

press release

Bologna, 21 February 2019

Top Utility 2019: Hera in first place for communication

The prize was given today in Milan at the seventh edition of the award, which analyses and enhances the performances of the most important public service companies in the country

The Hera Group focuses on communication to create a direct relationship and open dialogue with the local area in which it operates. A commitment that saw it achieve first place in the “Communication” category of the seventh edition of the Top Utility award which, each year, analyses and enhances the evolution and performance of the top 100 Italian utility companies. The award ceremony was held today in Milan, during the Top Utility Analysis convention entitled “Utilities, the driver of sustainable growth”.

Quality and transparency: Top Utility rewards Hera communication

“Capacity to establish relationships with all stakeholders and listen to the numerous requests from the communities in which it operates, as well as a high level of administrative transparency”: these are the factors that have made the difference for the members of the Scientific Community (lecturers and researchers at the most important Italian universities) who chose to give the award to Hera. In particular, indicators relating to the quality of the website, transparency and exhaustiveness of financial, institutional and environmental communications were used for the evaluation. But also the quality of communication with customers and the various stakeholders.

The recognition this year for communication is a repeat of the one obtained in the same area in 2014 and augments the Top Utility Assoluto award received in 2012 and the Top Utility Sostenibilità award in 2015 and 2018.

The website, apps and social channels: Hera close to citizens

An always updated and highly interactive website, with dedicated on-line services for customers, plus numerous channels for dialogue with citizens and operating support for services, including social and the app. “My Hera”, an extremely valuable application that Hera Group customers can use to manage their utilities; but also “Rifutologo” and “Acquologo”, which turn smartphones and tablets into digital assistants for separate waste collection and water services: these are some of the strong points of communication that have brought the multiutility to the summit of the Top Utility classification. Not only these, numerous initiatives constantly implemented in the field to spread awareness of the economic and sustainability data. Together with multiple editorial activities to inform citizens about particularly important themes, an example of which are the annual reports on the themes of water, energy, waste and initiatives for citizens and customers.

USEFUL LINKS

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“For the Hera Group, incisive and consistent communication helps to build a long-lasting relationship with the local area in which it operates - said **Giuseppe Gagliano, General Manager of External Relations of the Hera Group** –. Receiving this award is reason to be proud and recognition of the huge commitment in this area over time. Now, in particular, communication is extensive and people are swamped with information. Providing them with useful, simple but effective content has to be a core objective for public service companies and Hera has decided to invest heavily in this area. In fact, citizens - concludes Gagliano - inhabit a multitude of media spaces, which we have decided to target by focusing on messages that make recognisability their strength”.