

Press Note

TIM supports #GlobalGoals Week 2016 to promote and achieve the UN humanitarian objectives for a sustainable development of the world

#GlobalGoals Week 2016 is a week of events organised by the United Nations' General Assembly in New York, from 18 to 24 September. Mobile operators world-wide are involved to make people aware of the Global Goals with a common goal: "Connecting everyone and everything to a #betterfuture"

Rome, 19 September 2016

Again in 2016 TIM, together with mobile and media operators from all over the world, actively supports the communication activities aimed at sensitising the public opinion and raise awareness of the [Global Goals for Sustainable Development](#) defined in September 2015 by 193 countries and included in the [United Nations Agenda](#) for Sustainable Development. In fact, 17 goals have been set for "Transforming our world" by 2030, including ending poverty, dealing with climate change and fighting inequalities.

This is the context for the **#GlobalGoals Week 2016**, a week of events from 18 to 24 September launched by the [United Nations General Assembly](#) in New York, including the Social Good Summit, the Refugee Summit and the [Global Citizen Festival](#).

Mobile operators throughout the world are involved in the *Global Goals Mobile Campaign*, a communication campaign coordinated by the [Project EveryOne](#) organisation founded by director Richard Curtis, in collaboration with the [United Nations](#) and the [GSMA](#). The initiative puts the emphasis on "making a difference and showing your involvement" with the aim of creating a great global opportunity connecting around 3 to 4 billion people all over the world, thanks to the participation of the mobile operators and their customers.

TIM hereby confirms its commitment to the campaign, actively promoting the Global Goals on its website www.telecomitalia.com, dedicated tweets and posts on its social media channels and involving customers by sending them a text message and a newsletter to say: "Take action for a better world!"

Global Goals Week will have broad resonance internationally: in particular, the **Global Goals Mobile Show** will take place in New York on 24 September, with performances of the stars attending the *Global Citizen Festival*, including Jay Z, Beyoncé and Ed Sheeran.

TIM support goes beyond promoting *Global Goals Week* with the intent of generating social value for people, the environment and all stakeholders. The Group, in fact, is also in the front line through [Fondazione TIM](#), with several projects including education, culture of innovation, social empowerment and artistic heritage.

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