

FONDAZIONE



PRESS RELEASE

TELECOM ITALIA FOUNDATION AND FAI: AN EDUCATIONAL PROJECT TO ENHANCE AND PROMOTE THE PROTECTION OF THE ENVIRONMENT AND THE ITALIAN LANDSCAPE

Telecom Italia Foundation has joined in partnership with FAI (the Fund for the Italian Environment) in the restoration of the landscape of the “Bosco di San Francesco (St Francis’s Wood)” at Assisi, an innovative educational and communication project directed at making children, young people and adults aware of the need to respect and protect the environment and the landscape as manifestations of the history, culture and civilisation of our country.

Rome, October 2nd, 2009

The Telecom Italia Foundation is taking part alongside FAI, the Fund for the Italian Environment, in operations to restore “Bosco di San Francesco (St Francis’s Wood)” at Assisi, one of the most important legacies of the landscape, history and culture of Italy, through an innovative project that brings together the protection of the environment, education and communication. Conducted inside the wood, Telecom Italia Foundation’s project is aimed at making children, young people and adults aware of the need to respect and protect the environment and landscape as manifestations of the history, culture and civilisation of our country, starting with the history and teaching of St Francis.

The intervention is entirely consistent with Telecom Italia Foundation’s mission to promote a culture of respect for and protection of the environment and the Italian historical and artistic heritage, developing new ways and means of using and spreading knowledge.

The project will unfold along the pathway that runs for two and a half kilometres from the Basilica Superiore of Assisi through the entire San Francesco wood and its eight hundred years of history, evidenced by more than 60 hectares of wood, olive trees and cultivated land, and on to the Chiesa di Santa Croce – the ancient part of the Benedictine Monastery – and the mill, dating from 1100, which is connected to the Church by the Galli bridge. This is a route that represents an extraordinary legacy of nature, history and culture, and which reiterates the fundamental elements of the teachings of St Francis: harmony between man and nature, peace and solidarity among men.

The educational project, conducted in partnership with FAI, is the beginning of a journey undertaken by Telecom Italia Foundation which is aimed at spreading and reinforcing awareness of the inestimable heritage of history, art and landscape of our country, whose protection and promotion are cardinal elements in the development of a society that is oriented towards the future and innovation, but which does not forget the value of the past and tradition. In this sense, the principal targets of the project to restore and enhance the San Francesco wood are young people, who are particularly aware of the values of the environment and solidarity.

Telecom Italia Foundation is one of the manifestations of the strategy of Corporate Social Responsibility of the Telecom Italia Group. It was established last December to reinforce the Group’s commitment in support of the community in which it operates, promoting ideas and projects aimed at improving people’s quality of life. The Foundation works in the social field, through educational and welfare initiatives dedicated to those categories and strata of the population which are less protected or in some way disadvantaged; by enhancing the quality of planning in education, training and scientific research; in the protection of the environment and the historical and artistic heritage of Italy.

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