

## Donations and sponsorships

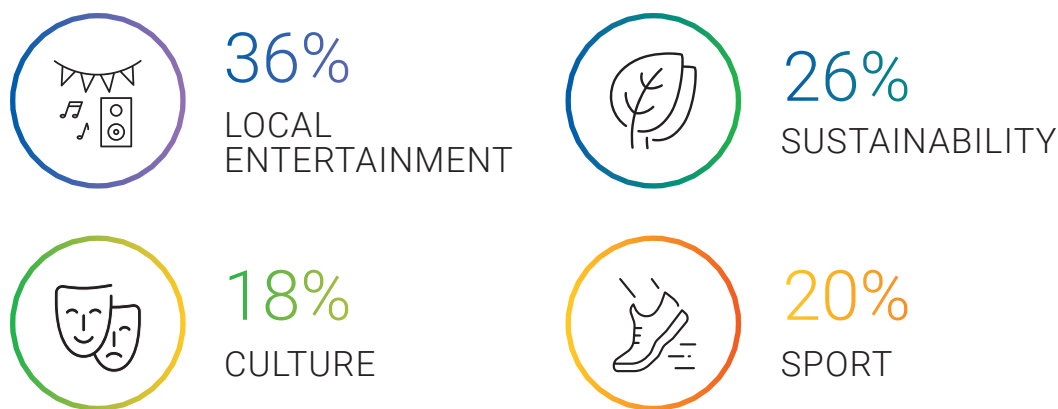
Consistent with its 2030 objectives, in 2023, Iren Group pursued numerous initiatives with the aim of **promoting the socio-economic development of the areas in which it is present**, by supporting organisations and institutions in their promotion and participation activities.

As a result, during the year, it invested **more than 11 million Euro in 336 projects**, ranging from culture, sport, entertainment (music, shows, conventions), to the support of entities such as foundations, theatres and museums in the various territories where the Group operates.

The projects, selected on the basis of their consistency with the Group's vision to have a positive impact on local areas and citizens, were chosen according to their distinctive characteristics, territorial roots and traditions, values and mission in line with those of the company. Activities designed to continue creating value for communities not only through services but also through the passions that drive them.

We worked to give continuity to the strategic commitment of "shaping tomorrow every day" towards the new generations who will find themselves living it, supporting the administrations in responding to the needs of the territories and facilitating their development, creating new opportunities and solutions that are more sustainable for the country.

A widespread effort that involved local areas and people, with a multiplicity of initiatives, an economic commitment and resources that, for the year 2023, was divided as follows:



In 2023, and in particular during the spring/summer season, there were many musical events supported by Iren, all linked by the common thread of the **Get into The Green** Campaign, with the aim of offering citizens and tourists moments of aggregation, recreation, cultural growth and requalification of the social environment.

In the field of **sport**, Iren has supported many sports associations, amateur or otherwise, with a particular focus on minor sports, women's and Para-Olympic categories. A partnership that helps translate the daily commitment of Iren into a broader concept of sustainability, which also includes support for sport as a factor capable of setting people and communities in motion. In this regard, mention should be made of support for the Special Olympics in La Spezia, for the HB Torino wheelchair basketball team and for the CUS Torino women's field hockey, and for the Donne in Corsa CSV Emilia and Just a Woman I Am events in Turin.

Also in 2023, the interest in and commitment to **culture** as a vehicle that can promote places, traditions, stories, communities and generate direct and indirect impacts remained central.

## Donations and sponsorships by area

Among the projects in which Iren Group has been involved, five are those of excellence through which Iren has told its sustainability model:



### Genoa, The Ocean Race, Grand Finale

In June 2023, the Ligurian capital welcomed the arrival of the final leg of the most important trans-ocean race. The event saw a three-year build-up, with events along the main stages of the route, online communication activities and local events, during which Iren was present with a stand at The Ocean Race Village, set up at the waterfront in Genoa, where the topics of marine biodiversity and the preservation of the environment from plastic pollution were explored;



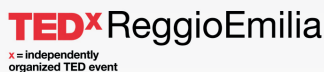
### Turin Fringe Festival

Giving impetus to the territory's culture by enhancing its venues and talents: with this objective, Iren Group was a partner and the inaugural setting of the Festival on 12 May 2023. In fact, the Arbarello primary electrical station was chosen as the opening location for the theatrical review, hosting five musicians (Dub Master Albino D'Amato and video artist Ricky Akasha Franco-Loiri) who combined contemporary electronic jazz techniques with live dubbing and the creation in live cinema of a film edited and projected live;



### FestAmbiente in Grosseto

Five days of meetings and discoveries to talk about circular economy within the Festival organised by Legambiente and dedicated to ecology and peace, aimed at the new generations to involve them and bring their attention to fundamental issues. The stand, realised in cooperation with Sei Toscana, presented the Masterpieces of Climate Change, a project launched at the XVI edition of the Turin International Book Fair;



### TEDx Reggio Emilia

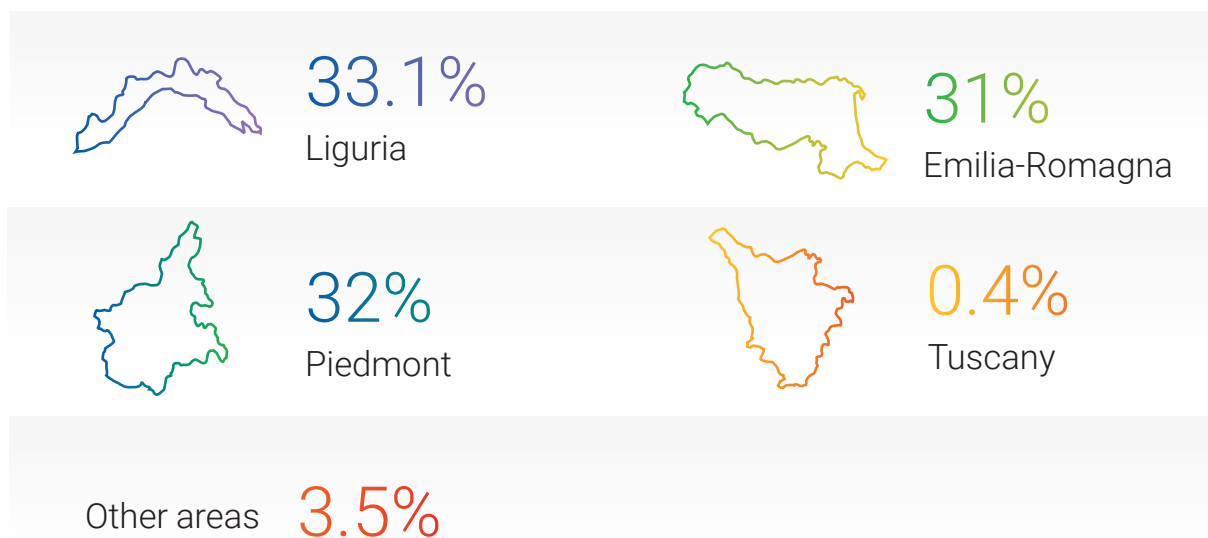
Iren provided useful tips on sustainable mobility, water saving and sorted waste collection that were disseminated through the official TEDx channels and provided a mobile fountain for free water supply. During the event, on 2 December 2023, the trailer for "Terra" was presented, a series of three unprecedented TEDx Reggio Emilia Salon events to be held in 2024 at the OFMSW plant in Reggio Emilia, realised in collaboration with Iren Group and dedicated to the topics of circular economy, the balance between nature and innovation, waste regeneration and environmental sustainability;



### Pallacanestro Reggiana, Io Tifo Pulito

The partnership between Pallacanestro Reggiana and Iren Group continued, and in collaboration with "Scuola di Tifo", they relaunched the "Io Tifo Pulito" project in the Reggio Emilia area. An idea that has allowed many primary and secondary school students to come into contact with a professional sports reality, thanks to the presence of the players in the meetings, but above all to start, with the collaboration of Eduiren, a process of educating the youngest on extremely important issues such as respect for the environment, eco-sustainability and sorted waste collection.

### Donations and sponsorships by area



### Communication on the local areas

All territorial communication activities had the objective of improving the quality of life in local communities with always different methods and tools depending on the specific reference panorama, in order to contribute with tangible and direct actions. The most promoted topics were sustainability in all its aspects and the need to act in the face of the great challenges of ongoing climate change, topics that have repercussions on our lives as citizens and service providers.

With these underlying objectives, in 2023, Iren Group carried out communication campaigns and actions aimed at promoting not only the services provided, but above all the circular economy model that underlies these services, through unusual tools and places, to achieve constantly and consistently the reference stakeholders of each action.

The Group's social channels favoured formats with the possibility of interaction with the public, giving users the chance to become co-authors of the narrative: through the "Eco Why" column, users were asked to indicate titles of books, films, documentaries that have left their mark on the sustainability narrative, while the "Misrepresented Waste" format questioned the way in which numerous everyday objects are sorted, to help citizens understand the correct way.

## Cultural projects

### Position Paper Critical raw Materials and Italian industrial Production

Produced in collaboration with The European House - Ambrosetti, the Position paper - presented in Rome in May 2023, in the presence of numerous institutions and economic operators - illustrates the opportunities offered by the circular economy. The study was an opportunity to present to numerous partners a vision of the problem affecting our continent, as well as to present the solutions offered by the Group in its Business Plan, with plants for the recovery of electronic devices in order to extract these valuable materials to be reintroduced into the industrial cycle.

### Green Week in Parma

On the occasion of Green Week, an initiative within the Festival of the Green Economy held in Parma, Iren's plants, and the circular economy model, were the protagonists with the "The Factories of Sustainability" tour, also with visits dedicated to students. In addition, the Group played a leading role, enhancing the debate with its know-how on the circular economy, and focusing on the sustainability goals of the Business Plan to 2030.

### Turin International Book Fair

Iren took part in the Turin International Book Fair by presenting the "**Masterpieces of Climate Change**" series to the public. From "Alice in the Land of Emissions" to "The Book of the Deforested Jungle", from "Wuthering Climates" to "Twenty Thousand Leagues Under the Sea of Plastic": the original series conceived by Iren revisits the great classics of literature to recount the ruinous effects of climate change. Driving the Masterpieces of Climate Change are the creativity and imagination of people, to whom Iren addresses a specific invitation: "Is the future already written or can we change it together?". Ten titles were created from this question, each with a cover generated by artificial intelligence: the question remains open and becomes a stimulus to imagine new titles and original solutions to change a future that seems already written.

### Ecomondo

At Ecomondo, the European benchmark event for green transition and new models of circular and regenerative economy held every year in Rimini, the Iren stand hosted numerous meetings and panels dedicated to the most topical and strategic issues for the future of the country and the planet. It was an opportunity to dialogue with industries, stakeholders, opinion leaders and share best practices on circular economy and green transition.

### Iren Loves Energy Genoa

Green event, organised by Iren Group, dedicated to all families to redevelop the Govi Gardens at Punta Vagno on the occasion of the Grand Final of The Ocean Race in Genoa: redesigning the roof of a wastewater treatment plant, to allow the re-appropriation of a public space for sport and leisure (with the creation of marine-themed murals and the refurbishment of the skating rink) and allow, through workshops and games, a reflection on the role of water services and their impact on people's lives.

### Matterhorn - The Legendary Mountain

In July, the Iren "Pierfranco Nigretti" Alpine House in Ceresole Reale (TO) hosted an exhibition curated by mountaineer Hervé Barmasse on the history of Matterhorn ascents told through photographs, documents, original materials and videos.

### "5 Terre" Project

Activities continued in cooperation with the Cinque Terre Park, through the organisation of several days of awareness-raising on environmental issues aimed in particular at the large number of tourists and hikers, to protect an area with many fragile aspects, in particular by organising hiking and plogging activities with the support of park guides.

## Cultural projects

### Pesalibro

Participation in the initiative of the Passerini Landi Library of Piacenza to exchange books by weight. Iren for the 2023 edition presented the initiative The Masterpieces of Climate Change.

### Millevele Regatta

Awareness-raising activities related to the protection of the sea continued in September, with participation in a now historic event in Genoa, the Millevele regatta.

### Journalism Championship

Environmental topics were proposed to various schools in the La Spezia area, which were the starting point for articles during the Journalism Championships in collaboration with La Nazione.

### Servizi a Rete

Collaboration with "Servizi a Rete" continued. In 2023, the Iren headquarters in Reggio Emilia hosted the conferences "Digital twin and asset management for networks and infrastructures in utilities" and "Modernisation of wastewater treatment plants: technologies supporting the implementation of the PNRR", developing topics related to the water cycle.

## Environmental projects

### Circular economy

- **Circular Wood** is the first plant in Italy for the production of pallets and pallet blocks from recycled wood, a virtuous example of innovation and circular economy, allowing 115,000 trees to be saved every year. The plant, built by Iren Group in the Vercelli area, was inaugurated in June 2023, in the presence of Environment and Energy Security Minister Gilberto Pichetto Fratin;
- the inauguration of **the OFMSW plant** in Reggio Emilia was an opportunity to bring together institutional representatives, supply chain consortia, local associations, the press and company management to take stock of the circular economy model proposed by Iren. The OFMSW plant replicates the natural transformation cycle of organic waste, obtaining three main products, biomethane, compost, and carbon dioxide, which are recovered. The biomethane is fed into the grid, the food grade carbon dioxide is marketed, and the compost is made available for cultivation;
- the **10th anniversary of TRM**, the Turin waste-to-energy plant, was celebrated with a national conference attended by experts, lecturers and representatives of local authorities, and the opening of the plant to the public for guided tours, meetings and discussions with local stakeholders and citizens. Among the organised activities, the following are worth mentioning: the collaboration with Geopop, the popular science popularisation column conceived and hosted by Andrea Moccia, who produced a video on the functioning of the plant; two open days, in March and October, with the participation of more than 1,200 visitors; a weekend open night on Saturday evening and, on Sunday, a theatre show, enriched by the pedal-powered theatre format, in which the electricity needed for the theatrical performance was generated by the spectators themselves through the use of special bicycles.

### Sustainable use of resources

To promote the sustainable use of resources, the main initiatives concerned:

- campaign "**Sorted waste, badly done, generates monsters**", created to stimulate citizens to adopt correct waste management behaviour with a clear message: throwing separate materials in the appropriate bins enables better sorted waste collection, avoiding the creation of waste "monsters" that cannot be recycled. The communication of the campaign, based on three subjects representing common mistakes in waste separation - the "Pizzone", created from a mixture of organic and paper, the "Peperattolo", created from unsorted organic and tin, the "Tazziglia", a hybrid of ceramics and glass - was disseminated through multiple channels: posters, space in the main local newspapers and digital content on the social media of the Group and of the various municipalities;

## Environmental projects

- awareness-raising campaigns in the Emilia-Romagna region aimed at **proper waste management, water and energy saving** and, more generally, environmental sustainability. The communication tools chosen with the aim of reaching the target audience and **contributing to the creation of a shared culture of sustainability** are, among others, posters, letters to families, information brochures in several languages, press advertisements, videos, web, social;
- **information material on sorted waste collection** on the occasion of the activation, extension or modification of the different collection services (PaP, tari, waste oils) and to raise citizens' awareness on specific aspects related to waste management;
- communication campaign for the **new IrenAmbiente app** and for the **Ecocounters**;
- **voluntary waste collection initiatives** in several municipalities in the Emilia-Romagna area. Iren supported the initiatives organised among others by Plastic Free, Legambiente, UISP through technical and operational support;
- communication activities for **waste management** in the Parma and Piacenza basin;
- campaign **"Put it in your head"** in cooperation with Comieco and Tetrapak, dedicated to the sorted collection of beverage cartons. The campaign covered the territories of Parma, Piacenza and Reggio Emilia and was disseminated through banner ads on local web publications and content for digital channels;
- **"Parma is our home, let's treat it well"**: this was the claim of the campaign, realised by Iren and the municipality of Parma, aimed at rekindling the community's awareness of caring for the city and inviting collaboration to keep it clean and enhance it. The campaign was developed through posters, advertisements and banners in online newspapers that featured images of the most characteristic views of the historic centre;
- **inauguration of the fifth Collection Centre** in the city of Parma, in an area not yet covered by this type of service, to bring services closer to people, reduce travel, provide access with flexible criteria to combat waste abandonment;
- project **neighbourhood sweeper**, implemented in cooperation with the municipality of La Spezia, aimed at providing citizens with reference operators, easily identifiable through the uniforms worn, to provide information on the functioning of services and support them in the correct management of waste;
- **environmental communication activities** in Turin that focused on sorted waste collection, the operation of the new door-to-door collection system extended to the city centre, the correct disposal of waste oils and Waste Electrical and Electronic Equipment;
- agreement between Amiat, the City of Turin and Conoe - National Consortium for the collection and treatment of used vegetable and animal oils and fats to promote the **widespread collection of domestic vegetable oils**. The agreement envisages the gradual placement of special bins at various points in the city: public schools, supermarkets, parishes and other places of aggregation, gradually covering the entire municipal territory. To accompany the placement of the collection containers, targeted dissemination actions in the districts involved, with the distribution of information materials on waste oils;
- campaign **"Recycling WEEE is a good story!"**, created from the collaboration between Amiat and Erion WEEE, the Erion System Consortium dedicated to the management of Waste Electrical and Electronic Equipment (WEEE), under the patronage of the City of Turin to raise awareness among the citizens of the Piedmont capital about good practices for the correct disposal of this specific waste fraction. Actions were developed on several fronts: the posting of posters, training activities for students and the involvement of schools ( [» SEE PAGE 242](#));
- **clean-up days of paths, beaches and the seabed** in Ligurian territory, organised by several local municipalities in which the Group participated as a technical sponsor;
- **"Captain Steel"** in La Spezia, which saw the staging of and educational and demonstration activities related to steel reuse, organised in cooperation with the Ricrea Consortium;
- communication campaigns relating to the launch of new services, or changes in **methods for collection/disposal** of waste in the municipalities of the province of La Spezia;
- **public meetings with citizens and administrations** as part of the reorganisation of collection services launched by Sei Toscana in about fifteen of municipalities served. Among the municipalities involved in the reorganisation, particular attention was paid to Suvereto (LI), the first municipality in southern Tuscany to introduce the punctual Tari. All activities related to proper waste management were promoted with the slogan **#buttabene**, which, in addition to a specific social campaign, accompanied all actions and information materials;
- anti-abandonment campaign **"Refuse Bad Habits"**, launched throughout Tuscany served with the aim of raising awareness in the community of the personal and collective damage caused by bad habits and non-compliance with the rules, which also have as a direct consequence an increase in service costs;
- **awareness-raising activities** during major sporting events in Tuscany, such as the cycling events **Strade Bianche** (Ride Green) and **L'Eroica** (Eroica for the Environment), with the aim of introducing the issues of correct waste management within the organisation and to all stakeholders (municipalities, suppliers/exhibitors, participants and visitors);
- dissemination, in cooperation with the University of Siena and the University for Foreigners, of information to the student community on sorted waste collection, raising awareness of eco-sustainable behaviour. Activities also took place within the framework of specific events, such as **Bright - the researchers' night**, or **ConversAzioni** promoted by the Alliance for Carbon Neutrality Siena.

## Environmental projects

### Energy efficiency, artistic and public street lighting

**The Heat Garden** is the new heat storage plant serving the District heating network in Turin's San Salvario district, inaugurated on 22 May 2023, as part of the study days promoted by the international association Euro Heat & Power, with an acrobatic show by CirKo Vertigo. An architectural project with a strong green imprint that integrates industrial, urban planning and design elements into the urban fabric: the plant houses terraces and roof gardens, covering an area of more than 2,500 m<sup>2</sup>, that create a whole with the storage system itself, effectively representing the "technology+green" combination. Conceived as a place open to the territory to welcome schools, citizens, and events, the "heat garden" was also chosen as the host venue for the Region of Piedmont Fabbriche Aperte initiative, attracting more than 150 visitors in one weekend.

"**Benefits and Opportunities of Energy Communities**" is the title of the meeting held at the Iren headquarters in Reggio Emilia and addressed to the mayors of public administrations in the Reggio Emilia area.

In Vercelli, on the occasion of the launch of the plan to **replace electricity meters** that will involve more than 21,000 households with the changeover from 1G to the new 2G meters, a campaign was spread with outdoor posters and issues in the city's newspapers to inform users about the reasons and benefits of the replacement, new features, and the modalities of the intervention. While in Turin, in continuity with the communication actions carried out for the commissioning of the 2G meter system, a refresh of the "New, easy, useful" campaign was carried out using digital channels.

**New recharging station for electric cars in the Maira Valley**, in Prazzo (CN), built by Iren Group and the result of an agreement signed with a view to developing the mountain area, to promote new tourist opportunities and infrastructure.

### Water

Inauguration of the **wastewater treatment plant** in the district of Borghetto di Noceto (PR) and opening of the **new public water distributor** in Botteghe di Albinea (RE). On the two occasions, information on the conscious use of water was disseminated.

Realisation of several meetings in cooperation with the municipality of Genoa, interviews and TV reports with local broadcasters, on the issues related to the **drought** that affected a large part of Italy in the summer of 2023, and which were an opportunity to raise awareness on topics of **water saving**. Much attention was given in particular to the issue of reuse of treated wastewater, which Iren Group is technically able to manage thanks to the innovative ultra-filtration technologies present in many Ligurian wastewater treatment plants.

"**Drought is not water under the bridge**" campaign to raise awareness of the conscious use of water resources carried out in Vercelli through local newspapers and posters in the city.

### Air quality

Placement of two **beehives**, on the occasion of World Bee Day, at the PAD (Purified Water Park) in Mancasale (RE), where about 120,000 bees pollinate about 30 million flowers in the surrounding area every day. Bees are the sentinels of the environment, because from the analysis of their well-being we can deduce the state of health of the ecosystem in which they live. In cooperation with Apicoltura Urbana, a number of hives were also placed at the **drinking water plant in Isoverde** (GE) in an optimal environment for reproduction, which produced over 30 kg of honey in the first few months.

Presentation of the **planting**, carried out by Iren Group as part of the KilometroVerdeParma project, of more than 3,000 trees and shrubs in the municipality of Parma, over an area of 30,000 m<sup>2</sup>, a very short distance from the Integrated Environmental Centre (PAI).

### Plant open days

On several occasions, and participating in initiatives such as **Open Enterprises, Open Recycling** as part of Paper Week and **Green Week** - Festival of the Green Economy, through the format "The Factories of Sustainability", Iren plants (Pai in Parma, OFMSW in Reggio Emilia and Pad in Mancasale) and the circular economy model were the protagonists of guided tours for citizens and foreign delegations. The same sites are also the subject of presentations and exploration activities through the Group's social channels, with interviews, video contributions and articles.