Awareness campaign on environmental issues

In June, under the Save Energy project, TIM launched an awareness campaign on behaviour to avoid waste of energy and natural resources, focusing on environmental issues and “green” culture.

The campaign, which lasted two months, was targeted at 45,000 TIM Group employees, who spent most of the day in offices throughout the country.

The initiative has been reserved a special visibility space on the home page of the company intranet, from which the Green Decalogue has been released: ten useful tips for an intelligent use of energy, also for the benefit of paper savings and to reduce water and gas consumption. Ten simple rules, by which each employee was invited to contribute to consume less, with positive effects, not only for cost item of TIM, but also for the environment issues.

To give greater prominence and effectiveness to the contents conveyed, the Decalogue was divided into 5 episodes, each of which presented 2 rules through a series of cartoons made by a colleague. Each episode highlighted, in everyday situations, the correct and more sustainable behaviour with respect to the wrong modalities and habits.

The driving force behind the initiative was the conviction that energy saving is a "responsible" practice that has no limits, except in the sensitivity, ethics and intelligence of each and that is achieved by acquiring adequate information on the possible alternatives in the choices of consumption and behaviour, in the knowledge that the impact of the activities we carry out daily, when we are in the office, has a not negligible weight (from the use of machinery and supports powered by electricity, to the consumption of water in the common rooms, to the cooling/heating of the rooms).

“Less waste less pollute”, therefore, the Decalogue has suggested sustainable behaviour and invited to the adoption of a green style for all those who care about the environment in which they live and want to adapt their daily behaviour because they consume (and therefore pollute) less.