

Digital Champions Partnership



#ILFUTUROÈDITUTTI



DIGITALISATION, CONNECTIVITY AND SOCIAL INNOVATION

DIGITAL CHAMPIONS PARTNERSHIP

PROJECT NAME

Digital champions partnership

SOCIAL NEED

Financial wellbeing

WATCHWORD:

Digital technology as a channel for achieving social change.

RESULTS FOR 2015:

22 mln reach social
54.697 page views

ECONOMIC SHARED VALUE

85.000 €

THE PROJECT IN A TWEET

TIM and Digital Championship team up to foster technological innovation in telecommunications as a tool to improve day-to-day life.



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SOCIAL VALUE

22

MILLION REACH

82

PRESS RELEASES

54.697

PAGE VIEWS

5.205

VIDEO VIEWS



Scenario

Digital Champion is a role instituted by the European Union since 2012: an **ambassador for innovation** chosen by each member state of both the European Union and the European commission, with the aim of promoting the positive aspects of a digitally inclusive society. Digital Champions work alongside citizens, companies, governments and academia, to foster the **dissemination of digital technology** across communities, through the promotion of digital skills in education and e-government services.

Our target

A founding partner of the Digital Champions Association, **TIM has been crowned top industry partner** on the occasion of the opening ceremony, on November 20th, 2014. TIM's proximity to the project contributes to establishing a proactive network with other Italian innovators across the country; given the size and value of the players involved, Digital Champions is likely to **bring the issue of digital technology right at the heart of the ongoing political debate**. Our target is to build a positive and effective networking experience, offering the general public a chance to become part of the conversation, and raising consciousness about how each individual effort can improve the collective dimension of our society.

What we do

TIM plays a leading role in the digital transformation of our country, **by promoting innovation in telecommunications as a tool to improve people's everyday life**. Digital technology can represent a channel to achieve social change: that's why Digital Champions approach it as both as an enabler and as an educational and training tool, contributing to increase its social value (literacy, digital education), as well as its financial value (discovery of new markets/clients).

Digital Championship is a digital talent show devised and produced by TIM and the Digital Champions Associations: an innovation talent show that promotes the dissemination of digital culture in our country.