

La CSR e il ruolo del settore delle telecomunicazioni nella protezione on line dei minori: rendere massimi gli aspetti positivi del web e ridurre al minimo i relativi rischi

CSR and the telecommunication industry's role in protecting children online: maximising the benefits of the web and minimising its risks

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Abstract: The article presents a brief overview of the commitments made voluntarily by companies operating in the field of CSR (Corporate Social Responsibility) to respect the dignity of children. It also considers the use of children in the production cycle and discusses how products and services can be guaranteed not to harm them (protecting them as customers and consumers). Attention is focused on a number of initiatives taken by the Telecom Italia Group (which operates in the information and Communication Technology sector) to protect children surfing the web.

Keywords: Children and their dignity, Cyberbullying, Portal, Child pornography.