

2014 FEIEA GP CLASS 3 - 2 (1)

CLASS 3: Best multi-national communication strategy

We are Energy

The Project and the strategy behind it

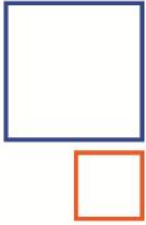
We are Energy is the project that since 2005, Enel dedicates to employees' children aged 8 to 17 years in the countries in which it operates. Each year, the project includes a training on various topics and a competition, in a logic of attention to social responsibility and corporate values. We are Energy aims to strengthen the sense of belonging to a company that values the various national identities of the countries in which it operates and the development of an international community that is based on solid values.

- **The international competition** calls to action all the youth of the Enel world between 8 and 17 years old. Year after year, over 20 countries were represented by thousands of kids, all children of employees who are called to present their projects on specific issues within an international contest. Energy is the *fil rouge* that permeates the many aspects of daily life, at the basis for the social and economic development of the planet, the energy that the guys put in place every day to grow and look to the future.
- **The thematic challenges**
Through the game, the project **helps young Enel people to reflect on fundamental issues** of civil life. Many are the topics covered so far, safety, interculturality, environmental sustainability, technological innovation, health and sport. The objective is raising awareness of the international commitment of the Group and promote a global vision of sustainability among young people and on the importance of prevention and conscious behaviors.
The choice of themes is not only related to the business and strategic lines of the company but also arises from an analysis of the major events in the world. For example, in 2014, the project, now in its 10th edition, has given the opportunity to take a journey into the world of the universal values of sport taking a cue from the world football cup: fair play, respect, inclusion, accountability, safety, teamwork. All qualities and objectives to put into practice at home, at school, at work. Next year, on the occasion of the EXPO of which Enel is also a sponsor, the chosen theme is food, even exploring the culinary traditions of the countries where Enel is present.

Objectives

The objectives of the project are:

- Enhance and make known colleagues' families the most important issues in Enel and its commitment towards core issues
- Create synergy between the Company and the young generations
- Contribute to inform kids to "see" and give visibility to the international activities of the Group



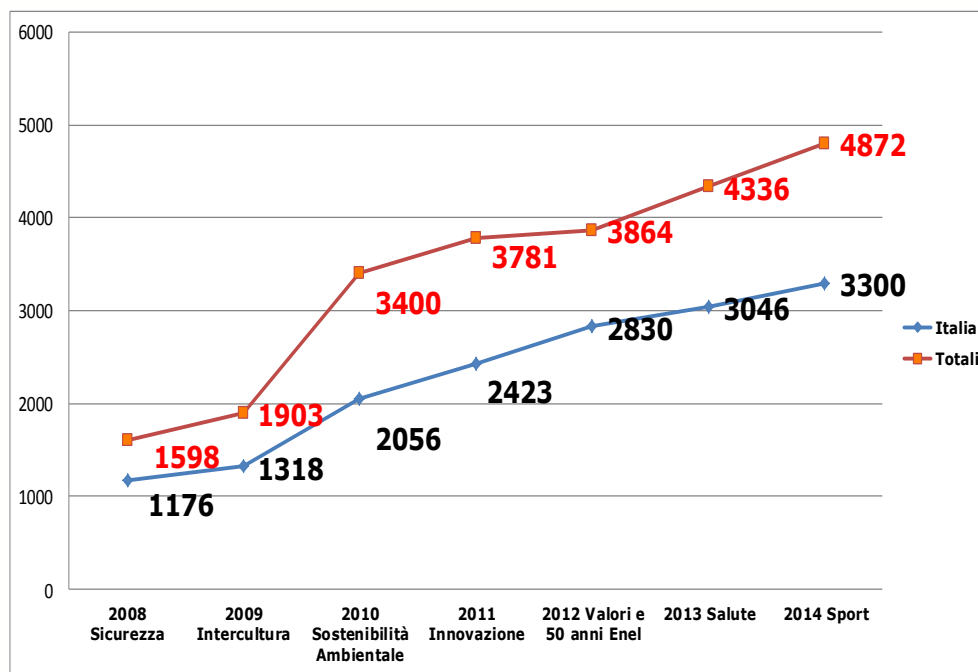
- Create linkages and opportunities for exchange between colleagues from different locations
- Engage families also in the sense of belonging to the community We are Energy

Target

Employees' children aged 8 to 17 years in the countries in which Enel operates can participate in the project as well as the guys who have won previous editions as a tutor. In the last edition families have also been involved on the theme of the World Cup 2014.

The results

In 2008, the project has become international, and since then has involved more than 20,000 children of Enel employees (enrollment increased of 200% from 2008 to 2014)



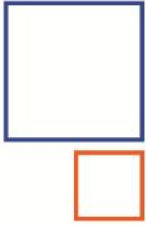
Project phases

The project is launched, supported and monitored through a global and multilingual internal communication plan.

First stage: the international competition We are Energy

The children of Enel employees and our colleagues of the countries involved are notified of the competition through a global Communication Plan with:

- Materials on-line (graphic dem, pop-ups, banners, video)



- Off-line materials (posters, totem, flyer)
- Internal media visibility (intranet, house organ, enel.tv, enel.radio)
- Dedicated website
- Social tools (community and facebook page)
- Direct engagement of colleagues, parents of children who have participated in past editions
- Kids enroll in the initiative through the dedicated website or calling the toll-free number. They receive materials, interact with each other on the site weareenergy.enel.com and participate in the contest by sending their works to the national juries.
- Each national jury (composed by internal communications, CSR HR directors and top management) selects the work of the guys who have distinguished themselves for commitment, originality and creativity. The winners are rewarded with **a two-week stay at an international campus with sports facilities, recreational and educational activities.**

Second step: the stay at the campus of 2 weeks for the winners of all countries.

- To date, more than 1,200 kids contest winners took part in the campus We are Energy in the various editions. The participants divided into teams, with the support of educators and experts held a series of educational and entertainment activities in relation to the theme of the contest.

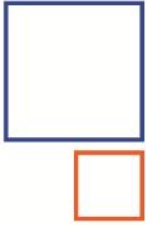
Third stage: Celebration Day

- The young winners of the campus are celebrated for their work at the headquarters of Enel in Rome with a live event streaming in all the countries in the presence of top management, including the Chairman and the Chief Executive Officer, and international institutions. This event is given visibility in the press

Online tools: the community

The largest value of We are Energy is the possibility that it gives each year, to children from around the world to meet, to create a great network of friends, to understand that the differences in language and culture are a great wealth to grow.

We are Energy is an opportunity for the young Enel family, to learn new reality and become part of an international community, thanks to the multilingual website <http://weareenergy.enel.com> which counts more than 2,000 members and provides different tools allowing students to always be near and to exchange their ideas and experiences.



In addition, a dedicated page on Facebook has more than 1,500 members on the website weareenergy.enel.com where it is possible to explore the world of We are Energy network and share experiences with games and online communities www.facebook.com/weareenergy.officialpage

Collateral initiatives: We are Tutor

In 2013, we expanded the target of participation to the children over 17: at the suggestion of some parents, we have in fact, allowed some of the "veterans" to continue to be part of the adventure with a dedicated competition: We are Tutor.

To compete, the guys upload on the dedicated area <http://weareenergy.enel.com/> their video CV in English, presenting themselves in an original, compelling and creative way, recounting experiences, interests and personal characteristics and highlighting "their strong motivation".

Videos uploaded online, are voted by all members of the community: **the best rated videos** are then submitted to the jury of We are Energy that will decide, on the basis of an overall assessment, the 3 mini tutor.

The winners, invested in their new role of responsibility, are inserted inside the campus in a specific training program that provides a theoretical phase and are then involved to plan training activities for the young children together with educators and experts.