



A Safer Internet, with WINDTRE's new course for parents

Consisting of ten modules, the educational course for all families expands the “NeoConnessi” programme

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To mark Safer Internet Day 2024, within the context of its NeoConnessi digital education project, WINDTRE is launching a new training course dedicated to families. The course, entitled “Digital families today: browsing together safely,” will help parents establish clear behavioural rules and good usage practices, in order to enable children and young people to explore all the opportunities of the internet, without all the risks. The content and materials were produced with the support of experts in the field.

Ten key topics are addressed within the training modules, from the use of digital devices, to privacy risks, and the role of artificial intelligence.

“WINDTRE has launched this innovative training programme for parents with the aim of providing concrete support to families in guiding their children towards a positive experience in the digital world. The project aims to help parents promote appropriate online behaviour, in order to guide their children towards a safe relationship with the online world,” explains Tommaso Vitali, Director of B2C Marketing & New Business and Sustainability Ambassador for WINDTRE. “The Internet offers considerable opportunities, but in order to use it conscientiously, it’s important to have the right tools available.”

The initiative is totally free of charge, and is part of WINDTRE’s commitment to making training on safe internet browsing accessible to everyone. At the end of the [online course](#), parents will receive a digital “badge” certifying the skills they have learned.

The “Digital families today: browsing together safety” course is part of the NeoConnessi project launched in 2018, dedicated to primary school students in years 4 and 5. At present, the NeoConnessi project has reached 7,000 schools, and over one million participants, and is expected to exceed one and a half million with the 2024 edition. Implemented in cooperation with the Italian State Police, the programme is supported by experts in the fields of psychology, pedagogy, technology, and education. Over the years, the feedback from families and teachers has been very positive, and has encouraged the company to further develop the project to include new initiatives.

The NeoConnessi digital responsibility project is a WINDTRE sustainability initiative developed to ensure maximum online safety, to protect the sensitive data and privacy of all its customers, and protect the most vulnerable groups, such as the young and the elderly, against potential online threats. The company aims to achieve ambitious results in the three ESG (Environmental, Social and Governance) areas by 2030, and has been promoting solutions and projects for years aimed at steering the country towards a more sustainable and inclusive future, with a quantitative approach and continuous tangible results over time. For more information, please visit the Sustainability section of the WINDTRE website: <https://www.windtregroup.it/IT/Sustainability/la-nostra-visione.aspx>

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