



---

**TELECOM ITALIA FOUNDATION**



## TELECOM ITALIA FOUNDATION

The Telecom Italia Group companies are particularly attentive to the needs of the Community in which they operate and implement wide-ranging initiatives and projects dedicated to their social and economic development.

The mission of the Fondazione Telecom Italia (FTI) is to promote the culture of digital change and innovation, promoting integration, communication, economic and social growth.

FTI can operate, in Italy and abroad, by the methods and with the tools that are considered appropriate in each case for it to achieve its statutory purposes.

In accordance with this mission, four areas of intervention have been identified :

- **Education:** innovation in teaching and education, promoting initiatives aimed at updating the technology in Italian schools and introducing radical innovations in educational methods and tools.
- **Innovation culture:** becoming a reference point for innovation culture through an annual international conference, two university lectures and research publications on topics related to business and the history of innovation.
- **Social empowerment:** promoting the processes of change taking place in society through new technologies for social enterprises, to help them “do good well”.
- **Historic and artistic heritage:** contributing to protecting a world-famous heritage, allowing it to be enjoyed, particularly by innovative means, to make our country ever more competitive.

The Foundation’s activities take place according to the following criteria.

TOOLS	STRATEGIC OBJECTIVES	PROJECT SELECTION AND MONITORING
<p>FTI operates by means of disbursements, the criteria and procedures for which are established by the Board of Directors, pursuing its goals by allocating contributions to projects proposed by third party individuals and non-profit-making institutions that fulfil the requirements set by the Board of Directors. As of 2015, in specific areas of its operations, FTI will be looking to manage projects itself</p>	<p>FTI works to disseminate a culture of innovation, in order to promote solidarity and civil, cultural and economic development. FTI operates without discrimination based on nationality, race or religion and intends to pursue the definition, implementation and promotion of initiatives and projects institutionally, operating in the following sectors in particular:</p> <ul style="list-style-type: none"> <li>■ <b>Education:</b> aiming to use technologies to transform educational methods and activities, using digital technology as an enabling factor for education and training, for both students and teachers.</li> <li>■ <b>Innovation culture:</b> a programme of annual lectures and outreach lessons in the field of scientific and technological culture is planned.</li> <li>■ <b>Social empowerment:</b> consists of promoting the better use of technologies in social enterprises, as well as good management practice and efficiency, in order to ensure that good is increasingly done well.</li> <li>■ <b>Historic and artistic heritage:</b> consists of implementing projects aimed at disseminating knowledge and enjoying heritage using new technological tools. Be it media used to digitise a museum’s archives or tools to revive ancient crafts and artisan excellence, projects are selected based on the collective usability of the result, with the aim of achieving cultural and social enrichment for everyone.</li> </ul>	<p>FTI was set up in 2008 as a corporate foundation operating in various fields, with a global and multisector approach, considering the multiple requirements of the community. The heart of FTI is the spirit of innovation, thanks to which the Foundation undertakes to work for an increasingly digital, cutting edge and competitive Italy, to improve people’s living conditions. This translates into the implementation of innovative projects aimed at promoting and disseminating science and technology and developing models, technological tools and systems to support social enterprises.</p> <ul style="list-style-type: none"> <li>■ Selection takes place by considering the social impact of projects, which must be measurable, sustainable and replicable, and giving priority to projects which, in keeping with Telecom Italia’s DNA, have a high technological, transformative and innovative content.</li> <li>■ The monitoring system is established according to the specific characteristics and objectives of each project. Monitoring is a requirement for all projects, whether selected by tender or directly. As well as being an eligibility requirement, it also provides an assessment parameter.</li> </ul>

2015 was a very important year for FTI, full of changes and activities. 2015 in fact saw the launch of **Lessons on progress**: a journey involving 10 stops (3 in 2015) intended to introduce young people to scientific culture. The idea for this format arose from a desire to create a new way of talking about science in a popular, emotive and infectious style, contrasting the technical explanations of a scientist with the more accessible ones of a person far removed from the academic world and able to bring scientific subjects and messages closer to a young target audience. The themes chosen for the lessons are among the most topical, delicate and hotly debated in the scientific and technological field, in particular, the first three lessons were the following:

- **Nanotechnologies** with Roberto Cingolani, Scientific Director of the Italian Technology Institute of Genoa and actress Claudia Gerini;
- **Neuroscience** with Salvatore Aglioti, Professor of Cognitive Neuroscience and Physiological Psychology and actor Antonio Albanese;
- **GMOs** with Michele Stanca, Chairman of UNASA and chef Davide Oldani.

The very positive results achieved, in terms of social network awareness, with the first lesson (760k Reach and 1.9m hits on Facebook and 723k Reach and 9.1m hits on Twitter) more than doubled for the third lesson (2.2m Reach and 5.5m hits on Facebook and 3.1m Reach and 94m hits on Twitter).

In the area of **education**, three important projects were launched: “Curriculum Mapping”, “I linguaggi della contemporaneità” [Contemporary languages] and “MirRobot”.

- The “Curriculum Mapping” project involves the creation of a platform to map curricula: it is a useful tool to facilitate the sharing of programmes between teachers of the same subject and between schools in the same education network, their supervision by head teachers, the orderly and integrated use of digital educational content by students. Mapping the curriculum means making the school *curriculum* and its component parts intelligible, shareable and transparent.
- The “I linguaggi della contemporaneità” [Contemporary languages] project is intended to reinvigorate and update the teaching of contemporary history in secondary schools, moving beyond the combination of text book and classroom lesson to integrate narrative strategies drawn from sources including television, cinema, theatre, photography and literature. The 15 classes involved in the project produced a multimedia proposal connected with a specific modern conflict, making the most of the opportunities for interaction and complementarity offered by a digital social platform.
- The “MirRobot” project consists of equipping the ITS (Biomedical Secondary School) of Mirandola, a city that was destroyed by the 2012 earthquake, with an automation and robotics laboratory in the biomedical sector, to offer students the opportunity to train in a growing technological sector and develop specific skills that are useful to their inclusion in the world of work. The laboratory organises robotics lessons and practice for ITS course participants. It will be useful for the ongoing training of company technicians and will be available to local students to introduce them to the world of technological innovation.

2015 also marked the third year of the TRIS project, which envisages the use of new technologies for educational inclusion to the benefit of students unable to attend school normally. The innovative strength of the project is that it not only helps disadvantaged students but is also concerned with the social networks that surround them. For students, specific attention is paid to welcoming them, to including them fully in the social life of the class and in the strictly educational aspects by involving them in lessons and collaborative activities with friends, both in and outside school.



The following were launched in the area of **social empowerment**:

- “BeeApp” the project against waste and hunger, run by Banco Alimentare with FTI. This is a smart phone app dedicated to food companies, allowing them to find out to whom they can send food that is no longer saleable but still edible.
- “DoLine” the first app connected with a Web platform that will allow medicines to be donated directly from your PC, smart phone or tablet, using a credit card, to people who can’t afford to buy them to treat themselves, thus contributing to the fight against health poverty.

Finally, two *Calls for Ideas* were held which received over 700 project proposals.

### **Initiatives involving employees**

FTI also looks within the founding company, with initiatives that promote the volunteering spirit of Telecom Italia Group employees actively engaged in social work with non-profit organisations. In 2015, the Foundation also confirmed a corporate volunteering initiative involving many employees (known as “angels”) from all over Italy who passionately and enthusiastically support the Foundation in its activities. Furthermore, the second Fondazione #Italiax10 event was held, with the involvement of people from the Group. Each employee was able to put forward a project involving a voluntary sector organisation.

For further information regarding the activities of FTI go to the [fondazionetelecomitalia.it](http://fondazionetelecomitalia.it) website.