



**M. Gorbaciev and R. Levi Montalcini inaugurate Omnitel Vodafone's
"Libera Università delle Idee" Forum
The Earth Charter can be signed at**

Milan, July 2, 2001 - Today Mikhail Gorbaciev and Rita Levi Montalcini inaugurate Omnitel Vodafone's "Libera Università delle Idee" (Open University of Ideas) Forum. To coincide with the presentation in Italy of the Earth Charter, the two Nobel Prize winners have agreed to open the debate with their appearance inside the Forum. The idea behind the creation of the Libera Università delle Idee is to give the virtual community a space in which ideas relating to technological development and its various implications, from social and environmental to economic and cultural, can be discussed.

The themes behind the participation of M. Gorbaciev and R. Levi Montalcini in the opening are closely bound with the philosophy that brought the Earth Charter into being: "respect for the living community, environmental integrity, social and economic justice, democracy and world peace".

Among the objectives of the Green Cross, of which M. Gorbaciev is president, is "the construction of an industrial system based on the quality of life". It is therefore without doubt that only a growing widespread awareness of and acceptance of these goals can bring about the realisation of this aim.

For this reason Omnitel has dedicated a whole section of its site, , to the Earth Charter, where it is possible to read the document's contents and sign it.

The appeal the Nobel Prize winners launch from the <http://universitadelleidee.omnitel.it> Forum expresses the urgency of the need to create a world partnership for sustainable development, through the diffusion of "principle means of regulating the goals of sustainable development and reconciling mankind with nature".

The spread of ideas is one of the themes to which Omnitel, aware of its own social responsibility, has always paid attention, supporting initiatives with high social or environmental impact or, as in this case, creating a "web of intelligence", which allows the circulation and sharing of new innovative ideas. The principle theme of the Libera Università delle Idee forum is born from the assumption that increasingly, the protagonists of innovation (individual and collective) are generating a new force that is expanding in space and time, using and stimulating ideas and practices only seemingly far from the point of departure. To respond to this need Omnitel has made available a virtual space, where the exchange of ideas can take place openly and in full awareness.