
PRESS RELEASE

ITALY'S MINISTRY OF TOURISM, ENEL AND TRENITALIA, WORKING TOGETHER FOR SUSTAINABLE TOURISM

- *Electric mobility, energy communities and "smart" benches: an agreement promoting "environmentally friendly and sustainable" travel*

Rome, July 27th, 2022 - Joint initiatives and projects for a common goal: the promotion of sustainable tourism. Italy's Minister of Tourism **Massimo Garavaglia**, Enel Italia Director **Nicola Lanzetta** and Trenitalia CEO **Luigi Corradi** signed a memorandum of understanding that capitalizes on their respective expertise in adopting innovative solutions to increase the appeal of certain strategic sites with high flows of tourism, aiming for an increasingly prevalent spread of sustainable and environmentally friendly tourism.

The three-way synergy will see each party provide their respective wealth of knowledge and expertise.

The **Ministry of Tourism** is committed to supporting and publicizing initiatives in favor of slow tourism.

Enel will offer solutions to boost sustainable tourism and promote proximity tourism: electric mobility projects, "smart benches" equipped with charging sockets, the setting up of energy communities, but also the installation of projections at events, smart-lighting systems at station entrances and exits, juice media in rest stops (a single structure offering both electric charging and multimedia advertising services) and photovoltaic modules on the roofs of stations.

Trenitalia, the Passenger Hub leader of the FS Italiane Group, is committed to increasing the appeal of certain locations through rail connections also linked with other sustainable modes of transport. This also includes supporting initiatives for regional promotion and sustainable accessibility to places of great cultural interest across the country, including with routes served by heritage trains. One example is the Travel Books, simple guides highlighting locations of great scenic and cultural value that can be reached by Trenitalia regional trains.

To foster the partnership approach and create the best conditions to coordinate initiatives within their respective areas of expertise, the Parties will set up a **Steering Committee** (made up of at least one representative from each party) with the task of facilitating the sharing of useful information and periodically carrying out coordinated monitoring activities for the implementation of the Memorandum, the identification of possible projects and the progress of their implementation.



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