



### CSV, environment and sustainability

APICOLTURAURBANA.IT AND ENEL X TOGETHER FOR THE ENVIRONMENT: THREE BEEHIVES FIND A HOME ON THE ROOFS OF OFFICES IN ROME

*Enel X and ApicolturaUrbana.it form an alliance for the protection of biodiversity and plan biomonitoring activities and initiatives on the theme of bees, sentinels of the environment*

Rome, 20.05.2021 - The Enel X headquarters in Viale di Tor di Quinto, 47, in Rome, will host three beehives managed by Apicolturaurbana.it in order to raise awareness of respect for the environment and biodiversity. Enel X, the business line of the Enel Group, is a global company, with solid roots in the energy sector, leading the transformation of the sector. Enel X has an open strategy, based on digitalization, sustainability and innovation, to transform companies and homes and thus create new value. But that's not all: Enel X intends to act as a catalyst for change, working to transform cities, improving the quality of life of citizens and making our cities more prosperous, connected and sustainable.

Since its inception, Enel X has paid great attention to the issue of environmental, social and economic sustainability, committing itself to the sustainable development of cities through an integrated management of resources, in order to generate value over time by improving the quality of life of people. The results of this dialogue between resources and development generate a broad Corporate Social Responsibility project and the creation of shared value.

**Enel X has chosen to be the protagonist of an urban beekeeping initiative by adopting three hives, managed by Apicolturaurbana.it.**

With a view to sustainability, Enel X transforms energy into new opportunities, making them the engine of progress all over the world, through smart, compatible and sustainable solutions for the environment and for the conservation of resources and biodiversity, including pollinators. An all-round commitment that Enel X has made, even on the occasion of **World Bee Day**.

Bees are fundamental living beings for the environment and for the survival of mankind, especially for their precious pollination work. Greenpeace has estimated that 71 crops out of 100 end up on our tables thanks to the work of bees and that the added value of pollination for food crops in Italy amounts to 1,500 million euros per year.

In recent times, however, pollution and the increasingly massive use of insecticides, herbicides and pesticides and the erosion of biological diversity caused by industrial agriculture are putting a strain on bees and all pollinators that are the basis of the delicate balance of the terrestrial ecosystem. For this reason, urban beekeeping plays a leading role and constitutes the merit and added value of business decisions: urban areas have become safe places for bees, far from the chemical pollution linked to



cities and cities provide a particularly diversified range of nectar sources, effectively supporting many species.



Rome will also host an initiative for the protection of these insects and environmental biomonitoring thanks to Apicolturaurbana.it (<http://www.apicolturaurbana.it/baas>), a reality created by Mauro Veca - urban beekeeper in Milan for over 10 years - and Giuseppe Manno. The two founders were the first in Italy to provide solutions and tools for installing apiaries on roofs, terraces and gardens of offices and companies. Urban beekeeping has entered the CSV projects of various companies and industrial realities and today there are beehives on the roofs of many cities around the world. Now, the company expands this experience also in the Italian territory, creating spaces for sharing, with a view to caring for the environment: a model of positive behavior that has won the support and curiosity of numerous local, cultural and social associations.

Creating new value: Apicolturaurbana.it and Enel X are working to activate environmental biomonitoring and awareness raising initiatives, to affirm the culture of sustainability and innovation.

Creating new value through the innovative use of energy and sustainability: new value not only economic, but which will offer benefits to society as a whole, allowing people to collaborate, explore new possibilities, exchange experiences and progress in the new economics of the energy sector. These issues are now even more valued, thanks to Apicolturaurbana.it and its bees, in view of biomonitoring and safeguarding biodiversity.

"After initial skepticism, today urban beekeeping projects are spread all over the world. According to the United Nations, 40% of hives are at risk of extinction: doing beekeeping in the city is possible and means protecting them. For bees, cities have become a protected environment and, contrary to what one might think, urban honey is not contaminated," comments Giuseppe Manno, co-founder and creator of the Apicolturaurbana.it project.

"We are proud to be alongside Apicolturaurbana, it in the project to protect bees and their ecosystem, a virtuous initiative that preserves biodiversity and respects the environment. We believe that protecting beekeeping in urban areas is fundamental to ensuring that bees, through pollination, can continue to carry out their precious task in the chain of life. For this reason we have decided to host three beehives at the Tor di Quinto headquarters, a responsible choice that confirms Enel X's commitments in terms of sustainability," said Anna Santucci, Head of Environment global at Enel X

All-round innovative experiences, which demonstrate how bees know, as true sentinels of the environment, to guide sustainability and combine it with development, with a look to the future.



### **Enel X**

*Enel X is Enel Group's global business line offering services that accelerate innovation and drive the energy transition. A global leader in the advanced energy solution sector, Enel X manages services such as demand response for around 6 GW of total capacity at global level and around 100 MW of storage capacity installed worldwide, as well as 195,000 electric vehicle charging points made available around the globe<sup>1</sup>. Through its advanced solutions, including energy management, financial services and electric mobility, Enel X provides each partner with an intuitive, personalized ecosystem of tech platforms and consulting services, focusing on sustainability and circular economy principles in order to provide people, communities, institutions and companies with an alternative model that respects the environment and integrates technological innovation into daily life. Each solution has the power to turn decarbonization, electrification and digitalization goals into sustainable actions for everyone, in order to build a more sustainable and efficient world together.*

<sup>1</sup> Public and private charging points. It includes interoperability points.

Enel X Italy Social Media links:

- LinkedIn
- Twitter
- Facebook
- Instagram

### **Apicolturaurbana.it**

*The first Italian company dedicated to urban beekeeping for both individuals and companies. Equipment, training and support for anyone wishing to do beekeeping in their home garden; for companies, a "turnkey" service for Corporate Social Responsibility; the "BaaS" or Bees As A Service of Apicolturaurbana.it is aimed at companies in every sector that decide to turn to honey bees at least part of their investments dedicated to CSR. You can contribute to socially shared values - such as environmental protection and biodiversity - by entrusting Apicolturaurbana.it with the management of bees on the roofs or gardens of offices or companies. In the perspective of being able to share with stakeholders - employees, business partners, local communities, charitable entities - the sweet fruit of one's commitment. Information at the site <https://www.apicolturaurbana.it/baas>*

Apicolturaurbana.it Social Media Links:

- <https://www.facebook.com/apicolturaurbana.it/>
- <https://www.linkedin.com/company/apicolturaurbana.it>
- <https://www.linkedin.com/in/giuseppe-beppe-manno/>
- <https://www.instagram.com/apicolturaurbana.it/>
- <https://twitter.com/Apicolturaurba1>

- <https://www.youtube.com/c/ApicolturaUrbanait>



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