



Energy Summit

Purpose, Sostenibilità e Nuovo
posizionamento dell'industria
energetica

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Brand Purpose: consumers are now weighting brands way beyond their products

In disruption scenarios, companies driven by a clear Brand Purpose can create competitive advantage

78%

of consumers expect brands driven by a clear and coherent purpose, in which to recognize themselves

60%

of people are willing to pay more for a brand that translates its values into concrete actions

Is the commitment of Brands recognized by consumers?

...Only

5 consumers out of 10

perceive a concrete commitment of the Brands with respect to the values promoted

...Only

3 consumers out of 10

When asked about Energy players commitment

What consumers are asking to Brands?

Ethical Imperatives



ENVIRONMENT

- Reduces resource and energy consumption and economically compensates



ECONOMY

- Reinvests part of the profits in the communities and territories



SOCIETY

- Promotes employment, invests in young people, provides equal opportunities



TRANSPARENCY

- Acts concretely, communicating with facts and not with slogans



MAGNETISM

- Makes people identify in their value messages and creates a sense of belonging

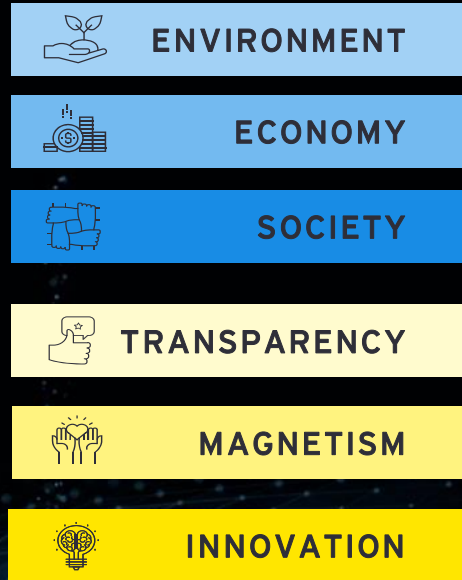


INNOVATION

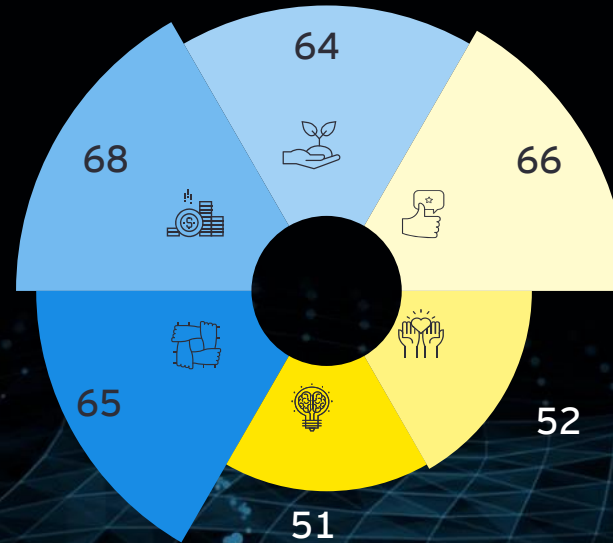
- Redefines the way people use a product/service and knows how to drive change

Which are the most relevant Purpose drivers for consumers nowadays?

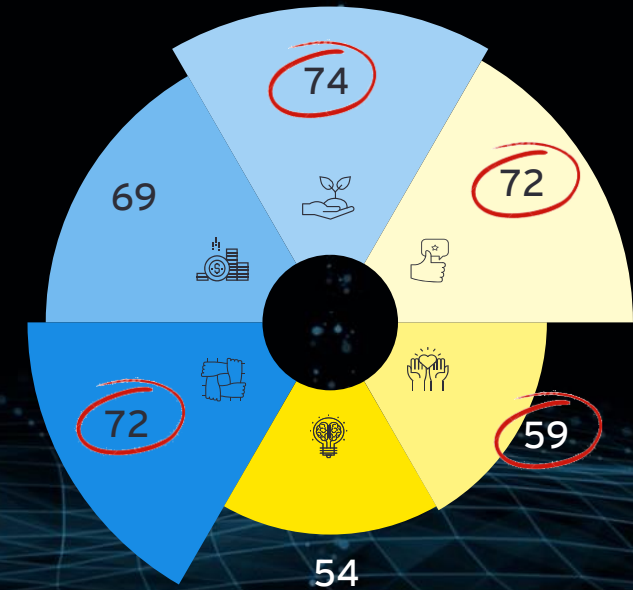
% of respondent , multiple responses



CROSS SECTOR



ENERGY



KEY TAKEAWAYS

Sustainability @ scale,
tangible in everyday life

Transparency & Proximity
towards customers

Fill the emotional gap,
build relationship

Plenitude: our Purpose

NEW BUSINESS MODEL

A BENEFIT COMPANY WITH AN INTEGRATED BUSINESS MODEL, AIMING TO HAVE A POSITIVE IMPACT ON SOCIETY & ENVIRONMENT

NEW FOOTPRINT

...SUPPORTING CUSTOMERS ACROSS THE GLOBE WITH CUTTING-EDGE ENERGY SOLUTIONS ENABLING THEM A LEADING ROLE IN ENERGY TRANSITION...

NEW VALUES

...INSPIRING COMMUNITIES TO JOIN AND BECOME AMBASSADORS OF CHANGE. PROMOTING ETHICAL BEHAVIOUR, STARTING FROM INCLUSIVE CULTURE...



plenitude

Our Brand as a differentiating asset

Working on **New Brand positioning** as a differentiating asset, focusing on:

Renaissance of business areas and a new iconography


Integrated approach to sustainability

Customer proximity through technology Innovation

Benefits for people and environment

Transform people's conscious choices into daily actions, giving life to change

Which challenges for the future?

- Fulfill the Purpose promise and be dynamic
 - Fill the gap on emotional factors
 - Foster a sense of community: act together
- 
- A rowing team in a scull on a blue body of water. The rowers are visible through the transparent hull of the boat, and their oars are dipping into the water, creating splashes. The background is a deep blue, suggesting a large body of water under a clear sky.