



Press  
Release

#### Media Relations

T +39 06 8305 5699  
F +39 06 8305 3771  
ufficiostampa@enel.com

[enel.com](http://enel.com)

## ENEL COMBATS VIOLENCE AGAINST WOMEN

*The company is supporting United Nations Orange Day with a number of initiatives worldwide. Top management pictured dressed in orange.*

**Rome, November 24<sup>th</sup>, 2014** - The Enel top management team are photographed dressed in orange to say "No" to violence against women. Once again the company is supporting this year's UN Orange Day - 16 days of activism against gender-based violence, starting on November 25<sup>th</sup> and ending on December 10<sup>th</sup>, Human Rights Day.

The initiative, entitled **Enel Orange Days**, will comprise an internal and external communications campaign, aimed at reaching out to all the countries in which the Enel Group operates.

As well as the direct involvement of the top management team, all Enel personnel have been invited to send in a photo of themselves wearing something orange, the goal being for the campaign to go viral to raise awareness of this issue. The pictures will be published on the company intranet in a section set up for this purpose.

**Patrizia Grieco**, Chairman of Enel Group, stated "*A multinational corporation such as Enel must contribute to promote respect of human lives' dignity, protection of diversities, as well as rejecting any kind of violence. Therefore, we have asked all our colleagues, starting from top executives, to make a simple yet concrete gesture to raise awareness over such a sensitive issue. The eradication of behaviours that are behind violence against women requires profound changes as well as constant protection against abuse. In this challenge, we are at the frontline through our not-for-profit organization Enel Cuore, with several projects supporting women in need.*"

Many Enel retail outlets (Punti Enel) in Italy are joining in the campaign by organising a photo shoot for visiting customers and adorning their premises with stickers and posters with the orange logo bearing the message "Stop alla violenza sulle donne" (Put a stop to violence against women).

Enel.Tv and Enel.Radio will be putting on live broadcasts for the day featuring such external expert guests as: Veronica De Laurentiis – campaigner and violence victim herself, Marco Caizzi – medical practitioner and self-defence expert, Oria Gargano – Director of the Rome-based women association, "Casa Internazionale delle Donne", Anna Costanza Baldry – psychologist and director of the Naples-based study centre on violence against women "CESVIS"; Ms Baldry is also blogger on the leading Italian daily *Corriere della Sera*; Matilde D'Errico – creator, author and director of the documentary crime series "Amore Criminale" broadcast on the Italian TV channel Rai 3. The Enel in-house media will also be presenting some tips on self-defence aimed at company employees. A special mini-website will be set up together with an online campaign with banners and a photo gallery of selfies and videos posted by Enel staff the world over.

Enel Cuore, the group's not-for-profit organisation working for the most disadvantaged people will be playing its part in supporting women by funding the project **M'Ama Food**, aimed at helping socio-economic integration of female victims of violence through work. Enel Cuore is supporting the project by helping refurbish the new headquarters of the M'Ama Food catering cooperative located in the Greco



district of Milan. Every year the project will help, through training and job opportunities, over 70 refugee women, victims of persecution, abuse and war from all over the world.

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