



Plenitude returns to Sanremo in the name of the energy transition

Milan, 2 February 2023 – The journey to improve energy efficiency at the Sanremo Festival, which Plenitude began in 2022 with Rai and Rai Pubblicità, continues today. The company is Partner of the 73rd edition of Italy's most important music event. Plenitude's presence at Sanremo will focus on the energy transition and innovation. In the coming months, Plenitude will help powering the offices of the Ariston Theater with a photovoltaic system installed on the roof. This is the first intervention following studies carried out in 2022.

Many additional surprises can be expected during the Festival week: the return of the green carpet; an exclusive performance by internationally renowned composer Dardust; the "Feeling the Energy" installation at Forte Santa Tecla; and a series of events organised in collaboration with Comehome.

Stefano Goberti, CEO of Plenitude, said: *"We are proud to be a partner of the Sanremo Festival again this year, and to bring a concrete contribution in terms of energy efficiency and sustainability as part of the decarbonization plan for such an important event. We will continue along the path we set out together last year, telling the story of a transformation that sees Plenitude as an outpost of Eni's decarbonization strategy, with the aim of creating value through the energy transition and achieving carbon neutrality by 2040, providing 100% decarbonized energy to all our customers."*

Rai and Rai Pubblicità, in collaboration with Plenitude, will once again bring to Sanremo the green carpet to connect all the main areas of the event and serve as a backdrop to the parade of the many Festival guests. Measuring 300 metres, the carpet will be made of real grass that will be reused after the event to contribute to green enhancements across the city of Sanremo.

A number of photovoltaic panels will be installed along the carpet. The energy they accumulate will help power the carpet's lights, together with small wind turbines and charging stations for electric mobility, representing Plenitude's commitment to the energy transition.

While waiting for the opening of Italy's most important music event of the year, on Sunday, February 5th, at Forte Santa Tecla, Plenitude will organize a spectacular performance dedicated to the theme of nature and music, powered by energy and technology.

"The Blooming Symphony" will be a show featuring Dardust, internationally renowned musician and music producer collaborating with some of the best-known names in Italian music. He will be playing "the rhythm of nature" with tracks produced thanks to electrical impulses emitted by plants and flowers. Plants Play devices, developed by the namesake Italian company, can detect electrical variations through sensors placed on leaves and stems, processing the signal and converting it into notes, so as to create a real musical composition.

Plenitude will also organize an exhibition at Forte Santa Tecla to reiterate its commitment to sustainability and energy efficiency. This is the installation "Feeling the Energy," originally created for FuoriSalone 2022 by international design and innovation studio CRA - Carlo Ratti Associati with the support of Italo Rota. The installation emphasizes the importance of collaboration between people: thanks to the synergy between human beings and nature, we come to the production of vital energy that powers our planet every day.

Finally, Plenitude has chosen [Comehome](#), a digital platform dedicated to the organization of events with a community of more than 300,000 users, with the goal of fostering a sense of community and enhance the experience of people watching the Sanremo Festival together. Users will have the opportunity to organize listening groups or to participate, through the platform, in one of the events organized in Milan's Plenitude Flagship Store in Corso Buenos Aires 3, which, for the occasion, will be transformed into a real living room where to experience and comment on the show together with various guests and talent.

Plenitude is Eni's Benefit Corporation (Società Benefit) integrating the production of energy from 100% renewable sources, the sale of energy services and an extensive network of charging points for electric vehicles. The company currently supplies energy to about 10 million European customers in the retail market and aims to reach more than 11 million customers by 2025 and to install more than 30,000 charging points for electric mobility. The company also plans to exceed 15 GW of installed capacity by 2030 and achieve carbon neutrality by 2040.

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