

## PRESS RELEASE

### TRIESTE PORT IS FIRST ITALIAN PUBLIC BODY TO GAIN “PAROLE O\_STILI” CERTIFICATION FOR RESPONSIBLE COMMUNICATION

*Being awarded the certificate as a public body keen on responsible communication is the result of a training programme undertaken with Parole O\_Stili in March 2018.*

*Trieste, 22 May 2018* – **The Port of Trieste** is the **first institution in Italy** to have been awarded the **“Parole O\_Stili. For a Responsible Communication”** certificate by the association **Parole O\_Stili**. Created to promote the values expressed in the **“Manifesto of Non-Hostile Communication”** – ten principles of style to curb and combat hostile language on the Internet – the association was launched in Trieste in February 2017 and within months spread across Italy and throughout Europe.

Presentation of the certificate after completion of the full training programme took place in Trieste today with an official ceremony at the Lloyd’s Tower, headquarters of the Trieste Port Network Authority of the Eastern Adriatic Sea, in the presence of **Zeno D’Agostino**, president of the Authority, **Rosy Russo**, president of the Association Parole O\_Stili, **Ernesto Belisario**, a lawyer specialised in administrative law and administration science and adviser to the Minister for simplification and public administration.

Certification as a public body keen on responsible communication is the result of the **training programme** undertaken by the **Trieste Port Network Authority of the Eastern Adriatic Sea with Parole O\_Stili in March 2018**. Several staff members in fact worked with qualified experts and attended **courses and workshops on the importance of the use of non-hostile language on the social media and Internet**.

This certification represents a new starting point to strengthen and consolidate awareness of the fact that **“virtual is real”** and that the hostility expressed on the Internet can have concrete and lasting effects on people’s lives, on companies, organisations and institutions.

The project “Academy Parole O\_Stili” was set up to define and promote principles of respect and citizenship that should govern the communication of companies and public bodies on the social media. The training course, devised for individuals working in companies, institutions and public bodies, intends to promote awareness of the language used on the social media so as to effect a change in people’s communicative behaviour.

*“A port is not a closed space where ships are docked and containers are moved, but a community that is closely interrelated with the city, where men and women of different origins and cultures come together to speak a common language, the language of sharing”* – said **Zeno D’Agostino**, president of the Julian port. *“It should come as no surprise, then, that the first port in Italy for total tonnage and number of trains moved is also the first public body to embrace the mission pursued by the Association Parole O\_Stili. Today, the growth and development of a community, especially one as large as the port community, cannot ignore the novel instruments of the digital world, and knowing how to use them with critical awareness is crucial for becoming key players and promoters of a cultural change for the port and the surrounding territory.”*

*“We are very happy to have started the project “Academy Parole O\_Stili” with an institution of Trieste, the city where the Manifesto of Non-Hostile Communication was conceived just over a year ago. We believe words have tremendous power: they shape thoughts, convey knowledge, help to cooperate, build visions. Which is precisely why using them in the best possible way is a responsibility” – says **Rosy Russo**, president of the Parole O\_Stili Association – “Sharing a new, modern, and sustainable vision of the social media and communication has become an absolute need for every public body or private company. The fact that it is being supported and promoted by an institution like the port is extremely important, because the daily activity of a port is not only to move goods but also to move ideas, projects and new ways of thinking and communicating”.*

*“There are undoubtedly benefits to be gained from the use of the social network, but there are also major risks for companies” – said **Ernesto Belisario**, a lawyer specialised in administrative law and administration science and adviser to the Minister for simplification and public administration - “loss of staff productivity, damage to the company image resulting from improper use, litigations with the staff or with users because of inappropriate content, loss of confidential information. For this reason, increasing numbers of institutions and companies are adopting a specific document entitled Social Media Policy (SMP) whose stated aim is to minimise the risks related to the organisation’s use of social networks”.*

#### **The Manifesto of Non-Hostile Communication**

*Born out of the collective work of over one hundred professional communicators, the Manifesto expresses a two-fold desire: to make the Internet a better, less violent place, one of respect and civilised behaviour and to build awareness and educate Internet users to adopt non-hostile forms of communication. Launched in Trieste in February 2017, within months the Manifesto spread across Italy and all over Europe, and was translated into 17 languages. Today it is at the centre of a major ambitious project for community education promoted by **Parole O\_Stili**, an association committed to building awareness and educating people to oppose hostile communication both online and offline. Many are the initiatives that have been developed around the Manifesto in recent months: from communication between Public Administrations and citizens, to business communication and political communication. In particular, thanks to close collaboration with the Ministry of Education, University and Research, the ten principles of the Manifesto have made their way into schools to be adopted by teachers and classes all over Italy. The **Turin Book Fair in May saw the presentation of the book “Parole ostili – 10 racconti” (“Hostile Words – Ten Tales”)**, in which some of the most interesting contemporary novelists -Tommaso Pincio, Giordano Meacci, Giuseppe Genna, Diego De Silva, Helena Janeczek, Alessandra Sarchi, Fabio Geda, Nadia Terranova, Christian Raimo, Simona Vinci – reflect on how language is used on the Internet. The story where everything starts, the origin of the ten tales collected in the book is that of the **Manifesto of Non-Hostile Communication**, 10 principles of style conceived to reduce, curb and fight the negative language that spreads so easily over the Internet. All the initiatives can be found at: [paroleostili.com](http://paroleostili.com)*