

VODAFONE ITALIA SUPPORTS ENVIRONMENTAL EDUCATION

Catania, April 28, 2006 - The "VIVA VERDE" environmental education project, organised by the Municipality of Catania's Environment Department, is yet another example of Vodafone Italia's commitment, since 1996, to the enhancement and protection of the environment, by promoting awareness and responsibility in relation to environmental issues and the intelligent use of resources, starting with small daily gestures.

In 2000 Vodafone was the first in Italy to collect old mobile phones, spent batteries and unused accessories for disposal. In three years some 21.5 tons of material has been collected and correctly disposed of without damage to the environment.

In previous years, in 2004 and 2005, Vodafone has involved the very young in its projects: an awareness campaign on the issue of sustainable development was carried out in collaboration with a group of children who, with the help of their teachers, designed the information campaign urging everyone to "look at the world through the eyes of the future".

Moreover, for seven years Vodafone has been collaborating with Legambiente on two fronts, *Goletta Verde* and *Puliamo il mondo*, by making available its technology and services, above all information via SMS. Vodafone supports Goletta Verde's campaign to monitor some 8,000 kilometres of Italian coastline and seas, reporting on its progress using the company's technology and services. *Puliamo il mondo* is the Italian version of *Clean Up The World*, the global voluntary campaign involving over 40 million people in more than 120 countries. The aim is to clean up and remove rubbish from parks, streets, squares, rivers and beaches in cities throughout the world. Last year Vodafone provided a series of SMS and MMS services and its staff played an active role in cleaning up the squares of Rome, Milan, Naples and Bologna.