

## PRESS NOTE

### **TELECOM ITALIA: “NAVIGARE SICURI” (SAFE BROWSING), THE AWARENESS-RAISING INITIATIVE ON THE CORRECT USE OF THE WEB AIMED AT MINORS AND PARENTS, COMES TO FLORENCE**

**The tour of schools with Umberto Rapetto to talk about the secrets of online safety, which in this new edition will call at 10 Italian cities, will stop in the Tuscan capital on Wednesday 17 April.**

*Florence, 15 April 2013*

After the success of the last two editions, Telecom Italia's new Navigare Sicuri tour, divided into 17 stops in as many Italian cities to raise awareness among young people and teachers on the informed use of the web, comes to Firenze on Wednesday 10 April.

The meeting is scheduled for 11 a.m. at the Beato Angelico Middle School (via Leoncavallo 12) with the participation of Professor **Federico Tonioni**, psychiatrist and head of the outpatient clinic dedicated to *Internet Addiction* of the Gemelli Hospital in Rome, and the mum blogger **Anna Lo Piano** ([www.piattinicesi.com](http://www.piattinicesi.com)) and, together with students, teachers and parents, it will address the topic of internet addiction.

**Umberto Rapetto**, former Colonel of the Guardia di Finanza and IT security expert, and **Giovanna Giusti del Giardino**, coordinator of the Navigare Sicuri project, will be present on behalf of Telecom Italia.

After the stops in Bari, Trieste, Turin, Milan, Naples, Palermo, Bologna and Florence the Navigare Sicuri tour will call at Cagliari and then Rome. **Live streaming events on [www.navigaresicuri.org](http://www.navigaresicuri.org) and [www.rai.it](http://www.rai.it)**

Each stop, lasting 5 days, will involve city schools in interactive workshops with specialized personnel and in a plenary meeting where young people can address the topics identified as being the most urgent in collaboration with Save the Children: cyberbullying, identity theft, soliciting and the latest information on sexting, legality and internet addiction. Three new short films with open endings, made especially by the Holden School in Turin, specifically address the difficult problem of micro-prostitution among minors through the new media, the rules for surfing online without breaking the law and the relationship between real life and virtual life.

Public meetings will involve the student population and citizens in a broad consideration of web topics, giving actual examples of difficult situations and explaining the guidelines in order to put young people and adults in a position where they can deal with digital media safely.

The main protagonist is Umberto Rapetto (former Colonel of the Guardia di Finanza, previously commander of the Anti Technological Crimes Group and IT security expert) who, in schools throughout Italy and in live streaming on [navigaresicuri.org](http://navigaresicuri.org), will involve audiences in an awareness-raising initiative with the collaboration of Fattore Mamma and experts on the various subjects discussed. In fact in each region parent bloggers linked to the territory will be involved, who will promote a direct discussion between



parents and children, and teachers, sexologists and sociologists who will offer the experience of the most recent studies linked to the relationship between digital media and minors.

Navigare Sicuri is a national project by Telecom Italia dedicated to promoting and disseminating the informed and responsible use of the Internet and digital media among children, teenagers and their teachers. The initiative, which is implemented in close cooperation with the Ministry of Education, Universities and Research and relies on the established expertise of the Fondazione Movimento Bambino and Save the Children, has, over the last two years, already involved the attention of more than 200,000 children and parents in the country and aims to enhance the extraordinary potential of new technologies as a resource for gaining knowledge and socialising, finding information and growing, while avoiding its pitfalls as much as possible.

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