

PRESS RELEASE

EDISON AND FONDAZIONE PRADA WORK TOWARDS SUSTAINABILITY

Milan, 14 November 2018 – Edison and Fondazione Prada announce the start of a virtuous path towards sustainability. The collaboration between Edison and Fondazione Prada is based on a shared project for the efficient use of resources and on awareness that energy is one of the cornerstones of contemporary life in places, spaces and cities.

Committed to building a future in which energy is sustainable, Edison is providing Fondazione Prada with all its experience and unique expertise as a benchmark energy operator with over 130 years of history.

Thanks to the collaboration with Edison, Fondazione Prada is strengthening its attention and commitment to environmental sustainability and energy conservation, essential for an institution that has chosen art and culture as its main tools for work and learning.

“Today, Edison is proud and delighted to announce its partnership with Fondazione Prada. We have given ourselves an important challenge: to improve people's quality of life by designing the spaces and places in which they live. We are therefore honoured to bring our energy and expertise to a prestigious international institution like Fondazione Prada. Sustainability and innovation are concrete goals for Edison and efficient use of resources is a fundamental part of our work.” – comments **Marc Benayoun, CEO of Edison.**

Edison is currently working on the design and development of energy efficiency solutions, while proposing innovative ideas and projects for the sustainable management of energy, environmental and economic resources. In collaboration with architects, companies, the service sector and the public sector, the company is also co-developing the smart cities of today and the future. In this sense, Edison is applying a new approach using an integrated model, the only approach that will genuinely benefit the environment and people by relating individual buildings to the neighbourhood and the city as a whole.

Edison is providing Fondazione Prada with its exceptional know-how and expertise regarding energy services, enabling the company to start a virtuous path towards sustainability and the efficient use of resources such as energy, light, heat and water. Edison will carry out a smart audit for Fondazione Prada's facilities in Milan, in other words an innovative energy diagnosis to identify areas where energy use can be improved and to take action in order to reduce the consumption of the Foundation's most energy-intensive facilities, identifying opportunities to reduce environmental impact and to avoid waste.

In addition, Edison, which has recently entered the electric mobility sector with increasingly technologically innovative and environmentally friendly solutions, will equip Fondazione Prada's parking area with recharging columns for electric cars that will be available to visitors to the Foundation.

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Sustainability and innovation are therefore at the basis of Edison's approach, which takes systems, the interactions of all the elements and problems into consideration as a whole. The goal is to contribute to designing the cities of the future so that all the elements, whether they are the buildings where people live, such as public and private places used, for example, for cultural activities, find their place in a context that has been designed according to collective aims and to improve quality of life by intelligently connecting all available resources.

Edison

Edison is a leading Italian and European player in the procurement, generation and distribution of electricity, in energy and environmental services – through its subsidiary Fenice – and in exploration and production. Founded over 130 years ago, Edison has contributed to the electrification and development of Italy. It now operates in Europe, Africa and the Mediterranean area, employing 5,000 people. Edison's electric power plants have a total capacity of 6.4 GW.

Fondazione Prada

Since 1993, Fondazione Prada has questioned the role and relevance of cultural commitment in the present day. Until 2014, utopian projects by international artists, research exhibitions, philosophy conferences and film initiatives took place in Milan, Venice and other cities in Italy and abroad. The opening of Fondazione Prada's permanent Milan headquarters in 2015 strengthened its experimental vocation, focused on bringing together different disciplines and artistic languages.

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