



COMUNE DI GENOVA

GENOVA PER NOI LAUNCHED, PROVIDING FREE INFORMATION ABOUT THE CITY TO MOBILE PHONES

The Municipality and Vodafone join forces to offer information on traffic, events and employment via SMS.

May 5, 2004 - **Genova per noi**, the SMS information service created by the Municipality of Genoa in collaboration with Vodafone, is being launched with the aim of making relations between the public and local government increasingly interactive. The start-up was announced today during a press conference attended by **Giovanni Facco**, the Municipality's Head of IT and Mobile Telephony Equipment, and **Mario Ruggiero**, Director of Vodafone Italia's North Western Region.

"This initiative," explained Giovanni Facco, "helps to bring local government closer to the general public by supplying information that is useful in everyday life. It is linked to the Municipality's aim of creating a direct line with the city, providing prompt information and services in electronic format, as we are already doing through the Tu6genova portal".

"We are especially pleased to announce the launch of this service in Genoa, a city that we are particularly committed to and which has become a firm friend to us in return," declared Mario Ruggiero. "Vodafone is also the Municipality's technology partner as it establishes an interactive dialogue with citizens. For a company such as ours, this means acting in accordance with the principle of social responsibility whilst, at the same time, extending the concept of customer closeness, as adopted by Vodafone ever since the Company's early days, to the field of local government".

The **Genova per noi** service enables any interested member of the public to have SMS with public information sent directly to their mobile, **free of charge** and regardless of the operator they use. This includes traffic information (including road closures and road works), local events (exhibitions, shows, conferences), information for the family (sales), civil protection (snow, flood alerts, freezing weather), employment and taxes.

To sign up to the service all users have to do is digit the word "Genova" on their mobile phone and send an SMS (charged according to their usual price plan) to the short number **4399028** for Vodafone customers, or **340 4399028** if the customer of another operator. In reply, users will receive a list of the available services with the relevant codes. At this point all one has to do to sign up is send an SMS with the service code (e.g. TRIB for "taxes"), or send several SMS messages in order to activate a number of services.

It is also possible to subscribe at www.comune.genova.it, www.tu6genova.it and www.vodafone.it, by filling in the form provided in the space dedicated to the initiative.

The **Genova per noi** service will be promoted via a communication campaign created by Vodafone. The advertisement shows the city of Genoa as imagined and drawn by children from Class II B at the Piazza Solari Elementary School, who are participating in the after-school programme. The campaign claim, *Let's look at the world through the eyes of tomorrow*, is the same being used for all Vodafone's Corporate Social Responsibility initiatives.

The campaign is to be run in the main local newspapers from May 6.

The drawings for the "Genova per noi – Let's look at the world through the eyes of tomorrow" campaign were produced by children from the Piazza Solari School in Genoa.