

## PRESS NOTE

### TELECOM ITALIA WINS THE "PREMIO PER L'INNOVAZIONE" (PRIZE FOR INNOVATION) FOR ITS ARCHIMEDE PROJECT

*Rome, 12<sup>th</sup> June 2012*

This morning in Palazzo Madama Telecom Italia received the "Premio per L'innovazione" for its **Archimede project**: an articulated competition in which over 10,000 of the company's employees actively took part in. The President of the Senate, Renato Schifani and Francesco Profumo, Minister for Education, University and Research also attended the award ceremony. Progetto Archimede is a highly innovative project based on Social Network dynamics: the most efficient ideas, capable of improving the services provided by the company, were selected from the 28,000 suggestions received.

The prestigious prize was awarded to Telecom Italia by Confindustria during the "Giornata Nazionale per l'Innovazione" (National Day for Innovation) and is awarded to businesses that have stood out for having acquired project development capabilities and best practices capable of contributing towards the country's culture for innovation. The prize was awarded because Telecom Italia: "has created a programme for innovation starting from the lower levels of the company, and has given voice to the collective intelligence of a company from all levels exploiting the potential behind web 2.0 technology while bypassing the traditional logic of functional competence.

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