



## **Eni presents its online magazine Eniday at the Triennale in Milan**

*Storytelling about exploration, research and energy world*

San Donato Milanese (Milan), 5 October 2015 - Today at the Milan Triennale Eni will present its online magazine Eniday (eniday.com), a digital platform in English and Italian devoted to stories about the new frontiers of energy and technological innovation applied to sustainable development. Eniday tells stories about exploration and research, but also the experiences of the people who work to transform the earth's natural resources into energy every day.

The magazine will also provide content for Eni's websites and social media profiles, aimed at both Italian and international audiences, as well as the dozens of countries in which the company operates.

The arrival of Eniday completes Eni's digital galaxy and enriches it with content to be distributed on all the group's platforms. Eni is now a protagonist in leading the global debate on innovation in energy, through its corporate website **Eni.com** (which remains at the top of the world rankings of best business websites), **Eniday**, the magazine **Oil** and the analysis site **Abo.net**, in addition to a growing social community that has just been enhanced by a new institutional **Facebook** page.

The presentation of Eniday at the Triennale will also provide the opportunity for a debate, entitled "Communication is a good story", and moderated by Marco Bardazzi, Eni's director of external communications. The debate will involve: **Gianni Riotta**, journalist and writer; **David Bowen**, founder and senior consultant at Bowen Craggs & Co; and **Shane Snow**, journalist, author and founder of Contently.

Eniday wants to tell the energy story in an innovative way, using creativity and the digital tools of a network of international talent. Its authors include journalists, photographers, video makers, and experts in infographics and big data, as well as experts in the

technologies applied to the world of energy and sustainable development. They constitute a network of digital talent from all over the world, which Eni can now access thanks to a partnership - uniquely in Europe - with the US-based start-up Contently.

Among the stories already online, are innovations in the fight against CO2 emissions, the story of what the largest wind turbine in the world will be like, and energy research extracted from algae. There is also a report on Eni's laboratories and a journey to discover the secrets of the 'six-legged dog'.

Energy, as the Eniday mission states, is a great story.

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