



**press release**

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## **Hera among the world's circular economy leaders: welcomed to the Ellen MacArthur Foundation's CE100 programme**

*The results achieved by the multi-utility in favouring the transition towards a circular economy have once again been recognised, by this pre-competitive innovation programme which was established to enable organisations to develop new opportunities and realise their circular economy ambitions faster.*

The Hera Group has become a member of the Ellen MacArthur Foundation's Circular Economy 100 (CE100) international programme, which brings together corporates, governments and cities, academic institutions, emerging innovators and affiliates in a unique multi-stakeholder platform. The multi-utility is the second Italian company to have completed the requirements for being included in the programme. Organisations from around the world join in furthering their knowledge on issues tied to a circular economy, by sharing experiences, initiating partnership projects and collaborating in the field of research and development.

The initial contact between Hera and the Foundation, came about during Dame Ellen MacArthur's participation in the conference organised in Bologna last June, dedicated to the issues raised by a circular economy. This event in fact allowed MacArthur to become acquainted with the Group's facilities, its policies, initiatives, results and best practices and to formulate an overall view of them.

In this sense, some crucial elements for Hera's entry within the CE100 include reaching well in advance the targets set by the EU across the areas served by the Group, its commitment in terms of energy efficiency with the target of a 5% reduction in consumption by 2020 and the exclusive use of renewable energy as of 2017, the Sant'Agata Bolognese biomethane project and a significant presence of organic waste recovery through biodigesters for renewable electricity production. Furthermore, the Group has now entered the sector of plastic recycling, with the recent acquisition of Aliplast, and promotes numerous projects for environmental education in schools alongside initiatives for waste reduction through reuse (Scart, Cambia il finale, Ciboamico and Farmacoamico, among others).

"Becoming part of the CE100 confirms the international scope of the excellent results achieved by Hera in developing a circular economy", remarks Group CEO Stefano Venier. "This recognition makes us proud and at the same time offers new and important opportunities to interact with extremely qualified associates, as well as giving greater visibility to our innovative projects and tools. Completing the transition towards a circular economy is an ethical, cultural and business challenge and from this point of view the Hera Group is well accustomed to being ahead of its time. Beyond doubt, these new opportunities will stimulate a further consolidation of our sustainable and lasting growth".

This recognition confirms and gives new impetus to a strategy which has long been in the works, thanks to which the Hera Group has progressively increased its commitment towards sustainability and a circular economy. Ultimately, it has allowed the Group to quantify – as of the 2016 Sustainability Report – the shared value produced, i.e. the amount of EBITDA generated by pursuing objectives that meet the priorities of the UN's 2030 Agenda (a figure that reached € 300 million in 2016, 33% of the total). Hera's commitment, already in line with EU objectives – reached and surpassed as regards a reduced use of



landfills and packaging recycling – can now be seen on an international stage. It thus gains further breadth, qualifying this multi-utility as a protagonist in consolidating models of development that, along the lines set out by the CE100 programme, lead growth and environmental protection to converge.

***Investor Relations Director Hera S.p.A.***  
***Jens Klint Hansen***  
*+39 051 287737*  
*jens.hansen@gruppohera.it*