

COMUNICATO
STAMPA

ENEL AND INTESA SANPAOLO PROMOTE THE ALLIANCE FOR THE CIRCULAR ECONOMY

Integrating innovation and sustainability in business as a strategic decision for competitiveness

- *The Italian Government Document for Strategic Positioning in the Circular Economy, towards a circular economy model for Italy, has been presented*
- *The Manifesto for the Circular Economy has also been signed by Novamont, Costa Crociere, the Salvatore Ferragamo Group, Bulgari, Fater and Eataly in order to promote collaboration between companies, as well as the sharing of best practices and projects*
- *Underpinning the new economic approach is the development of business models based on sharing, extending the useful life of products, and the reuse and use of energy and renewable resources.*

Rome, 29 November 2017 – Enel and Intesa Sanpaolo pledge to strengthen the commitment to the continuous improvement of Italian companies in innovation, competitiveness and environmental performance by promoting the Circular Economy, an approach which allows for these goals, which are highly complementary, to be pursued. With this aim in mind, **Enel** and **Intesa Sanpaolo** were the promoters of an event held today at the **Confindustria** headquarters, which opened with speeches by the Minister of the Environment Gian Luca Galletti, and member of the European Parliament Simona Bonafè.

During the initiative, which received sponsorship from the Ministries of the Environment and of Economic Development, Enel and Intesa Sanpaolo, together with **Novamont**, **Costa Crociere**, **the Salvatore Ferragamo Group**, **Bulgari**, **Fater** and **Eataly**, signed the Manifesto for the Circular Economy which involves, as a lead company for each sector, a major player company of the Made in Italy brand that has gone international and is already strongly committed to this economy.

The Circular Economy aims to transform processes and redesign products and services, promoting a departure from the traditional divisions between different industrial sectors, as well as a greater synergy between companies. Innovation and sustainability therefore constitute integral elements of business and a strategic choice for competitiveness, also as far as combating climate change is concerned.

*“The circular economy, enabled by technological innovation, is a strategic driver capable of promoting the establishment of new business models which are more efficient and sustainable, as well as promoting a departure from the traditional division of stages and distinctive roles of the linear economy: a process with a cross-cutting involvement of many players across the entire value chain”, said **Patrizia Grieco**, President of Enel. “In this context, the big businesses can play a fundamental role as a driving force to promote the circular transition of their supply chains, reinforcing the competitiveness of the Italian economic system also in the international context”.*



*“For Intesa Sanpaolo,” stressed **Mauro Micillo**, Head of Intesa Sanpaolo’s Corporate & Investment Banking Division and Banca Imi CEO, “this is a significant commitment in environmental sustainability, which has led to us receiving several accolades, such as being included on various indices and, in particular, on the Dow Jones Sustainability Index. The circular model represents a positive breakaway, which could create new value and growth. It is for this reason that since 2015 we have been the sole global partner in financial services of the Ellen MacArthur Foundation, the largest private institution in the world engaged in this field. What we see in the Circular Economy is an innovative and strategic challenge that will bring significant benefits on a global scale”.*

During the event, the National Strategic Positioning Document was presented, put together by the **Ministry of the Environment** and the **Ministry of Economic Development**. The document, entitled *Verso un Modello di Economia Circolare per l’Italia (Towards a Circular Economy Model in Italy)*, is part of the broader National Strategy for Sustainable Development, particularly helping to define the goals for an efficient use of resources, as well as the production and sustainable consumption models.

*“Italy,” said Minister **Galletti** when presenting the document, “wants to overcome the great challenge of the circular economy with Europe, with which the credibility of our international engagements is firstly measured, starting with Paris Agreement commitment to combat climate change. Our country,” he added, “can count on the strength of Italian companies and their ability to look ahead, that is to say their ability to understand before others what practices are elements of competitiveness on the market, practices such as regeneration, ecodesign and combating waste”.*

Representatives from companies including Nissan, Philips, ARUP, Marangoni, Astelav, Armadio Verde, Freyrie Flores Architettura and Accenture also took part in the event, who explained their best practices in the Circular Economy, with a representative from the Ellen MacArthur Foundation also in attendance, who presented the subject from an international perspective.

For more information

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