



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

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 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 develops 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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We are a major integrated energy company, committed to growth in the activities of finding, producing, transporting, transforming and marketing oil and gas. Eni men and women have a passion for challenges, continuous improvement, excellence and particularly value people, the environment and integrity.