Education and Culture
Leonardo da Vinci
Pilot projects

1. Company ID

Company Name:	**TiConUno Ltd.**
Activity Sector:	Information Technology
Core Business / Main Activities:	Web agency
City/Country:	Milano/Italy
Year of Foundation:	1993
Number of Company Sites (2004):	1
Website (if available):	www.ticonuno.it www.muvilo.it
Number of Employees (2004):	Full Time 10 Part Time 0; Men 7 Women 3
Annual Turnover in 2004 (€):	450 000

2. Responsible Business Practices – Main Topics

Broad Area(s) of CSR Good Practices:	☐ Business Ethics ☐ Workplace ☐ Environment ☐ Marketplace ■ Community
CSR Issue(s):	■ Community engagement
Main Drivers to be Responsible:	▪ To differentiate the company from the competitors
Some Examples of CSR Initiatives in the Broad Area(s) Identified:	▪ Conservation of a patrimony that could have been lost ▪ Creation and diffusion of a collective memory ▪ Individualization of an active role of the museum users ▪ Internet diffusion
Are the Good Practices integrated into a broader Business Strategy? Yes/No? How?	No.
Business Benefits:	▪ Strong visibility and a good image on a very competitive market ▪ New potential customers (prospects)
Stakeholders/Beneficiary Groups addressed by the CSR Good Practices:	▪ Society at large
Benefits for Society/Stakeholders:	▪ Conservation of a patrimony that that could have otherwise been lost ▪ Creation and diffusion of a collective memory ▪ Individualization of an active role of the museum users ▪ Internet diffusion
To Whom and How did the Company Communicate their Actions:	▪ Radio: Radio Popolare Milano ▪ Newspapers ▪ Televisions ▪ Website ▪ Italian Institutes for Culture
Awards / Certifications / Marks of Honour:	▪ Listed by Unesco in the "Millenium Guide to Culture Resources on the Web": a CD attached to the "World Culture Report 2000" which signals the world websites as models of virtual museums dedicated to conservation and valorization of cultural heritage ▪ Listed in "The Best Italian Web Sites on the History of Italy" from "World Wide Web Virtual Library"
Difficulties Found in the Good Practices Implementation:	▪ Annual cost of the project
Sources of Further Information:	▪ Project Web site: www.muvilo.it

3. Responsible Business Practices – Description

TiConUno s.r.l. has been created in 1993 in Milano with the objective to supply editorial services in the cultural sector. Because of its tightened link with scientific and university communities, it has been an important actor in the spread of internet usage in Italy, organizing meetings and other events.

In 2000, one of the 2 company partners became passionate about photography and radio. Together with "Radio Popolare di Milano", he launched the idea of Muvi: "Virtual Museum of collective memory of Lombardia Region". The idea was to create a museum from the great photographical heritage lost in the family archives.

The Muvi project, a combination between a website and a radio transmission, invites web users and listeners to actively contribute to the virtual museum with images, stories, memories.

In that way, Muvi contributes to the fulfillment of the concept of social responsibility as a tool that values and preserves cultural, historical and territorial identities. The major particularity of the project is that the virtual museum presents a unique and real opportunity to gather such photographic materials: the pictures, often with small dimensions, are not suitable to hang on walls. Muvi contains more than 7.000 images and is visited by many Italian and foreign people.

Each week during the "Radio Popolare" transmission, pictures are accompanied by stories, comments, contributions etc.

Listeners and web visitors contribute to the progressive gathering of pictures: the original remains with its owner and the digital picture is uploaded on the website where each personal story leads to wider contexts becoming a tool to know political, economical, social and cultural history of Lombardia. A wide section is dedicated to immigration and emigration themes.

The aims of Muvi can be summarized as follows:

- conservation of an heritage that could have been lost

- creation and diffusion of a collective memory

- Individualization of an active role of the museum users

Muvi has been listed by Unesco in the "Millenium Guide to Culture Resources on the Web": a CD attached to the "World Culture Report 2000", which signals the world websites as models of virtual museums dedicated to conservation and valorization of cultural heritage.

Moreover, it is also listed in "The Best Italian Web Sites on the History of Italy" from "World Wide Web Virtual Library".

Muvi also includes another function: by connecting with a broad range of media such as radio with new media such as internet, it contributes to IT literacy of people who otherwise could be excluded. Elderly and unemployed people find the motivation to get close to computer and internet through Muvi. It frequently happens that entire families are involved in the project: the younger members of the family take care of scanning the pictures and sending them to the virtual museum and the older members take care of finding pictures, dating them and writing stories.

TiConUno has been investing about 10% of its annual turnover into Muvi project for the last 5 years.

Although the project didn't bring to TiConUno economical benefits that can be directly valued, Muvi gave the company a strong visibility and a good image on a very competitive market.

4. Training Exploitation

A). Additional Relevant Information concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)

This case can be used as an example of CSR good practices with the community.

B) Pedagogical Suggestions concerning the Exploitation of this Study Case in Training Situations (relevance criteria: broad area(s) of CSR good practices)

Topics for discussion:

- CSR involvement and personal passion / hobbies of actors

- The opportunity to put the company know-how at the service of the community (instead of developing CSR activities different from the core business of the company)