are lasting and satisfactory, in the belief that this is the only way to create the conditions for both parties to grow, allowing local authorities to improve the quality of life of their citizens and Telecom Italia to achieve its business objectives.

In order to achieve this, Telecom Italia prioritises respect for the rights of local communities in its operations and offers to provide solutions suited to the needs expressed by local authorities on issues related to communication technologies, identifying requirements that arise spontaneously and informing local authorities about technological innovations that can improve quality of life and the dissemination of the digital culture.

Telecom Italia has a central department entirely dedicated to managing relations with local authorities which, amongst other things, coordinates relations between local offices and local authorities, particularly through the “local accounts”. Furthermore, working with other relevant sectors in dealing with specific issues, this central department:

- determines the criteria used to select the local authorities with which to establish relations, and the ways in which these relations are to be managed;
- assesses the risks and opportunities arising from such relations;
- establishes priorities;
- contributes to drawing up agreements with local authorities;
- listens systematically to all requests and reports from local authorities and directs them correctly to the relevant departments within Telecom Italia;
- organises listening sessions and information meetings;
- supports the other departments of Telecom Italia if they need to implement a project that has a local impact;
- organises sessions with local accounts to share information about relevant matters;
- performs a facilitating role for the implementation of projects

As the primary mission of Telecom Italia is to supply ICT services, specific attention is paid to organisations that are involved in these services, in particular those dealing with:

- upgrading and developing networks;
- improving public ICT services;
- broadband coverage;
- digital inclusion of a social type;
- implementing the Digital Agenda

Joint projects between Telecom Italia and local authorities are managed in a way that specifies the roles and duties of each party, formal control mechanisms and measurement tools. Telecom Italia promotes the formation of joint control committees, i.e. committees formed of representatives of all the parties involved. The composition and objectives of the committees are determined according to the specific requirements of the project and provide for the presence of stakeholders without any kind of discrimination, in particular without gender discrimination.

In full compliance with the principles of transparency and accountability, Telecom Italia responds flexibly to requests, regardless of how they are received.

[G4-SO1] Given the ubiquity of its network, the Group has relations with local authorities in all regions where it operates and always assesses the impacts of its operations and development plans, regardless of the type of intervention, which in any case is always carried out in full compliance with current legislation and with the needs of local communities.

[G4-SO2] The potential negative impacts arising exclusively from excavations for installing cable ducts or positioning radio base stations, are mitigated through the use of low environmental impact technologies, such as mini-trenches, and thanks to prior agreements with local authorities, e.g. regarding aerial installation sites.

In Brazil, in particular, environmental protection institutions are regularly consulted when deciding on where radio base stations should be positioned and multifunctional structures are used which improve the data transmission quality and can be used for public lighting and video surveillance at the same time¹.

E-LEARNING AND EVOLVED DIGITAL EDUCATION

The demand for evolved educational services has undergone a profound transformation in recent years. The focus has shifted from the simple electronic use of content to disseminating and sharing knowledge by new methods that are more engaging for young people, based on Web 2.0 models. The solutions already integrated in the Telecom Italia e-learning platform and the prototypes of the ones developed by analysing the requirements of the educational world, meet the demand for evolved services based on collaboration, communication and the involvement of end users.

eSchooling

The younger generations rely on technical innovation on a daily basis, even through social communities and the countless sources of information present online; this context requires the identification of new digital teaching models in keeping with the styles of acquiring knowledge and skills.

The project, starting with the technologies adopted and/or adoptable in the school context and a new form of participatory education, has defined and validated a “digital teaching model for schools” which is sustainable and capable of integrating technologies (even “social” ones) effectively, to support new learning processes and extend them outside the classroom.

The project ended in 2015 and the technical and scientific objectives achieved were:

- to devise an educational communication model supported by digital technologies in all the intra-inter-extra curricular relations for the promotion of a Learning Community;
- to devise a learning support model, which moves towards “support for cognitive processes” and overcomes the traditional paradigm of the “presentation of content”;
- to devise a methodological and educational publishing model that offers a flexible publishing format;
- to identify and develop a digital education model that incorporates the specific models identified and is based on specific educational and methodological standards;
- to develop prototypes for the various models identified.

¹ TIM Brasil has launched the Biosite, a metal pole that supports all the equipment needed to install a radio base station inside its own structure (adjust formatting) as better explained in the *Environmental protection* chapter and in the CSV sheet *Biosite*.



Digital Culture Projects

The common denominator of all the projects is the establishment of participatory, equitable and stable relationships and replicable intervention models both inside and outside. These initiatives are part of the Corporate Shared Value activities #ilfuturoèditutti, an activities programme based on creating shared values with the communities the Company operates in. EducaTI is a CSV digital education project developed for students, teaching bodies and families, a multi-annual synergistic programme which plans the implementation of a series of complementary initiatives carried out in collaboration with the Ministry of Education, Universities and Research (MIUR) and with some institutional partners of excellence. The main ones are listed below:

- **Programme the future:** the Group was the first company to sign up, in the role of “Founding Sponsor” partner, to MIUR’s “Programme the future” initiative to encourage the introduction of computational thought and coding to primary school students. The initiative is being implemented by CINI (Consorzio Interuniversitario Nazionale per Informatica - National Inter-University Consortium for Information Technology). The Company is contributing in three ways, providing economic support (by supporting the activities and awarding prizes for the most deserving schools) through communication (with initiative development activities through the website telecomitalia.com and the Group’s social channels) and providing corporate volunteering. The Company provides volunteers (over 400) from its staff to offer support and tutoring to teachers and students. The commitment will allow it to achieve the objective of ensuring the presence of its staff in around 4,000 classes over the three years of the plan. The initiative was started at the end of 2014 and will be carried out for the next three school years. At the end of May 2015 an awards ceremony was held at MIUR for the end of the first year of the initiative which saw over 300,000 students take centre stage, around 2,100 schools participate and 16,500 classes get involved. October 2015 saw the start of activities for the second year; specifically, TIM4CODING” was held on 8 October, a day when 100 volunteers provided teaching support to teachers and children in 100 schools to encourage the introduction of computer science to schools.
- **A Social Life:** during 2015 the Group renewed its collaboration with the Postal and Communication Police to run the second edition of the “A Social Life”, a road show, aimed at raising awareness among young people on the topic of online security and the dangers connected with being uninformed about the use of the internet and Social Networks. The project was organized by the External Relations Office and the ceremony by the Secretary’s Office of the State Police in collaboration with MIUR. The educational tour on legality on the web was developed throughout the country, in all regions and in several cities and small towns where the Company organized events and presentations by representatives of Marketing and Security departments on the topic of Internet safety and communication activities through the Group’s corporate website and social channels. A “Handbook for young surfers: the rules for safe browsing” was created, in collaboration with the State Police, with 10 virtuous behaviours that a “social” teenager should follow on the Internet. The brochure was distributed during the stages of the tour. The second edition of the initiative came to an end in June 2015, visiting 55 cities and involving 400,000 students in schools and over 100,000 in city and town squares.
Moreover, a special edition of the tour was put together for Milano EXPO, offering visitors truck entry and parking at the Fair (9 and 10 May) and a special corner was set up for the State Police within the Company’s temporary store.
- **YouTeach:** is a creative contest set up in collaboration with MIUR for high schools throughout the country involving the creation of videos in which, in a reversal of roles, students conduct a lesson for their teachers on the use of social networks. The aim of the initiative was to involve 10% of the 5,000 secondary education schools and receive 50 video productions. The classes participating had to prepare and film a lesson, using a smartphone, lasting no more than five minutes and addressed to teachers, on the responsible use of Facebook, Twitter, Instagram or YouTube. The contest rewarded the films received (around 120) which best conveyed the learning process of the social tool and its value as regards the digital culture to be disseminated at school.

- **TIMWebRulez:** is a digital education campaign starring ten webstars who will be the ambassadors of the booklet developed in collaboration with the National Police to disseminate the responsible use of the Internet among teenagers. The TIMWebRulez website also offers a section dedicated to scientific reflection on internet safety topics: ten real cases, news events, each linked to one of the ten rules, commentated by experts from the Postal and Communication Police and the Minotauro Institute of Milan.

The initiatives concerning the school environment include:

- **Technical applications 2.0:** an event organized in Turin with 20 schools during which an introductory lesson was delivered at the same time, which allowed around 1,000 students from primary and secondary schools in the city to acquire the first electronics/making/DIY (do it yourself) skills, encouraging them in the informed use of the new technologies through a problem solving experience and technological creativity.
- **TIM Young College:** an offer for students consisting of a package including a Tablet + connectivity + study contents.
- **Study Plan:** since 2009 Telecom Italia has partnered with MIUR in this project which aims to provide secondary school students who own a student card with offers in all goods sectors at favourable conditions. The group provides special offers for talking, messaging and browsing.
- **#TIMgirlsHackathon:** the Company organizes a hackathon¹ for girls in the last three years of high school. This coding opportunity allows them to experience the world of technology as key players, a total immersion of around 7 hours to bring out the feminine side of technology. This is a project with a great scope capable of involving young women who would like to become part of the technology world or who would like to gain familiarity with it but who are not confident enough of their skills.

Moreover, Telecom Italia is a member of the advisory board of SIC - Italian Safer Internet Centre - in the context of MUIR's Connected Generations project and it is part of the "ICT Coalition for Children Online" Association, a platform of around 25 European ICT companies (including some telcos and players such as Microsoft, Google, Facebook, Twitter, etc.) which help young European Internet users to address the risks and challenges of the web.

The digital culture is also the scope of projects aimed at bringing high quality cultural content and digital languages together, making the most of the interaction opportunities offered by the Web. In so doing, the Company is asserting itself as an innovative partner in the Italian cultural and artistic world. Using digital technologies generates shared value: Telecom Italia therefore assumes a role recognised by stakeholders who work alongside it in the various cultural sectors in which digital dissemination initiatives are run.

The partnership with Accademia Nazionale di Santa Cecilia takes the form of the PappanoinWeb project conceived for the purpose of bringing great classical music to the web. 2015 was its fifth year and it has been enhanced by the experience offered by "360° overview" filming technologies. Over the five years of the programme, the concerts offered have been watched by over 200,000 users in streaming on telecomitalia.com/pappanoinweb, thanks to the listening guides, exclusive interviews and the opportunities to interact with an expert musicologist at the Accademia during direct broadcasts. A big open air rehearsal also allowed around 2,000 colleagues to experience the excitement backstage, with the protagonists, and to view the real difficulties of a high level musical performance.

As regards writing we should mention the collaboration with the Eutopia webzine (resulting from a partnership between the Company and Editori Laterza) and the partnership with Scuola Holden, Turin, founded by Alessandro Baricco. The first fulfils the aim of drawing the public, particularly the young, into the debate about the prospects for a new European model of society. The second experiments with new ways of teaching and sharing ideas, knowledge and creativity through digital technology. The Web becomes a vehicle to allow the public to participate in master classes and special events happening in the School. The collaboration has allowed a pioneering multimedia laboratory to be set up and together we are implementing original dissemination projects, including the #wehaveadream social writing experiment. Scuola Holden also supports, with a working group formed by the best students, communication of all the stages in the travelling Digital Championship project, promoted by the Company and the Digital Champions association.

¹The word "hackathon" is a portmanteau of the words "hack" and "marathon", where "hack" is used in the sense of exploratory programming. It is an event in which computer programmers and others involved in software and hardware development collaborate intensively on software projects. Some hackathons are intended simply for educational or social purposes.



On the Brazilian front, the social investment strategy implemented by Tim Participações aims to promote the social inclusion of disadvantaged groups in Brazilian society, particularly children and teenagers, by running education programmes that support the corporate “without borders” concept even in the social sphere.

In 2013, the TIM Institute was founded with the aim of defining strategies and providing resources for the dissemination of science and innovation to support the development of the community in Brazil, particularly by means of mobile technology.

Four areas of activity were identified in which to develop projects:

- education/teaching
- application
- work
- social inclusion

TOOLS	STRATEGIC OBJECTIVES	PROJECT SELECTION AND MONITORING
<ul style="list-style-type: none"> ■ Partnerships with organisations, institutions and public and private entities. 	<ul style="list-style-type: none"> ■ Implementation of educational projects for the social inclusion of young people and teenagers. ■ Implementation of training projects to encourage daily use of the Internet and mobile phones as tools for social development and inclusion. 	<ul style="list-style-type: none"> ■ Projects are selected according to their relevance to the company’s strategies and requirements. ■ Initiatives are monitored and a final evaluation is carried out on completion. A report is drawn up for each project that provides a detailed description of the initiative and the results achieved, also in quantitative terms.

The following is a summary of the Instituto TIM *modus operandi*:

O Círculo da Matemática do Brasil (Brazilian Math Circle)

One of the greatest obstacles to scientific and technological progress in Brazil is the poor standard of maths teaching in schools. According to the Ministry of Education, only 42% of students in the third year of primary school can do simply arithmetic like addition and subtraction. In the Programme for International Student Assessment (PISA) 2012, based on the results achieved in maths by its students, Brazil came 59th on a list of 65 countries. By focusing attention on the first few years of primary school, the O Círculo da Matemática do Brasil project, working with its founders, professors Bob and Ellen Kaplan of Harvard University, introduces the Math Circle approach to the Country, perfecting and adapting its content to the Brazilian context. The strength of the Math Circle lies in its educational aspect, according to which student participation and reflection are fundamentally important for acquiring mathematical knowledge. In 2013, 7,000 lessons were held in connection with the project, involving over 6,000 students between the ages of 7 and 9 from 61 schools across the Country. The project began by training 50 teachers selected from public schools throughout the Country. The teachers attended a training workshop with Bob and Ellen Kaplan and learned to replicate the Math Circle approach in class with their own students. At the end of the period, an assessment of the project was carried out, which showed that in just three months the maths skills of students had increased by 5.7%. Over 14,000 lessons were held in 2014 at Brazilian public schools in the cities of Duque de Caxias (RJ), Porto Velho (RO), Belém (PA), Brasília (DF), Fortaleza (CE), Aracaju (SE), Salvador (BA), Porto Alegre (RS), Rio de Janeiro (RJ) e São Paulo (SP), involving 8,000 students and promoting the training of 200 teachers from the schools where the lessons were held. In July of the same year, three teachers were selected to take part in the 7th annual training held at the Math Circle Summer Teacher Training Institute, Notre Dame University, Indiana, United States, as ambassadors of the O Círculo da Matemática do Brasil programme. The impact assessment conducted at the end of the year showed that children who took part in the project improved their maths skills by 7.3% on average. In 2015, 12 cities and 5,546 students were involved in the project, and still are. Around June, 50 teachers began to take an active part in this training process, replicating the approach and taking responsibility for training a further 1,800 teachers. This will allow more

than 50,000 students in 20 Brazilian cities to enjoy the fruits of the teaching method.

TIM Faz Ciência (TIM Does Science)

The results achieved by Brazilian students in science are far from ideal. The PISA (Programme for International Student Assessment) science test conducted in 2012 placed Brazil in 59th place on a list of 65 countries. Out of the three areas assessed - reading, maths and science - the last was the one in which Brazilian students achieved the least satisfying results. However, during academic year 2014, more than 2,000 teachers in public schools across the country were able to apply a more interesting approach in science lessons. In the second half of 2013, Instituto TIM launched TIM Faz Ciência (TIM Does Science): an educational activity aimed at teachers and students in the 4th and 5th years of primary school. The project is intended to develop a set of resources aimed at providing guidance to teachers in teaching the foundations of scientific thought to children. The content explores the notions of definition, observation, formulating questions and assumptions, classification, verification, application and generalisation. Overall, in 2014, 70,000 students were invited to explore scientific notions and concepts in a more pleasant and effective way. In 2015, the programme involved over 125,000 students and 4,000 teachers and was adopted by 6 cities as a local training project.

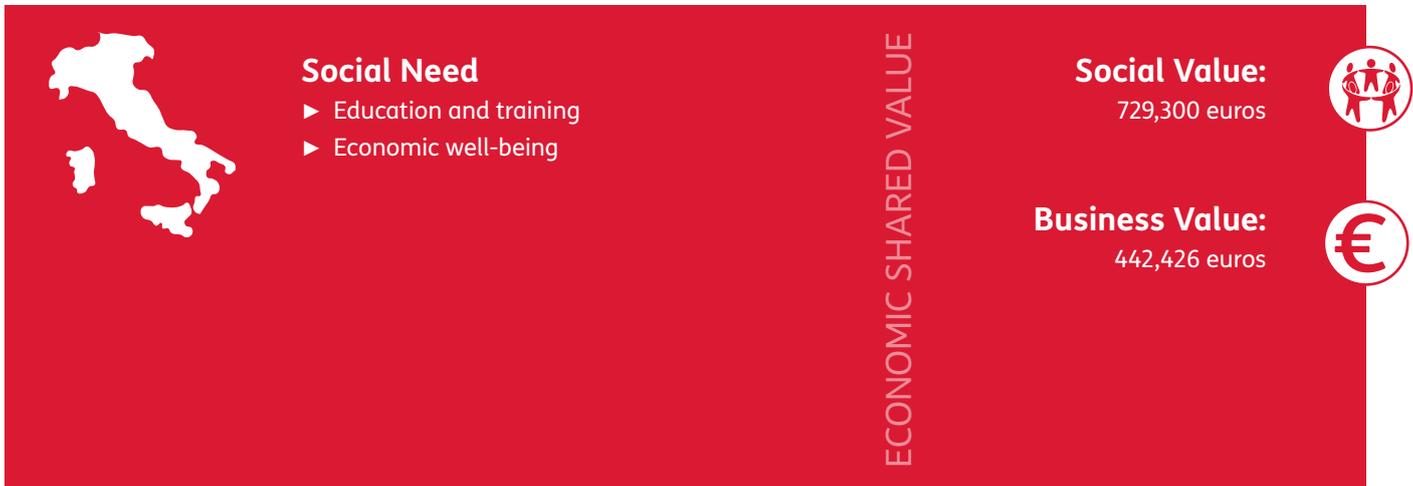
Further information is available in the Sustainability Report of Tim Participações and on the website en.institutotim.org.br.



Digital culture

CORPORATE SHARED VALUE PROJECTS

DIGITAL SCHOOL



Scenario

In recent years the advent of new computer technologies, the availability of faster and more evolved transmission networks and the introduction of social networks have allowed global contact to be established between individuals and access to information. This fast evolution process, supported by the rapid development of PC and tablet computer tools, as well as European standards and guidelines, has created a process of digitisation in schools in almost all EU Countries. Our Country is at 6% in its development of the European Scuola 2.0 [School 2.0] project according to the OECD survey. For the 2013/2014 academic year in particular, the latest report from the Court of Auditors notes that out of 180,000 students, 12,000 have a PC and of these 3,900 also have a tablet. Respectively 7% and 2% coverage in terms of standard equipment. This picture offers Telecom Italia great potential and the opportunity to become a decisive driving force for the Country's plan to develop digital education for young people, particularly in schools. In 2015, the Company played an active part in digital education with the EducaTI and Tim College projects.

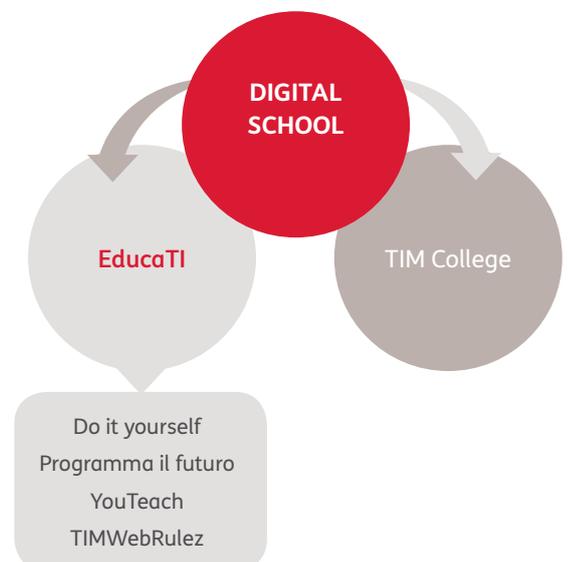
EducaTI

This project sums up the commitment of Telecom Italia to Italian schools.

As the ultimate place of learning, schools have to open themselves up to digital change. Having an Internet-connected PC in the classroom is no longer enough, teaching and learning methods need to be enriched, teachers and students must be taught to use technologies and make responsible use of the internet.

Telecom Italia has long been committed to making Italian schools smarter. 2015 was an important year because it contributed actively to the achievement of the Buona Scuola [good schooling] plan through the following projects (see more details in the boxes):

- Do it yourself
- Programma il futuro
- YouTeach
- TIMWebRulez





Economic Shared Value

Business Value:

- reach of over 22 million
- 136 press reports
- 233,351 page views
- 185,000 video views

Social Value: 608.000 euros

For additional values generated, see the individual projects

EducaTI

DO IT YOURSELF - Technical applications 2.0

Open source electronics with Arduino and visual programming with Scratch have arrived on the desks of 20 schools in Turin thanks to the Do it yourself - Technical applications 2.0 initiative.

The meeting was held simultaneously in 20 lower secondary schools in Turin and streamed live.

Organised by Telecom Italia, the event involved an introductory lesson to teach 1,000 students basic electronics/making/DIY skills, encouraging them to use the new technologies through a problem-solving and technological creativity experience.

The lesson was split into four parts, which allowed students and teachers to experiment with an example of a simple lesson in electronics.

The schools were supplied with hardware kits and the young people were guided during a practical lesson by a team of specialised teachers, with whom they followed a practical training process and completed the final mini-project.

A few figures relating to the project

- 20 lower secondary schools
- 4 themes dealt in the lessons
- 3 mini-projects carried out in class

EducaTI

Programme the future

The way in which digital natives approach new technologies involves a change in learning processes and educational paths. New media are increasingly becoming an unavoidable dimension for young people from their early years of life. However, ease of access, product and publication of content are not always accompanied by cultural growth, a capacity to reflect and critical skills.

Educating young users, responsible and aware of the new technologies, but also reinventing the way they study thanks to the web, experimenting a new way of being at school that combines studying and playing, it is essential for today's children and teenagers.

Italian schools have prioritised the teaching of IT as a purely technological discipline, necessary for the development of specific professional skills. Other European Countries have acted differently, and particularly the United States, with its enormously successful Code.org initiative, which set up the site of the same name.

Furthermore, as the reference partner for the project, to mark the European and world coding days, the Group organised two special project promotion initiatives, involving over 230 schools across Italy, in over 30 cities, amounting to 750 classes and 19,000 pupils in total, all of them simultaneously involved in the hour of coding.

A few figures relating to the project

- 370 schools involved as of 31/12/2015
- 1,871 classes planned
- 47,000 students involved
- 282 colleagues involved

YouTeach

YouTeach is a creative competition run by the Group with the Italian Ministry of Education, which resulted in the production of a video in which students gave lessons to their teachers on the use of social networks.

The classes involved had to prepare and film a lesson, using a smartphone, lasting no longer than five minutes, on the responsible use of Facebook, Twitter, Instagram or YouTube.

The Contest rewarded the films received which best conveyed the learning process of the social tool and its value as regards the digital culture to be disseminated at school.

A few benefits of the project

- highlight the benefits and advantages of using social networks and the internet in general;
- facilitate and contribute to disseminating positive opinions of the internet, as a good practice driver and accelerator;
- build awareness of a more informed use of the internet, involving students and teachers;
- encourage and offer young people creative and virtuous opportunities in using the internet;

A few figures relating to the project

- 100 video presented
- at least 2,000 students involved
- 100 teachers interested

TIMWebRULEZ

TIMWebRulez: is a digital education campaign starring ten webstars who will be the ambassadors of the booklet developed in collaboration with the National Police to disseminate the responsible use of the Internet among teenagers. The TIMWebRulez website also offers a section dedicated to scientific reflection on Internet safety topics: ten real cases, news events, each linked to one of the ten rules, commented by experts from the Postal and Communication Police and the Minotauro Institute of Milan.

Research presented last September at the international “Global Trends in Online Safety” conference run by FOSI, showed that in only 55% of cases do parents advise their children on how to manage their privacy online, while at school on 33% of teachers discuss Internet security with their pupils. Another research project entitled *La bruttezza immaginaria* [Imaginary ugliness], supported by the Telecom Italia Foundation and carried out by Professor Gustavo Pietropolli Charmet, also highlights a problem among teenagers that pushes them to isolate themselves, therefore staying away from the places normally frequented by their friends, and to immerse themselves in a virtual dimension characterised by the excessive use of new technologies.

This leads to the growth of phenomena like cyber-bullying, the creation of violent contents, messages of hate and racism, as well as aggressions, which increased from 39% in 2010 to 55% in 2014.

It is therefore fundamentally important to promote awareness-building campaigns that contribute to promoting good practice and virtuous behaviour on the Internet.

A few figures relating to the project

- reach of over 14 million
- 11,000 shares
- 178,000 likes
- 77,000 pages visited
- 4,000 young people registered to take part in the competition



TIM College

Economic Shared Value

Business Value: 442,426 euros

Social Value: 121,300 euros

The TIM College offer expresses the commitment to bring technology into Italian schools. The offer is aimed at people under thirty and is intended to boost digital schools, providing a sound instrument to help young people in their training and studies.

The Company was the first to launch an offer dedicated to students in May 2014, across the whole of Italy. The offer was subsequently relaunched in May 2015, introducing new content useful for students and changing the associated tablet. The current offer includes a Samsung Galaxy A Tab 9.7" LTE, with 4G connectivity, a data traffic bundle of 5 GB per month and a series of educational contents in digital format for young people between the ages of 14 and 18, including an English, French, Spanish or German language course and a maths course, both lasting for 30 months. The offer is completed by 21 classics of Italian literature, 3 manuals, a 50 euro voucher to buy digital school books at scuolabook.it and access to the Oilproject learning platform.

A few figures relating to the project

1,992 packs were sold in 2015 which, added to the previous ones, amount to a total of 5,300 customers, providing revenue of around 540,000 euros. The offer resulted in the distribution of 5,300 tablets, promoting the digital inclusion of students and an approach to a new way of studying, particularly thanks to two elements: the ability of equipment to support innovative 4G LTE connections; the included traffic data of 5 Gb per month.

The Company included a great deal of content for study and learning in the bundle, in order to boost digitisation in schools starting from students.

The adoption of digital text books not only promotes digitisation in the schools, but has also resulted in around 2,885 tonnes of paper being saved, with a resulting reduction in CO₂ emissions from paper production, and a saving of about 87,000 tonnes of water.

Customer interest was confirmed by a sign-up rate of 40%, which is a high level compared to data recorded for other similar offers.

Data at a glance:

- 442,426 euros of revenue resulting from the initiative
- 5,300 tablets distributed
- 90% reduction in the weight of backpacks
- 2,885 tonnes of paper saved
- 87,000 tonnes of water saved thanks to the purchase of digital school text books
- 121,300 euros distributed to customers

Digital school methodology

The Business Value is Telecom Italia S.p.A.'s revenue from TIM College offer.

The Social Value, which amounts to 729,300 euros, consists of the following:

- 608,000 euros: investments made by Telecom Italia to support the project EducaTI.
- 121,300 euros: value of an average bonus (first and second version of the offer TIM College) of 60.89 euro multiplied by the 1,992 students who have benefited from it.



PARTNERSHIPS WITH SCHOOLS AND THE ACADEMIC WORLD



Scenario

For a long time now we have been living in a “knowledge society” where knowledge is assuming a central role in economic, social and political terms, constantly fed by research and innovation. Universities are required to promote the direct application, enhancement and use of knowledge generated by training and research by collaborating with businesses and other local actors.

With this in mind, Telecom Italia has launched a new relationship model with leading universities and national and international research centres, which focuses on enhancing talent and developing key skills to transfer innovation to the Company. The goal is to strengthen the Company’s ability to innovate while at the same time contributing to the development of research and the training of young people together with schools and universities to contribute to bridging the gap between the skills required by the world of work and the education and training provided.

School and Business are two fundamental levels for economic development in a period of economic difficulty and transformation.

The “TIM-Network Scuola Impresa” project, sponsored by the Italian Ministry of Education, was set up in 2009 to transfer key skills, scenarios and evolutionary trends in the sector to students, promoting the image of the company across the country and enhancing the Company’s skills by promoting its dissemination externally.

Seven editions of the TIM Network Scuola Impresa Project were carried out between 2009 and 2015, with the annual involvement of 35 schools and as many teachers from Telecom Italia.

With regard to cooperation with universities, we would highlight:

- the funding of scholarships to encourage young graduates to study for post-graduate qualifications: 131 doctorate scholarships were assigned between 2011 and 2015, dedicated to the development of specific company research projects. For the 2015-2016 academic year, another 40 doctoral scholarships have been envisaged;
- collaboration with postgraduate study courses via the funding of 4 Master’s courses on subjects closely linked to business;
- a permanent national and European observatory on issues connected with digital innovation, job evolution and the respective skills for the development of new skills for young people;
- sponsorship for the “Tim Chair in Market Innovation” as part of the multiannual collaboration with Milan’s Bocconi University.

Telecom Italia’s collaborations with schools and universities play a full part in the activities and projects the company implements to create shared value for the business and society, strengthening the link with the local productive fabric. These



partnerships in fact boost local economic and social development and contribute to training personnel with specific skills in areas of interest to the company.

A few figures relating to the project

- 45 universities with which the Group has implemented partnerships
- 171 three-year doctorate scholarships funded (27th - 31st cycle)
- Over 1,000 hours of training provided by Company experts in 2015 in the academic and educational field
- 40 thesis writers managed in 2015
- around 56 interns in 2015
- around 2.3 million euros invested in cooperation projects with Universities in 2015

Methodology

The Social Value consists of the investments made by Telecom Italia to support the project.

PAPPANAINWEB



Scenario

Officially founded in 1585 and transformed over the centuries into a modern and internationally acclaimed symphonic and concert institution, the National Academy of Saint Cecilia in Rome combines an academic body of 100 members, which includes the most illustrious exponents of musical art and culture, with a symphony orchestra and choir among the most renowned internationally, while preserving an immensely rich historical heritage, reflected in its centuries-long history.

The PappanoinWeb project stems from the consolidated partnership between Telecom Italia and the National Academy of Saint Cecilia. A partnership created to promote culture by making innovative use of the Web, encouraging the dissemination of high quality content and the socialisation of classic artistic experiences, involving audiences and innovative content distribution channels. The internet and the increasing spread of connected mobile devices like smartphones and tablets are transforming the cultural experience, partly transferring it from offline to online (digital goods and services) and partly increasing the traditional ways in which venues, content and works are used.

Since 2011, the Group has been interacting with internet audiences to share the cultural values of the country, including classical music. All the concerts are streamed live and made available on demand on the telecomitalia.com/pappanoinweb website, where dedicated listening guides and further information are available. The project is aimed both at young people, allowing them to approach and appreciate cultural themes like classical music, and the not so young, who, attracted to the internet by cultural content of interest to them, gain familiarity with digital technologies, understanding their potential.

The 2015 edition of PappanoinWeb was split into 4 events with the live involvement of the Web audience, who used the dedicated live chat to share their excitement and interest on social media. Over its five-year programme, PappanoinWeb has been followed by 200,000 users connected by streaming, generating considerable interaction on social media.

In 2015, the online user experience was further enriched by new viewpoints thanks to the new 360° panoramic filming technologies. The over 60,000 “360° spectators”, in addition to the streaming users, who used the appropriate App, demonstrate that this innovation was welcomed with great interest.

A few figures relating to the project

- 5,226 streaming users (live and on demand)
- 200,000 streaming users (live and on demand) from 2011 to 2015
- 60,174 streaming users (live and on demand) “360 panoramic”

Methodology

The Social Value consists of the investments made by Telecom Italia to support the project.



TIM TEC



Social Need
Education and training

Risultati

- ▶ 16,626 students enrolled
- ▶ 17 courses published in December 2015 (24 published courses are planned by the end of February 2016)
- ▶ 20,000 students reached
- ▶ partnerships with 15 Brazilian federal institutes
- ▶ 7 MOOC platforms already published in partnership with federal institutes

ECONOMIC SHARED VALUE

Social Value: 

- ▶ 7.8 million reais (over 1.8 million euros)
- ▶ reduced environment impact: reduced CO₂ emissions thanks to the fewer journeys made by students

Business Value: 

improvement in reputation; over 50 press reports.

Scenario

One of the priorities of the Brazilian government is to increase the availability of professional and technological education courses. In 2011, the government launched PRONATEC - National Programme for Access to Technical Education and Employment – on which 6 million people are currently enrolled. One of the initiatives of PRONATEC is the e-TecBrasil Network, which provides free technical and distance learning courses.

The TIM Institute, which shares the same ideas as PRONATEC, has created TIM Tec, a distance learning platform that uses the MOOC (Massive Open Online Courses) concept. These courses, which are provided and made available for free on the platform, are intended for students attending high schools and technical colleges.

Anyone can enrol on the courses, which teach programming languages and how to create databases, websites, games and many other things. There are also courses for primary school teachers and others intended to improve the skills considered to be basic for the training of any professional, such as how to write well.

The technology and content of the TIM Tec platform are shared with the Federal Institutes of Education, Science and Technology, with the support of the Department of Vocational and Technological Education of the Ministry of Education (SETEC/MEC).

The source code of the system developed for the platform can be downloaded on GitHub, thus allowing teaching establishments to use it free of charge and adapt it to their requirements. The TIM Institute supports the Federal Institutes in the process of installing and using the platform.

The first pilot course was organised for students from the Cultural Training Centre of the City of Tiradentes in São Paulo and the Sul-Rio-Grandense Federal Institute (Ifsul).

With TIM Tec, the TIM Institute has confirmed its commitment to vocational and technological education in the Country thanks to an investment of around 8 million reais in the 2013-2015 period for the implementation of this project.

Methodology

The Social Value, which amounts to 7.8 million reais, consists of the following:

- 5.8 million reais: estimated from the hourly average cost of online education courses multiplied by the duration of a TIM TEC course (40 hours) and by the number of registered students.
- 2 million reais: investments made by Instituto TIM to support the project.