



## PRESS RELEASE

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### **ENEL LAUNCHES THE SECOND DIGITAL EDITION OF PLAYENERGY, INVITING STUDENTS TO CREATE THE CITY OF TOMORROW**

- *Students between 14 and 20 years old are invited to experiment through games, research, and collaborative learning the benefits of the Circular Economy to generate new ideas on how to better use materials and energy*
- *The 2021 edition of PlayEnergy will start on April 1<sup>st</sup> and run until the end of October 2021 and is open to students from seven countries: Argentina, Brazil, Chile, Colombia, Greece, Italy, and Peru*

**Rome, March 30<sup>th</sup>, 2021** – Enel launches the 2021 digital edition of PlayEnergy, the company's initiative dedicated to students, aimed at bringing the Circular Economy closer to them and stimulating their creativity through the values of sustainability, innovation, and the conscious use of energy.

With a special focus on Circular City, this year's participants, students between 14 and 20 years old, will embark on a series of digital activities to discover the benefits of the Circular Economy and generate a sustainable, innovative, and accessible future. The 2021 edition will kick-start on April 1<sup>st</sup> and run until the end of October 2021, and involve students from seven countries: Argentina, Brazil, Chile, Colombia, Greece, Italy, and Peru.

PlayEnergy participants are invited to give free rein to their imagination, be inspired by what happens around them, and propose projects that use energy in an innovative and sustainable way with the aim to shape the cities of tomorrow. Participants can play independently or with friends through an online itinerary and will engage in a series of seven activities, one for each month:

1. Prioritize regenerative resources (THINK RENEWABLE);
2. Design for the future (DESIGN THE FUTURE);
3. Use waste as a resource (WASTE SMART);
4. Preserve & extend what's already made (PRESERVE & UPGRADE);
5. Incorporate digital technology (MAKE SCHOOL DIGITAL);
6. Rethink business model (USE vs. BUY);
7. Collaborate to create joint value (SHARE TO CARE).

The finalists will have access to an online hackathon during the Campus Party Digital Event in January 2022. This year, PlayEnergy is also supported through a collaboration with the MacArthur Foundation, aimed at enhancing the synergy of engaging content for younger generations.

PlayEnergy aims to bring the Circular Economy closer to young people and stimulate their creativity through the values of sustainability, innovation, and the conscious use of energy. The entire creative process is designed to enable students' curiosity to discover both the usefulness of energy and new ways of using energy: at home, on the street, in the city, in power plants, and the whole world.