

## PRESS RELEASE

### THE BOARD OF THE TELECOM ITALIA FOUNDATION APPROVES THE PLAN OF DIRECTION FOR THE THREE YEAR PERIOD 2009-2011 AS WELL AS THE 2009 OPERATIONAL PLAN

- Pledge of 1.2 million euro for the support of the Abruzzo region and its population deliberated
- 500,000 euro allocated for the launch in 2009 of a three year program to combat dyslexia in Italy
- The publication of two announcements of selection for social inclusion projects

### SALVATORE SETTIS AND CHICCO TESTA JOIN THE SCIENTIFIC COMMITTEE

*Rome, 28 April 2009*

The Board of Directors of the Telecom Italia Foundation, chaired by Professor Joaquín Navarro-Valls, today approved the strategic lines of direction for the three year period 2009-2011 as well as the 2009 operational plan.

Over the next three years the Foundation will focus its activities on the **promotion of the rights for knowledge, on study and training as factors enabling social inclusion** and on the development of personal autonomy. This directive will be distributed into the three areas of the Foundation's operations: the social field; education, training and scientific research; protection of the environment and historical-artistic heritage.

The 2009 plan foresees:

1. Projects created and developed by the Foundation and managed directly or co-managed with other partners;
2. Projects, selected through specific announcements, involving non profit organizations and associations and aimed at creating initiatives of benefit to the community.

With regards to the first type of projects, the Board of Directors of the Foundation - in line with the actions already initiated by the Telecom Italia Group in the areas of the **Abruzzo region** hit by the earthquake on 6 April - deliberated **two interventions**: a donation of 200 million euro to contribute to the immediate support for the population hit; a donation of 1 million euro to finance a restoration project for a piece of historical-artistic heritage damaged by the earthquake.

The Board of Directors also deliberated to define an agreement with the Italian Dyslexia Society to create a **three year program to fight dyslexia**, a learning difficulty that causes problems with reading correctly and fluently. Today this disability - which affects around 1.5 million Italians of which 350 are students - and causes people to abandon their studies subsequently leading to problems with self confidence and motivation for learning. The program of interventions - for an initial investment in the first year of around 500,000 euro - will go towards a screening campaign for the early recognition of dyslexia, to support teaching in the classroom and the protection of the right to study for dyslexic students in obligatory school.

The Foundation will also be responsible for the valorization of **Telecom Italia's Historical Archive**: the Board of Directors approved a series of initiatives for disseminating and sharing this knowledge both inside and outside the Group, involving academics, lecturers and students.

With regards to the second type of intervention, the Board of Directors of the Foundation approved the publication of two announcements of selection, which will be available at [www.fondazionetelecomitalia.com](http://www.fondazionetelecomitalia.com) by 30 June 2009.

The first, **"inclusion & work"**, is aimed at projects to encourage stable work placement for disadvantaged and marginalized people, through an appeal for models specific of professional training and assistance with the placement process.

The second **"teaching and new technology"**, refers to projects for schools based on the use of instruments of technology and innovation in teaching and for the creation and diffusion of multimedia lessons taken by high profile spokesperson on the important themes of the contemporary world.

"In only a few months since its creation in December 2008 – said Chairman Joaquín Navarro-Valls – the Telecom Italia Foundation, with the decisions taken today by the Board of Directors, is already in position to be immediately operational through a series of coherent initiatives and respective of our mission, that which favors social inclusion through lines of work and actions which see knowledge and training as factors for qualifications and impulse to forward-looking projects of people".

The Board of Directors also approved the nomination of two members to the **Scientific Committee**: Professor **Salvatore Settis**, Director of the Scuola Normale Superiore di Pisa and Professor of History of Art and Classical Archeology, for the support of intervention in the protection of Italy's historical-artistic heritage, and **Chicco Testa**, businessman and manager, for his proven experience on the theme of environment and environmental sustainability. The two new members join Professor Benedetto Ippolito, who entered the Scientific Committee on the nomination by the Board of Directors of 29 January 2009.

*The Foundation – just one of the ways in which the Telecom Italia Group pursues its corporate social responsibility strategy – was set up by Telecom Italia to advance the communities in which it operates by promoting ideas and projects that enhance people's lives. The Foundation supports socially-relevant educational and welfare initiatives targeted at vulnerable and disadvantaged members of society; operates to apply forward-looking projects to education, training and scientific research; to protect environment and historical-artistic heritage by developing leading-edge ways and means of disseminating and sharing knowledge. The Telecom Italia Foundation has a 2009 funding provision of approximately 5.6 billion euros, consisting of 0.05% of consolidated Telecom Italia Group EBITDA.*

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**Fondazione Telecom Italia**  
**Press Office**  
+39 06 3688 3492  
[www.fondazionetelecomitalia.com/stampa](http://www.fondazionetelecomitalia.com/stampa)