

PRESS  
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## CIRCULAR ECONOMY: ENEL X AND MORELLINO DI SCANSANO WORKING TOGETHER FOR SUSTAINABLE DEVELOPMENT

**Rome, Scansano (GR), March 31<sup>st</sup>, 2021** - A decisive acceleration along the road to sustainability, in one of the most green economy aware wine areas in Italy. This is the goal of the agreement, one of the first of its kind in Italy, between the Morellino di Scansano DOCG Wine Protection Consortium and Enel X, the Enel Group's global business line that offers services to accelerate innovation and drive the energy transition. The partnership promotes Circular Economy best practices to be applied to the region and activities in the vineyards, to the production processes and ancillary processes in the vineyards of Morellino di Scansano DOCG production area.

The partnership was presented during a digital event attended by **Stefania Saccardi**, Vice President and Councillor for Agriculture of the Tuscany Region; **Leonardo Marras**, Councillor for Economy and Tourism of the Tuscany Region; **Francesco Palumbo**, Director of the regional tourism promotion agency; **Augusto Raggi**, Head of Enel X Italy; **Nicola Tagliafierro**, Head of Sustainability of Enel X; **Bernardo Guicciardini Calamai**, President of the Morellino di Scansano Protection Consortium; **Alessio Durazzi**, Director of the Morellino di Scansano Protection Consortium.

*"Combining the circular economy and quality production is the ideal response to the challenges of environmental sustainability that we must face,"* said **Stefania Saccardi**, Vice President and Councillor for Agriculture of the Tuscany Region. *"This agreement is a pilot example of excellence that once again identifies Tuscany as a land capable of looking far ahead, able to field concrete and avant-garde solutions that are attentive to the environment and the agro-diversity of which the vineyards of Morellino di Scansano represent a valuable specimen."*

*"The agreement is an important step for the Maremma. It is an example of good sustainability practice for other areas,"* said **Leonardo Marras**, Councillor for Tourism of the Tuscany Region. *"It is the latest step on the road already started by the Region and Toscana Promozione Turistica with the 'Tuscan coast and islands sustainable destination' project. The goal to create an increasingly green tourism, focused on protecting and improving the area's natural beauty, remains a priority for us and today, from the province of Grosseto, we are sending out a positive message, also in view of the coming season. This will still be a complex summer, but one that will see the first gradual return of foreign tourists and a confirmed preference for sustainable destinations, for holidays dedicated to nature, relaxation as well as food and wine. All factors fully embodied by the area of Morellino."*

*"The circular economy is a fundamental part of Enel X's business strategy, which provides partners with innovative solutions and services to address the main challenges of the energy transition, such as applying the principles of circular economy to production activities,"* said **Augusto Raggi**, Head of Enel X Italy. *"The agreement with the Morellino di Scansano Consortium is a clear example in this direction and represents one of the first solid cases of integrated sustainability between companies and the local area. An initiative where Enel X plays a fundamental role, guiding the process of reusing resources, making production processes more efficient and electrification of final consumption, with a view to sustainable development"*.

*"The partnership with Enel X will give decisive impetus to our area and its vineyards, which have long been very aware of sustainability issues as a whole,"* said **Bernardo Guicciardini Calamai**, president of

the Morellino di Scansano D.O.C.G. Wine Protection Consortium. *"We intend to protect and improve the biodiversity that our classification has the good fortune to represent and to do so we need real tools, such as those that Enel X will provide, which allow us to assess the level of maturity of the companies in the area in relation to circular economy issues."*

*"Regeneration, sustainability and accessibility are at the heart of tourism promotion activities in Tuscany, made possible through continuous debate and dialogue with European tourism guidelines and regional stakeholders,"* said **Francesco Palumbo**, Director of Toscana Promozione Turistica. *"For some time now, with the 'Sustainable Tuscany Coast and Islands' project, which involves 12 areas and 173 municipalities, we have been building an offer with innovative solutions for tourist services and transport through a strategy that sees us recognized at an international level. Indeed, the goal is to create a sustainable and competitive tourism offer platform, with which to develop new conversations and reasons for travel. Today's agreement creates further widespread environmental awareness and generates a virtuous multiplier effect of good practices in line with promotional activities and new regional challenges in the context of the circular economy."*

Enel X will develop circular economy projects with businesses, also through the involvement of local municipalities. It will carry out training and awareness-raising activities aimed at member companies on the principles and opportunities offered by the Circular Economy with a focus on renewable energy, energy efficiency and energy management. It will offer electric mobility solutions for travelling around the vineyards and other areas covered by the initiative.

These activities will be added to the Circular Economy Report, the analysis system designed by Enel X, which aims to analyze the state of circular maturity of the companies in the Consortium and identify any gaps and opportunities to be seized. Thanks to this analysis, further measurable and solid solutions will be identified which, once implemented, will allow companies to have a competitive advantage thanks to the numerous opportunities offered by the circular economy.

Enel X will also play an important role in the development of the "Morellino Green" project, a sustainability process launched by the Consortium in 2019, with the aim of promoting and spreading electric mobility in the classification area, making the Morellino area one of the first "EV friendly" DOCGs in Italy. Now the goal is to establish a real network of companies equipped with Enel X charging stations for electric vehicles, guaranteeing completely "green" mobility.

**Enel X** is the Enel group's global business line that offers services to accelerate innovation and drive the energy transition. A world leader in advanced energy solutions, Enel X manages demand response services with approximately 6 GW of total capacity and 124 MW of installed storage capacity worldwide, and has installed approximately 175,000 public and private charging stations for electric vehicles globally<sup>1</sup>. With its advanced solutions in areas including energy management, financial services and e-mobility, Enel X provides each of its partners with a customized ecosystem of technology platforms and consulting services based on the principles of sustainability and the circular economy. The aim is to provide people, communities, organizations and businesses with an alternative model which respects the environment and makes technological innovation part of everyday life. Every Enel X solution is designed to make the transition towards a low-carbon, electric and digital economy an affordable option for everyone, so we can build a more sustainable and efficient world together. Innovation and sustainability are at the heart of Enel X's strategy since its inception, with circular economy being the perfect combination of these two elements, applied in many of Enel X products and services.

Find out more at [www.enelx.com](http://www.enelx.com) and follow **Enel X** on social media:

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<sup>1</sup> Estimated data for 2020.



#### **THE CLASSIFICATION AND THE MORELLINO DI SCANSANO PROTECTION CONSORTIUM**

Recognized as a **controlled designation of origin in 1978**, Morellino di Scansano has recently celebrated its first 40 years. Over this period, much has been done for its improvement, based on its intrinsic qualities and growing international reputation, so much so that in **2006, the Denominazione di Origine Controllata e Garantita** (controlled and guaranteed designation of origin) was obtained, starting from the 2007 harvest. The **Morellino di Scansano Protection Consortium**, founded in **1992** by a small group of producers, is active in the work of promotion and protection. Over the years, the Consortium has gradually expanded its associative sector, welcoming more than **200 members**, over **90 of which have their own Morellino di Scansano label on the market**.

#### **PRESS CONTACTS**

**Enel X**  
**News Media Italy**  
T +39 06 8305 5699  
[ufficiostampa@enel.com](mailto:ufficiostampa@enel.com)  
[gnm@enel.com](mailto:gnm@enel.com)  
[enelx.com](http://enelx.com)

**Press office Morellino di Scansano Protection Consortium c/o fruitecom**  
Jessica Busoli | [jessica.busoli@fruitecom.it](mailto:jessica.busoli@fruitecom.it) | M. 366 5725233