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Communities

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Plenitude is committed to creating shared value for the community, both by spreading the culture of sustainable energy usage in order to expand people's knowledge and act together to contribute to the energy transition, and by supporting local communities, by listening to their expectations and needs, with a view to collaboration and acceleration towards a more sustainable economic system.

2022 PERFORMANCE

MATERIAL TOPIC	KPI	RESULTS 2022
SPREADING THE CULTURE OF SUSTAINABLE ENERGY USAGE	Articles published for educational purposes	Through Evolvere's Adesso Magazine, 55 articles published 40 e-mobility articles published through Be Charge
	Partnerships	Membership of Assobenefit
	Participation in events	3 events (FirenzeRocks, The Island Experience in Pantelleria, Primavera Sound in Barcelona) >700,000 total admissions
SUPPORT TO LOCAL COMMUNITIES	Investments in local communities	Approximately 1.3 million (+5% over 2021)
		Supported 10 projects against educational poverty in cooperation with Caritas Italiana in the Country

FUTURE TARGETS

MATERIAL TOPIC	OBJECTIVE	TARGET
SOLUTION FOR CUSTOMERS: ELECTRIC MOBILITY	Multi-stakeholder approach for sustainable development	<ul style="list-style-type: none"> Start of Plenitude participation in the WBCSD Work Group Transport & Mobility in 2023
SUPPORT TO LOCAL COMMUNITIES	Creating shared value for local communities	<ul style="list-style-type: none"> Supporting initiatives to combat educational poverty and energy poverty across the Country in 2023
		<ul style="list-style-type: none"> 2 remunerated days per year by 2025 to do volunteering activities

POLICY AND REGULATORY TOOLS

- Eni Code of Ethics
- Eni's Statement on Respect for Human Rights
- Corporate responsibility management system certified according to ISO 26000:2010 standard

5.1

Spreading the culture of sustainable energy usage



Spreading the culture of **sustainable energy usage** is one of Plenitude's⁸² **common benefit purposes**. Therefore, it is one of the objectives the Company is committed to pursuing consistently.

For this purpose, Plenitude invests in **communication activities and the production of special content** addressed to its stakeholders, published through several communication channels and

in collaboration with various organizations in order to increase awareness and guide lifestyles.

Furthermore, as it firmly believes that raising **energy awareness** is a powerful tool for fostering change, the Company shares its technical expertise to collaborate with others **creating educational content** related to energy saving and sustainability issues.

Finally, to expand its capacity to spread good practices on the responsible energy usage and to promote the e-mobility culture, Plenitude **develops partnerships with key players** in the territory and organizes cultural and educational events.

Plenitude's initiatives to spread the culture of sustainable energy usage during 2022



COMMUNICATION



EDUCATION



PARTNERSHIPS
AND EVENTS

82 - Please refer to the Impact Report 2022 of Plenitude for further details.

Plenitude's initiatives to spread the culture of sustainable energy usage during 2022

COMMUNICATION

- The **Clima NoStress** campaign was realised, to spread greater awareness of the responsible use of air conditioning through the creation of posts and reels on Instagram with an ironic, funny tone, which totalled **1,272,652 impressions**.
- In the context of the **Vitamina E** initiative, created in 2020 in collaboration with **Agenzia Giornalistica Italiana (AGI)** to disseminate energy efficiency skills, Plenitude has continued to publish short **articles, videos and podcasts** on the dedicated section of the **agi.com** website, telling the story of how the Company handles **energy efficiency issues**. The magazine received around **200,000 hits**.
- The online page '**Guida al caro energia**' (i.e. Guide to increasing energy costs)⁸³ was published, allowing 12,964 users 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 contribute to making their homes more energy efficient with sustainable energy use and solutions customised to their different living contexts.
- A **partnership with STEP FuturAbility District**, 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 as a technology and innovation partner at the Fastweb exhibition space. 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 accessibility to these.

83 - For further information, please consult the following page: [Guide to Increasing Energy Costs and Solutions | Eni Plenitude](#).

EDUCATION

- **'Feeling the energy' installation at 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.

Over a week, **6,479 visitors** were registered at the installation, which was also awarded the **"Most Interactive Installation" at the Fuorisalone Awards 2022**. The installation was then taken to the **Jardin Botanico 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.
- **Educational events were activated** from September 2022 and planned until July 2023, in cooperation with **Coldiretti** as the **main partner**, bringing Plenitude's values and identity to six Italian regional capitals and sharing the strategy for the 'energy transition'.
- Expansion of the **'Adesso' magazine**⁸⁴ by the subsidiary **Evolvere**. The magazine proved a useful tool for strengthening the existing link with young people and users interested in topics on the sustainable use of energy, reaching **20,000 newsletter subscribers** (+67% compared to 2021).
- Continuation of the **publication of 15 articles** by Evolvere in the columns **#evolveregreen** and **#evolvereyoung** dedicated to key topics in the field of sustainability, content that is then republished in graphic form on the Facebook and Instagram platforms. In order to reach a broad and intergenerational 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**⁸⁵.
- Realisation by BeCharge of the standardisation of the experiential format created for families **'La Via Elettrica-Kids drive the change'** and able to bring people closer to and involve them in the topic of electric mobility in an engaging and fun way. The format was presented at 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.
- Publication of **40 articles** by BeCharge, to tell the story of **e-mobility** and its evolution through different digital channels: columns on **social media**, the **BeCharge blog** and a **dedicated bi-weekly newsletter**.

84 - For further information, please consult the following page: [Adesso - Evolvere magazine](#).

85 - For further information, please consult the following page: [We chase away the clouds together with Radiant \(evolvere.com\)](#).

PARTNERSHIPS AND EVENTS

- Plenitude's is a **member of Assobenefit**, whose purpose is, among other things, to promote the dissemination of good practices in the exercise of the provisions of the law establishing Società Benefit, to stimulate the correct application of corporate governance and measurement, control and reporting tools for such companies, and to monitor study and research activities in this area.
- **Participation in TEDx events - Micro and Macro in May - and the sustainability-themed TEDx in November** at the Franco Parenti Theatre in Milan, with 500 people attending each evening, as well as online participation through live streaming. By supporting these initiatives, Plenitude has demonstrated its commitment to disseminating useful topics and tools to understand the energy transition better.
- As part of the **partnership with Eataly**, signed in 2019 and active until 2023, a series of activities have been carried out to develop and spread the culture of sustainability, promoting small everyday choices of great value for the individual and the community.
- **Participation at Firenze Rocks (200,000 spectators)**, contributing 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.
- **Participation at The Island Experience in Pantelleria (2,400 in attendance)**, contributing with the installation of electricity columns and photovoltaic panels donated to the host municipality to help achieve the goal of becoming the first carbon-free island in Italy.
- **Participation at Primavera Sound Barcelona (500,000 in attendance)** 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 energy from renewable source and installed photovoltaic panels on the merchandising area.

In the future, Plenitude will continue its efforts to spread the culture of efficient energy use by developing focused communication campaigns, and educational initiatives, initiating new partnerships and participating in events in the region.

5.2

Support to local communities



Approximately
1.3 million €
invested in
projects supporting
communities
in 2022

Being a Benefit Corporation (Società Benefit) means combining profit goals to impact society, communities, **people and the environment positively**⁸⁶.

To this end, in 2022, also through its subsidiaries, Plenitude invested approximately **€1.3 million**⁸⁷ in initiatives to support local communities.

Plenitude's initiatives to support the territory in 2022

DONATIONS

- **Support for Caritas Italiana** in enhancing activities and interventions against **educational poverty**. In particular, Plenitude supported **ten projects in Italy** (three in the North and seven in the South) involving about **600 young people between 10 and 29 years of age**. Young people from disadvantaged communities were involved in workshops and activities to give them the opportunity to embrace their talents and understand how to cultivate them consciously, limit school drop-outs and help NEETs (young people not in employment, education or training) to build their future. Some examples of the projects supported were theatre workshops, videomaking, emotion management, 'integrating skills' for the disabled and test preparation courses for university selections. Thanks to Plenitude's support, vocational traineeships, school reinforcement and remedial work, and sports and volunteering socialisation courses were activated.
- **Partnership with Humana People to People**, thanks to which **Ecoboxes** were sent to each Plenitude office during the Christmas period, enabling the collection of **615 kg of clothes and toys** destined for people in distress or poverty, i.e. children and adults in the Countries where Humana operates. This initiative also enabled participation in Humana education and training projects in Brazil, India, Malawi, Mozambique and Zambia.

86 - For more information on the impacts generated by Plenitude, please refer to the Plenitude 2022 Impact Report.

87 - For further information on community investments, please refer to section "[Performance tables](#)".

SPONSORSHIPS

- Participation as a sponsor of **RunForInclusion** in Milan, the first fun and non-competitive run open to all, where the values of diversity, inclusion, sustainability and celebrating uniqueness in all its forms were shared. Participation in this initiative was an important opportunity to showcase **Plenitude's commitment** to all sustainability issues and emphasise how including diversity is one of the Company's core values.
- Cultural activities: **Bella Family**, the project planned for the 2022-2023 school year, stems from the need to **make the new generations aware** of the importance of adopting 'smart' behaviour in the family, i.e. oriented towards the digitalisation of services and more sustainable consumption choices, to achieve not only savings in terms of money and time but also a lower impact on the environment.

INVESTMENTS IN THE COMMUNITIES

- Launched, **together with the Associazione Nazionale Presidi (ANP)**, the initiative '**Più conosco meno consumo**' (The more I know, the less I consume), which outlines a citizenship path for primary school pupils (particularly from 9 to 11 years old). The project deals with energy sustainability topics through media education and digital well-being. It took place in Turin, Florence, Rome, Bari, Palermo and Cagliari in twelve state-run comprehensive schools involving approximately 900 pupils.

