



## **Eni launches the institutional campaign "Let's give energy a new energy"**

*Toni Servillo is the narrator*

*San Donato Milanese (Milan), 27 September, 2013* – Eni presented in Milan today *Rethink Energy*, the new institutional campaign designed to instil a new mentality of responsible and efficient energy use. The campaign's slogan is "Let's give energy a new energy".

*Rethink Energy*, which will be launched on 29 September, describes Eni's international commitment to combine energy development and communities' welfare, also encouraging access to energy and realizing projects of excellence in research.

The campaign reminds that Eni, in order to facilitate access to energy, constructed power plants in Congo and Nigeria which generate electricity using natural gas associated with oil production, otherwise flared, providing for the 60% of the electricity produced in Congo and for the 20% in Nigeria.

Eni also develop important initiatives in the research and innovation field: the campaign refers in particular to the partnership with the MIT Energy Initiative, of which Eni is a Founding Member, promoting research projects focusing on the entire energy sector, from hydrocarbons to solar energy.

These, along with Eni's other initiatives, are shown alongside images that represent the daily relationship between individuals and energy in its various forms, highlighting responsible energy behaviours. The campaign aims to convey the idea that each individual's actions and behaviour form an active part in building a common future of sustainable energy.

In order to create the maximum empathy on the messages of the campaign, Eni has enlisted Toni Servillo to narrate the television campaign filmed in Barcelona and directed by Bruce Saint Claire. The young artist, Becha@Machas, has contributed to the media campaign in order to develop a creative concept using the mixed technique of "collage art".

*Rethink Energy* also describes the relationship between Eni and culture. Art, cinema, music and performing arts are the channels through which Eni combines its role as one of the largest energy companies in the world with its commitment to the social and cultural context of the countries in which it operates.

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[Eni Rethink Energy Backstage](#)

[Toni Servillo's interview](#)

## **Notes for the press**

### **Eni access to energy**

Eni was the first international energy company in Africa to invest in the production of electricity using previously flared gas.

In the Republic of Congo, the construction of Central Electrique du Congo and the renewal of Central Electrique de Djeno led to the development of 350 MW of installed capacity. We created a new electricity grid that covers about 40% of the city of Pointe-Noire, which reaches 350,000 inhabitants who until now had no access to energy, if not in small part through private generators.

In Nigeria, we provide electricity and natural gas by power plants (Okpai 480 MW power plant, Rivers State Government 150 MW power plant), we have developed networks connected to industrial plants, and we support the supply of electricity through off-grid systems.

Today, Congo and Nigeria power plants produce the 60% and the 20% of national electricity production respectively, with a significant reduction of gas flaring in both countries.

In Mozambique Eni has recently announced the construction of a 75 MW power plant in the province of Cabo Delgado in the north of the country.

### **Eni and the research**

Eni's commitment to research and innovation in 2012 amounted to 245 million euro, still on the rise over the previous year.

In 2011-2012, there were more than 270 active partnerships involving one hundred universities in Italy and abroad.

Among the main structured partnerships for research:

- Strategic Partnership Eni-MIT, launched in 2008 and renewed in 2013, has a duration of four years and involves a total financial commitment of more than \$ 5 million per year, which is distributed between different types of research in solar energy, oil & gas business sector, environment and green chemistry.

- Strategic Alliance Research with the University of Stanford, launched in 2011, has a four-year period for the development of thematic research and innovation in the oil & gas upstream technologies field, and in the monitoring and environmental restoration.

-Nationally, the three most important collaborations and significant in terms of quantity/quality of research and development are with the Politecnico di Milano, the Consiglio Nazionale delle Ricerche, and the Politecnico di Torino.

### **Curiosity about the campaign**

The professor that writes the formula on the blackboard is a true professor of mathematics and the formula is that of perpetual motion.

The scene of the fluorescent paint was filmed at 1200 frames per second.

In the assembly, 65 shots have been placed on over 80 turns, and the campaign has required 5 days of shooting in 25 locations.