



UNI wins award at the French Senate for protest in Second Life

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Ten of the most exemplary and innovative web-related projects worldwide were given awards on February 14th during the first NetXplorateur Forum.

The two-day event took place at the French Senate in Paris and involved 300 politicians and business people who were there to grasp the net-generations' culture and how it is transforming institutions and companies' governance and management principles.

Jean-Pierre Raffarin, ex-French Prime Minister and today Senator, opened the awards ceremony with Bertrand Moingeon from HEC and Eric Boustouller, president of Microsoft France and Vice-President of Microsoft World.

UNI and RSU's virtual protest that took place against IBM in Second Life last September was given a winners' trophy, together with 8 other candidates.

The grand prix was attributed to the University of Toronto which developed an anti-censorship software tool called Psiphon which will allow equal rights to web information, even to citizens living in today's 29 internet-censored countries.

The Forum's main discussion points were around cyber democracy & human rights and the internet, the importance net-generation job seekers give to CSR in the companies they select to work with, collaborative intelligence and "is the internet the future of the trade union movement".

More about NetXplorateur:

<http://www.netxplorateur.org/?lang=EN>

The digital world's most promising pioneers form the first Netxplorateur 100.

The Netxplorateur 100 was compiled in partnership with the global network of agencies in the TBWA advertising group, supported by 10 international experts from the Ci'Num network. From July to December 2007, hundreds of pioneers were identified worldwide. TBWA centralized and sorted the proposals to form the definitive Netxplorateur 100 2008: 100 Net trailblazers creating new digital practices with high potential for economic and social impact.

All 100 Netxplorateurs developed a tangible, innovative and meaningful project in 2007.

Together they embody the future of the Web and the digital era as a whole.

From that selection of 100 Netxplorateurs, the Netxplorateur Forum organizers, with the help of TBWA and the Ci'Num experts, elected the 10 Netxplorateurs of the Year. In addition to the inclusion criteria (Internet or digital initiatives coming to prominence in 2007), projects were judged on their originality, impact and exemplarity.

Finally, the Forum Commission voted for the Grand Prix Netxplorateur 2008 out of the 10 Netxplorateurs of the Year.

About the protest

The event was the first ever of its kind to take place in a virtual world. It involved almost 2'000 participants, who occupied IBM's islands in Second Life for 12 hours in a row.

The virtual protest led to a Real Life success: the Italian IBM CEO resigned shortly after it took

place and the negotiations reopened with the RSU union. 9'000 IBM workers were finally granted a fair agreement.

<http://www.uniglobalunion.org/secondlife>

Watch Protest video:

YOUTUBE

http://www.youtube.com/watch?v=PGQfmXK6mls#GU5U2spHl_4

GOOGLE VIDEO

<http://video.google.it/videoplay?docid=4520381732737603299&hl=it>

SECONDLIFE VIDEO

<http://secondlifevideo.com/item/J8BRKW1S7XY1QBNC>

