



WINDTRE illustrates the “Borghi Connessi” project at the event

The National Assembly of Italy’s Most Beautiful Villages, in Irsina

Rome, 5 April 2024 – From today through Sunday, the Municipality of Irsina, in the province of Matera, will host the **National Assembly of Italy’s Most Beautiful Villages**. This major association event serves as an opportunity to take stock of the initiatives carried out in 2023, and to plan the strategies for bolstering tourism among the country’s most beautiful villages.

The event will focus on energy communities, recovery, the repopulation of the territories, and the exploitation of tourism opportunities.

During the three-day event, **WINDTRE** will illustrate the “Borghi Connessi” sustainability project, which aims to promote the growth of small Italian municipalities through the dissemination of digital skills and smart technologies, with a focus on increasing digital culture and awareness among small municipalities, and carrying out initiatives that will benefit communities.

“Public and private sector collaboration is often the most effective way to accelerate digital transformation, and to have a positive impact on communities. In this context, WINDTRE has created the ‘Borghi Connessi’ project,” explains Alberto Pietromarchi, Wholesale Director and Sustainability Ambassador for WINDTRE, “which now has 92 affiliated municipalities, in order to help small villages overcome the cultural obstacles that sometimes hinder the spread of new technologies, and to promote fresh development through training courses dedicated to young people, the elderly, small businesses, and public administrators.”

“The Assembly of the Villages is an important event for the city of Irsina,” noted Mayor Nicola Morea. “It arrived after numerous years of work aimed at establishing the town on the national tourism scene as an example of a regenerated village, and also represents a starting point for tackling new challenges, also thanks to the support of companies like WINDTRE.”

The Village’s historical, artistic, and architectural marvels will be accessible thanks to the cooperation of the volunteers from the Universal Civil Service. The alleyways of the ancient village will host thematic exhibition stands, where participants can share information and opportunities, savour tasty treats, and enjoy natural spaces and panoramic views.

The “Borghi connessi” project is part of WINDTRE’s sustainability plan: a programme consisting of ten concrete, measurable, and integrated objectives. For years, the company has been promoting solutions and projects aimed at steering the country towards a more sustainable and inclusive future, and aims to achieve ambitious results in all three ESG (Environmental, Social and Governance) areas by 2030, in line with the UN 2030 Agenda. 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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