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# Spreading the culture of sustainable energy usage



Contributing creating and promoting a culture of sustainable energy usage is one of the objectives that Plenitude is committed to pursuing with persever-

ance and dedication. Accordingly, in Italy, the Company invests in communication and education activities, organising events, and developing partnerships to

share information, expertise, and experiences that may stimulate conscious and efficient energy consumption habits both within and outside the organisation.

PURPOSE	MACRO-OBJECTIVES	OBJECTIVE DESCRIPTION
<p><b>SPREADING THE CULTURE OF SUSTAINABLE ENERGY USAGE</b></p>	COMMUNICATION	Development of initiatives aimed at raising awareness and addressing lifestyles.
	EDUCATION	Development of initiatives to educate, train and share knowledge and good practices.
	PARTNERSHIPS AND EVENTS	Development of <i>partnerships</i> with key players in the area and organisation of cultural and educational events to spread awareness on energy use and promote the <i>e-mobility</i> culture.

## 1.1 Communication

MACRO-OBJECTIVES	2022 TARGETS	2022 PERFORMANCE	FUTURE TARGETS
<p><b>COMMUNICATION</b></p>	Involvement of influencers to raise awareness of responsible air conditioning use through the creation of social content identified by the hashtag <b>#rinfrescatiresponsabilmente</b>	A total of <b>1,272,652 impressions</b> and 1,522 clicks on the link for content in stories, with 21,123 post engagements. Receipt of <b>positive comments</b> under influencers' posts. <span style="border: 1px solid green; border-radius: 5px; padding: 2px;">✔ OBJECTIVE ACHIEVED</span>	Evaluation of the <b>launch of communication campaigns to continue awareness-raising</b> on the principles of responsible and conscious use of energy in 2023
	<ul style="list-style-type: none"> <li>Continuation of the <b>Vitamina E</b> digital magazine initiative</li> <li>Publication on the <i>online</i> page <b>Guida al caro energia</b></li> </ul>	<ul style="list-style-type: none"> <li><b>Vitamina E</b>: almost <b>200,000 visits to the section</b> and 178,000 unique visitors</li> <li>Published on the <i>online</i> page <b>'Guida al caro energia'</b></li> </ul> <span style="border: 1px solid green; border-radius: 5px; padding: 2px;">✔ OBJECTIVE ACHIEVED</span>	In continuity with what was achieved in 2022, <b>preparation of a content plan that will aim to continue to keep the messages conveyed</b> by the 'Vitamina E' and 'Guida al caro energia' initiatives in 2023
	Launch of the <i>partnership</i> with STEP Futurability District	The partnership with STEP Futurability District launched <span style="border: 1px solid green; border-radius: 5px; padding: 2px;">🔄 IN PROGRESS</span>	<ul style="list-style-type: none"> <li>This partnership will be replaced by <b>similar partnerships</b> -e.g. with <b>BASE in Milan</b> - in 2023</li> <li>Participation in the <b>'1 light up less'</b> initiative</li> </ul>

Plenitude organises **communication activities and creates special content addressed** to its stakeholders. The communication material is realised in partnership with different actors and published on several communication channels to reach as many stakeholders as possible.

## 2022 Performance

The **Clima-NoStress** campaign was carried out in 2022. Two Instagram profiles were involved in spreading greater awareness about the responsible use of air conditioning by creating posts and reels with an ironic and funny tone. This influencer marketing strategy resulted in 1,272,652 impressions and 1,522 clicks on the link, with 21,123 post engagements. The comments received under the influencers' posts were positive, and users appreciated the campaign's positive and ironic tone.

Within the context of the **Vitamina E** initiative - a project launched in 2020 to collect, within a dedicated section of the agi.com website, articles, podcasts and content that talk about the cause of energy efficiency and how it is concretely supported - Plenitude is committed to supporting its stakeholders in finding their way in an increasingly complex and frag-

mented information environment. In collaboration with Agenzia Giornalistica Italiana (AGI), in 2022, Plenitude continued to publish short articles, videos and podcasts on the AGI website about how the Company handles energy efficiency issues, reaching 200,000 magazine visits.

The online page '**Guida al caro energia**' (i.e. Guide to increasing energy costs) enabled customers (as well as anyone interested in the subject) to deepen their knowledge of the evolution of the energy market and the recent changes in context. Moreover, it provides the reader with information on how to make their homes more energy efficient with sustainable energy use and solutions customised to their different living contexts. In the first four months since the page was launched, 12,964 users were reached. In 2022, Plenitude entered into a partnership with **STEP FuturAbility Dis-**

**trict**. Visitors are given the opportunity to become more **aware of the digital transformation in progress** and its impact on all areas of daily life: personal and professional. It is a space that supports the construction of an inclusive digital society where anyone can discover the tools and skills needed to build their future. Plenitude was present inside the Fastweb exhibition space as a technology and innovation partner. There, it was able to share its knowledge and expertise and tell about Plenitude's positioning as a Company attentive to issues such as sustainability, innovation and the accessibility to these.

## Future targets

Continuing the achievements of 2022, Plenitude is committed to preparing new content related to energy efficiency issues within the context of the 2022 '**Vitamina E**' and '**Guida al caro energia**' initiatives. To reach an ever-broader audience of stakeholders, Plenitude also aims to formalise **new partnerships**, including one with the BASE in Milan, and to launch **commu-**

**nication campaigns** to tell how it uses its technologies to promote more efficient and responsible use of energy.

Furthermore, during 2023 and on National Energy Saving Day in particular, Plenitude aims to participate in the '**M'illumino di meno**' (i.e. I light up less) initiative, which Caterpillar and Rai Radio 2 have been organis-

ing annually since 2005 to spread the culture of environmental sustainability and resource saving, to raise public awareness to a conscious use of energy.

## 1.2 Education

MACRO-OBJECTIVES	2022 TARGETS	2022 PERFORMANCE	FUTURE TARGETS
EDUCATION	<ul style="list-style-type: none"> <li>• Display of the installation “<b>Feeling the energy</b>” during Fuorisalone 2022</li> <li>• Launch of the <b>Più conosco, meno consumo</b> project realised in cooperation with EniScuola in 2022</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Feeling the Energy</b>, a multi-sensory experience realised together with the firm of Carlo Ratti and Italo Rota, whose aim was to make energy known through the five senses.</li> <li>• Launch of the <b>Più conosco, meno consumo</b> project</li> </ul> <p>✔ OBJECTIVE ACHIEVED</p>	In continuity with 2022, evaluation of the <b>launch of projects uniting the worlds of art and energy</b> in 2023
	Through Evolvere: continuation of <b>#evolveregreen</b> and <b>#evolveryoung</b> and development of the B Corp <b>#UnlockEducation</b> campaign by Evolvere during 2022	Through Evolvere: <ul style="list-style-type: none"> <li>• Further development of the <b>Adesso Magazine</b> with topics related to sustainable energy issues, reaching around <b>20,000 subscribers</b>. Publication of <b>55 articles</b> in 2022, reaching approximately <b>50,000 users</b> and over <b>100,000 page views</b></li> <li>• Support and dissemination of the 2021/22 B Corp campaign on social media</li> </ul> <p>✔ OBJECTIVE ACHIEVED</p>	In 2023, through Evolvere: <ul style="list-style-type: none"> <li>• <b>Participation in events</b> to promote the energy transition culture</li> <li>• <b>Development of new educational projects</b> for young children</li> </ul>
	Through Be Charge: <ul style="list-style-type: none"> <li>• Standardisation of <b>La Via Elettrica</b> edutainment format</li> <li>• Publication of <b>digital e-mobility related educational content</b> by Be Power in 2022</li> </ul>	Through Be Charge: <ul style="list-style-type: none"> <li>• <b>'La Via Elettrica'</b> edutainment format</li> <li>• Publication of <b>40 articles dedicated to e-mobility, 100 newsletters shared</b> and <b>130,000 users contacted</b></li> </ul> <p>✔ OBJECTIVE ACHIEVED</p>	In 2023, through Be Charge: <ul style="list-style-type: none"> <li>• <b>Realisation of other educational formats</b> for schools with an e-mobility theme</li> <li>• Re-edition of the <b>'La Via Elettrica'</b> edutainment format</li> <li>• Continuation of publication of <b>digital e-mobility related educational and gamification content</b></li> </ul>

As it firmly believes that raising energy awareness is a powerful tool for fostering change, Plenitude shares its technical expertise to collaborate with others to the realisation of educational content related to energy saving and sustainability issues.

### 2022 Performance

In 2022, Plenitude developed and presented the '**Feeling the energy**' installation during Fuorisalone 2022 in Milan at the Brera Botanical Garden. The purpose was to offer a multi-sensory experience in which the five senses can perceive energy in different ways. By following the itinerary, visitors were accompanied in a search for the value of energy in all its facets: sound, light and wind. Feeling the Energy was award-

ed '**Most Interactive Installation**' at the **Fuorisalone Awards 2022** and was appreciated by 85% of visitors. Within a week, 6,479 visitors were registered at the installation, and 30 national press articles and 99 web articles covered the topic. Thanks in part to the involvement of talents who helped tell the story of the installation, 376,935 influencer impressions were recorded. The installation was then taken to the Jardin Botánico in

Madrid in October 2022 to continue the story started in Italy in one of the geographical areas where Plenitude is present with projects related to the development of the renewable energy market. Furthermore, Plenitude launched the '**Più conosco, meno consumo**' (i.e. The more I know, the less I consume) project in cooperation with the Fondazione Eni Enrico Mattei (FEEM) and the Associazione Nazionale Presidi (ANP)<sup>3</sup>.

3 - For further information, please consult the section '[The Impact on Communities](#)'

In 2022, the subsidiary Evolvere further developed the 'Adesso' newsletter magazine, reaching around 20,000 subscribers, a 67% increase over the previous year. By publishing 55 articles in 2022, Evolvere reached an audience of over 50,000 users and over 100,000 page views. The magazine proved a useful tool for strengthening the existing link with young people and users interested in sustainable energy issues.

## Publication of 40 articles dedicated to e-mobility, 100 newsletters shared and 130,000 users contacted

The publication of articles in the columns #evolveregreen and #evolveyoung, dedicated to key topics in the field of sustainability, also increased. This content is then republished in graphic form on the Facebook and Instagram platforms. 15 articles were published in the columns with in-depth coverage of topics such as savings, sustainability culture and other curiosities related to renewable energy.

In order to reach a wide and inter-generational audience, Evolvere also participated in several events, speaking to both adults, who could try their hand at the renewable energy quiz,

and children. Evolvere tells children about the potential of solar energy through the fairy tale 'The Story of the Brave Friends Who Saved the Beautiful Kingdom' by the blog MammaOca<sup>4</sup>.

Evolvere then participated in the #UnlockTheChange campaign, created during the first lock-down and promoted by the Italian B Corps to raise awareness among companies and citizens on the need to move towards a new economic model that considers not only profit but also the positive impact of a company on people, the environment and, more generally, on all stakeholders.

In 2021, Plenitude, through its subsidiary Be Charge, devised the experiential format for families 'La Via Elettrica-Kids drive the change' (The Electric Way-Kids drive the change), which would bring people closer to and engage with the topic of electric mobility in an appealing and fun way. As it had set out to do, in 2022, Be Charge worked on standardising the format, which was presented at both the Umbria Green Festival and Natale degli Alberi in Milan. Furthermore, an installation was installed during Fuorisalone 2022 in Milan in order to promote the project, enabling visitors to get in touch with the world of Be Charge. Through Be Charge, Plenitude continued to tell the story of e-mobility and its evolution through various digital channels: columns on social channels, the Be Charge blog and a dedicated bi-weekly newsletter.

## Around 20,000 subscribers (+67% vs 2021) to the newsletter and 50,000 unique users on Evolvere's 'Adesso' magazine with 100,000 page views

In 2022, it produced over 40 articles under the four headings e-mobility tips, e-mobility news, e-mobility green travel, and e-mobility life. Furthermore, it shared over 100 newsletters and demos with educational content aimed at the Be Charge e-driver community, which in 2022 had over 130,000 profiled contacts. The content produced included the e-mobility education columns including 'Falsi miti vs real' (False myths vs real), 'Charge the question' and 'E-quiz', which recorded more than 19 million social impressions on Facebook and Instagram channels (+36% compared to 2021), involving more than 550,000 users.

**Future targets**

In order to pursue its goal of raising awareness of energy-conscious consumption, for 2023, Plenitude is considering launching projects dedicated to the representation of energy through art.

Plenitude, also through Be Charge and Evolvere, will continue promoting the culture of sustainability by sharing content addressed to the entire audience of its stakeholders. As a continuation of what was realised in 2022, the launch of projects that unite the worlds of art and energy for educational purposes is under assessment.

In 2023, Evolvere will continue to elaborate on different types of content on sustainability and the energy transition, in which it will also disseminate the knowledge and best practices acquired

within the B Corp and Quinto Ampliamento (Fifth Extension) networks. In order to engage its stakeholders, the company is committed to both sharing them on social channels and physically participating in events.

Instead, to stimulate the younger generation on the issues in question, the #evoleregreen and #evolereyoung columns will continue to be published in the online magazine 'Adesso'. Finally, to reach even the youngest children and their families, the collaboration started during the Evolvere year with the MammaOca blog for the fairy tale 'The Story of the Brave Friends Who Saved the Beautiful Kingdom' will also continue.

In line with Evolvere, the Content Hub Magazine Be Charge will also be en-

riched with new e-mobility content, particularly new collaborations on green travel. New communication methods will be explored, including gamification (a teaching methodology that uses play to foster emotional involvement), podcasts and other interaction channels. In this regard, a dedicated TikTok channel is planned to be activated to reach the younger generation as well.

Be Charge, too, will continue to work on the edutainment format 'La Via Elettrica', to involve and entertain more and more people. The format will be repeated during festivals and local area activations whenever possible. In this regard, the edition of the 'La Via Elettrica during the Fuorisalone in Milan 2023' format is already planned.

**1.3 Partnerships and events**

MACRO-OBJECTIVES	2022 TARGETS	2022 PERFORMANCE	FUTURE TARGETS
<p><b>PARTNERSHIPS AND EVENTS</b></p>	<p>Development of the following partnerships: TEDx Milan, Assobenefit</p>	<ul style="list-style-type: none"> <li>• Attended TEDx Micro and Macro and TEDx Sustainability events</li> <li>• Membership of Assobenefit</li> </ul> <p><b>OBJECTIVE ACHIEVED</b></p>	<p>Evaluation of participation in similar events to convey related content in 2023</p>
	<p>Partnerships at the following events:</p> <ul style="list-style-type: none"> <li>• FirenzeRocks</li> <li>• The Island Experience in Pantelleria</li> <li>• Primavera Sound in Barcelona</li> </ul>	<p>Plenitude participated in several musical events, with energy efficiency interventions and spread of the culture of sustainable energy use: LiveNation (FirenzeRocks), The Island Experience in Pantelleria, Primavera Sound in Barcelona (&gt;700,000 total attendance)</p> <p><b>OBJECTIVE ACHIEVED</b></p>	<p>Evaluation of participation as a partner in energy efficiency projects at music events in 2023</p>

To expand its capacity to spread good practices on the responsible use of energy, Plenitude develops **partnerships** with key players in the territory and organises **cultural and educational events**.

## 2022 Performance

In 2022, Plenitude participated in a series of events, supporting their organisations with concrete actions, with the ultimate aim of supporting the dissemination of a sustainability culture, in particular:

**TEDx Milan:** in May, TEDx events - Micro and Macro - were organised at Teatro Franco Parenti in Milan. In November, the sustainability-themed TEDx was again organised at Teatro Franco Parenti. By supporting these initiatives, Plenitude has demonstrated its commitment to disseminating useful topics and tools to understand the energy transition better. The events recorded an influx of 500 people per evening, as well as online participation through live streaming.

**Firenze Rocks:** Plenitude contributed to the realisation of the event by increasing the efficiency of the Festival's backstage area, powered by a hybrid generator, and of the food area

with innovative low-consumption cold rooms. Furthermore, it was possible to relax while charging one's smartphone thanks to photovoltaic panels in the Plenitude area. The event hosted a total of 200,000 spectators over four days.

**The Island experience in Pantelleria:** Plenitude participated in the event by contributing with the installation of electricity columns and photovoltaic panels, which were then donated to the host municipality to help achieve the goal of becoming the first carbon-free island in Italy. The festival recorded 2,400 total admissions.

**Primavera Sound in Barcelona:** Plenitude took part in the Music Festival in Spain by carrying out energy efficiency works that contributed to making the festival more sustainable. In particular, Plenitude installed batteries to power one of the stages used by the artists with renewable energy and installed photovoltaic panels on the merchandis-

ing area. The festival recorded 500,000 total admissions.

In 2022, Plenitude joined Assobenefit, which aims, among other things, to:

- Promote the achievement and dissemination of good practices in exercising the provisions of the law establishing Benefit Corporation (Società Benefit) also in the protection of the collective interests of the associates;
- Stimulate the continuous improvement by the market and the correct application of corporate governance and measurement, control and reporting tools for Benefit Corporation (Società Benefit);
- Monitor study and research activities on Benefit Corporation (Società Benefit) by receiving information and promoting the improvement of legislation.

## Future targets

With a view to the future and in continuity with the previous year, Plenitude is considering confirming its participation in **educational events**

in order to continue spreading the sustainability culture. Furthermore, it is considering participating as a partner in energy-saving and energy-effi-

ciency initiatives within the context of **music events**.