

press release

Bologna, 9th October 2017

“Digi e Lode”, the digitisation project that gives away 100,000 euros to schools

The new Hera Group’s project, with the involvement of families and citizens, aims to equip schools with new digital equipment

Online billing, direct debits, registering to online services, interactive apps for utilities management, separate waste collection and water services, not to mention digital customer meter reading and also Fast Check Up, a new digital tool that lets you understand how you are using energy and what you can do to reduce waste, to the benefit of the environment and your wallet.

From now on, by choosing to use one or more of these tools, made available to its customers free of charge by Hera, families and citizens will be able to accumulate points convertible into financial contributions to schools in order to fund digitisation projects. This, in essence, is the work of “**Digi e Lode**”, the new Hera Group’s project that aims to contribute to the digitisation of primary and middle schools within served areas, whether they be public or integrated private schools.

In keeping with the *Piano Nazionale Scuola Digitale* (National Plan for Digital Education) – which identifies digitisation as a strategic element for educating young people and for local development – “**Digi e Lode**” is based on the awareness of the rapid changes that characterise today’s world, in which scenarios are unfolding that until recently were unimaginable. But the skills and knowledge needed to deal with them can only be developed through a series of innovative tools that should be provided – above all – to schools, students and teachers.

“**Digi e Lode**” is part of the wider educational initiative, “The Great Global Machine”, which Hera addresses every year to local schools, sponsored by the Regional School Office.

Activate Hera's digital services and reward schools in your city

But, in practical terms, how does “**Digi e Lode**” work?

Simple: Every time a customer activates one or more of the digital services mentioned, it will help increase the number of points that will be shared among the schools in his/her town. The customer can also choose which school should receive the points obtained by filling in the form on the initiative’s dedicated web site, digielaide.gruppohera.it.

In this way, the points will be awarded to the chosen school and will acquire a higher value, being multiplied by 5.

In the current school year (2017/2018), the Hera Group will donate to the 40 schools of the area (30 in municipalities with more than 50,000 inhabitants and 10 in municipalities below 50,000 inhabitants) that acquire the highest number of points a total of 100,000 euros, that is 2,500 euros for each school, to be used for digitisation projects. All the information on how to participate is available on <http://digielaide.gruppohera.it/>

USEFUL LINKS

[Digi e Lode Project](#)

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Italy ranks 25th out of 28 in Europe in the Digital Economy Index

The National Plan for Digital Education of the Ministry of Education, University and Research contains the figures that led to the birth of “**Digi e Lode**”, a contribution that the Hera Group wants to lead to the development of the local area, in keeping with the business strategies that identify innovation as a cornerstone of development and according to the guidelines set out in the Global Agenda of the United Nations up to 2030. The document shows that Italy ranks 25th out of 28 in Europe in the Digital Economy Index, the indicator that measures digital transactions in the economy and in society. The index, which is calculated by considering, among other things, connectivity, the diffusion of digital skills (the human capital), the use of the internet and the digitisation of businesses, thus relegates Italy to the level of countries with the worst performance. Here are some figures that emerge from the National Plan for Digital Education: 70% of classrooms of Italian schools are networked, but generally in a way that is unsuitable for digital teaching; only 41.9% of the classrooms have IWBs (interactive whiteboards) and only 6.1% have an interactive projector; 15 year olds spend an average of 19 minutes a day on the computer in class compared with an OECD average of 25 minutes; 36% of Italian teachers say they are not sufficiently trained for digital teaching, compared to an OECD average of 17%.

“Innovation is a key lever that directs the activity of the Hera Group at all levels,” **says Cristian Fabbri, CEO of Hera Comm**, “and in this respect, the relationship between the company and local areas is no exception. That's why, through “**Digi e Lode**”, we want to contribute to the modernisation of the instruments available to the schools of our communities, collaborating in a rationale of shared values with municipal administrations, schools and families. Often customer competitions reward purchases, this project instead aims to activate a virtuous circle that encourages the development of digital behaviour in our customers. This behaviour, in turn, creates the conditions to enhance the digital equipment of our schools and thus the further development of a digital culture connected to the world of education of future generations.”