



## PRESS NOTE

### **TIM SUPPORTS THE INTERNATIONAL #GLOBALGOALS CAMPAIGN TO PROMOTE THE 17 HUMANITARIAN OBJECTIVES DEFINED BY THE UNITED NATIONS FOR THE SUSTAINABLE DEVELOPMENT OF OUR PLANET**

**“The Global Goals for Sustainable Development” campaign, coordinated by Project EveryOne, intends to reach 7 billion people in 7 days, to say: “It’s time to change the world”**

Rome, 22 September 2015

Together with other mobile and media operators from all over the world, TIM is committed to supporting the worldwide communication campaign “[The Global Goals for Sustainable Development](#)”, coordinated by the [Project EveryOne](#) organisation in collaboration with [The Global Goals](#) and [Global Citizen](#), in order to disseminate and raise awareness on the 17 objectives for the sustainable development of the planet, defined by the United Nations.

During the [Sustainable Development Summit 2015](#), scheduled for New York this coming 25-27 September, the representatives of 193 UN member states will, in fact, draw international public attention to the Global Goals, subscribing to 17 objectives and 169 targets contained in the "2030 Agenda for Sustainable Development". Overcoming hunger and poverty, fighting inequality and social injustice, putting an end to excessive exploitation of resources and facing up to climate change are just some of the thresholds to be achieved over the next 15 years.

TIM will be supporting the campaign from today until 2 October, involving its community in the sharing of the #GlobalGoals, thereby contributing towards reaching the final target of 7 billion people in 7 days to say "It's time to change the world".

Support comes from the websites tim.it ([in.tim.it/iniziativa/ambiente-e-sociale/](http://in.tim.it/iniziativa/ambiente-e-sociale/)) and telecomitalia.com ([www.telecomitalia.com/tit/it/ambiente-sociale/time-to-change-the-world.html](http://www.telecomitalia.com/tit/it/ambiente-sociale/time-to-change-the-world.html)), as well as from group social profiles monitoring the initiative through posts and dedicated tweets with the hashtag #TellEveryone and through which information will become available on [the events](#) connected with the sensitisation campaign. And as from 28 September, TIM will be sending its customers an SMS and newsletter to inform them about the project objectives on which the quality of life of the new generations depends.

The initiative will have extensive impact worldwide, supported by artists of the calibre of Pearl Jam, Beyoncé, Ed Sheeran and Coldplay, who will be performing in Central Park, New York on 26 September, during the [Global Citizen Festival](#).

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