

PRESS NOTE

TELECOM ITALIA'S "NAVIGARE SICURI" INITIATIVE TO SENSITIZE CHILDREN AND EDUCATORS AS TO A CONSCIOUS USE OF THE WEB RESTARTS FROM AOSTA

From today till November 11 the Navigare Sicuri bus makes a stop in Piazza Chanoux and at the Martinett and San Francesco schools to illustrate the secrets to surfing the web safely to students, teachers and parents

Aosta, 7 November 2011

Telecom Italia's Navigare Sicuri initiative departs once more from Aosta after the success of the last edition. The project is meant to help raise awareness of the dangers present on the internet amongst school children, teachers and parents, helping them use the Internet in a safe and conscious way. The Navigare Sicuri team of experts will hold educational presentations involving children, teachers and parents at the Martinett school (via S. Martin di Corleans, 252) on the mornings of November 7 and 8 and at the San Francesco School (Piazza San Francesco, 2) on November 9, 10 and 11. Every afternoon the bus will stop in Piazza Chanoux where the team will carry out interactive activities and distribute literature specially designed for children and adults.

During the 2010-2011 edition of the tour the Navigare Sicuri (www.navigaresicuri.org) bus travelled approximately 12,000 km, involving more than 100,000 people in the schools and town squares of 20 cities in ten different Italian regions. In this second edition the bus will stop in 19 cities in the remaining ten regions of the country, completing its national tour: Valle d'Aosta, Liguria, Trentino Alto Adige, Veneto, Umbria, Marche, Molise, Basilicata, Calabria and Sicily.

Thanks to the five multimedia stations on the bus and the interactive whiteboard provided by Olivetti a team of Telecom Italia experts will accompany all the minors, teachers and parents on their journey of discovery, learning about the hidden dangers of the internet in a fun and innovative way. This year the Navigare Sicuri project opens up to the most popular social networks like Facebook, YouTube and Twitter with tailor-made pages on which all the activities associated with the tour will be communicated.

Geronimo Stilton, hero of the best-selling children's books, will accompany **children aged five to ten** on their journey of discovery of the Internet. The children will be able to play with the characters of Geronimo's home town, New Mouse City, and learn useful tricks for enjoying the internet in perfect safety, protecting their personal data, communicating any eventual risky situation to their parents and talking with adults to live and share the great adventure of the worldwide web serenely.

For children between the ages of 10 and 14 special content has been developed intended for those with a good knowledge of the internet and a degree of independence from their parents. The themes, on which the young users will be invited to interact, guided by the mascot Nick, touch on topics that children of this age group are particularly vulnerable to, things like cyber-bullying, identify theft and grooming.



Furthermore three mini-films have been created, with the collaboration of the Turin based Holden School, which illustrate a series of risky situations in which the young surfers might find themselves. Each video has an open ending where the viewer gets to choose from three options, and it will be the youngsters who choose which ending best suits the film.

Last, but certainly not least, a special section has been prepared for **parents and teachers** in which they can find information and updates on the relationship between youngsters and the Internet. The contents have been prepared by Telecom Italia with the aid of Save the Children and the Movimento Bambino Foundation founded by Professor Maria Rita Parsi. Furthermore an online advice service is also available, with which the user can ask about anything.

The initiative, which has been developed in close collaboration with the **Ministry of Education** and the contribution of the expertise of both the **Movimento Bambino Foundation** and **Save the Children**, aims to help young people make the best possible use of the extraordinary potential of new technology as a source of knowledge and a way to socialize, to learn, to grow, avoiding all the hidden pitfalls.

After the Aosta stop Navigare Sicuri will move on to Genoa from November 14 till 16.

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