



# A SUMMER PLAYING THE RHYTHM OF MUSIC, POWERED BY PLENITUDE

**The company brings its commitment to spreading awareness of  
energy efficiency to festivals across Italy and Europe**

## **PRIMAVERA SOUND**

Barcelona (4 – 8 June)

## **LA PRIMA ESTATE**

Lido di Camaiore (20-22 and 27-29 June)

## **KAPPAFUTUR FESTIVAL**

Turin (4-6 July)

## **LOCUS FESTIVAL**

Bari (17-19 July)

## **SPRING ATTITUDE**

Rome (12-13 September)

## **KISS KISS WAY**

Naples (30 – 31 May)

Turin (14 – 15 June)

Rossano Calabro (28 -29 June)

Baia Domizia, Caserta (12 – 13 July)

Golfo Aranci, Sassari (26 -27 July)

**Milan, 18 June 2025** – Summer is here, bringing back the most eagerly awaited music events - a festival program that once again sees Plenitude at the forefront, providing solutions to support these events in their journey toward greater energy efficiency.

For years, the company has been committed to initiatives that combine entertainment with the promotion of a culture of conscious energy use, both in Italy and across Europe. In Spain, for example, Plenitude has supported [Primavera Sound](#) for the fourth consecutive year. This internationally renowned festival, held from June 4 to 8, featured performances by globally acclaimed artists such as Charli XCX, Sabrina Carpenter, Chappell Roan, Central CEE, Jamie XX, and Beach House.

For this year's edition, a record-breaking success attracting an audience of 293,000 participants, Plenitude has planned the installation of high-efficiency energy storage batteries at Parc del Fòrum, powering seven festival stages, including the Plenitude by Nitsa stage. This stage is created in collaboration with Nitsa, Barcelona's longest-running music club and a cornerstone of the city's electronic scene since 1994.

Plenitude's partnership with Primavera Sound began in 2022 when the company became the festival's Energy Partner, making it one of the first events worldwide to use batteries for stage power. In 2023, battery usage was expanded to stages in Madrid and Porto. By 2024, battery efficiency had been further optimized, enhancing the festival's energy performance and achieving a remarkable milestone: a more than 50% reduction in CO<sub>2</sub> emissions linked to the festival's energy consumption compared to 2017<sup>1</sup>.

After its stop in Spain, Plenitude's musical summer continues in Italy with **La Prima Estate**, a festival where the company will serve as the Official Partner. The event will take place over two weekends—June 20-22 and June 27-29—at Parco Bussoladomani in Lido di Camaiore, a historic venue that was one of Italy's most important live music locations in the 1970s and 1980s. The *Plenitude Stage* will host performances by DJs and emerging artists, bringing energy to different moments throughout the day. As part of its commitment to energy transition, Plenitude plans to install a photovoltaic system to help power its stage.

Plenitude's concert tour will also reach other Italian regions, including Piedmont, Lazio and Puglia, through an exclusive partnership with **Aperol**, part of the **Campari Group**, to bring even more "energy" to three internationally recognized music festivals: *KappaFutur* in Turin, *Locus* in Bari and *Spring Attitude* in Rome.

Finally, Plenitude will be a Partner of **Kiss Kiss Way**, the first national summer tour of the historic radio station, which will travel across Italy this season with five exclusive venues—Naples, Turin, Rossano Calabro, Baia Domizia, and Golfo Aranci. Each location will be transformed into a large live music event featuring renowned national and international artists such as Benji & Fede, Carl Brave, Clara, Francesca Michielin, Gabri Ponte, Noemi, Olly, Planet Funk, Rose Villain, Skunk Anansie, Sophie and the Giants, Tananai, and many more.

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#### Plenitude

*Plenitude, a company controlled by Eni, operates in more than 15 countries worldwide with a business model that integrates electricity generation from over 4 GW of renewable sources, the sale of energy and energy solutions to over 10 million customers, and a vast network of 21,500 charging points for electric vehicles. By 2028, the company aims to reach 10 GW of renewable capacity globally.*

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<sup>1</sup> The reduction in emissions was calculated by comparing the energy data from the 2024 edition with those of the 2017 event, based on actual diesel consumption and electricity drawn from the grid. Official emission factors, consistent with the reference years and sourced from institutional databases (<https://www.ree.es/en>), were applied. The calculation also took into account any structural changes made to the festival over time.

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