



A2A, FROM MULTI-UTILITY TO “LIFE COMPANY”

New positioning of the Group at the forefront of the energy transition and circular economy

Milan, 20th January 2021 – With the launch of its new 2021-2030 Business Plan, the repositioning of A2A and its brand gets under way. The aim is to define a new brand territory in which to operate, with a clear, distinct purpose that reflects the tangible and intangible values of the company.

Dealing with energy, water and the environment, thanks to the circular use of natural resources, A2A takes care of those conditions necessary for life and the quality of life: A2A is a “Life Company”.

The territory of the “Life Company” fosters both A2A’s distinguishing values and the very definition of “multi-utility” so as to take forward its most profound elements: closeness to people and knowledge of the territory, a commitment to guaranteeing essential services, long-term sustainability, transparency, innovation. A company both attentive and responsible which believes in the adoption of new lifestyles, new forms of production and consumption, which promotes a shared vision of the world, respectful of the future. The repositioning of the A2A brand is in line with the Business Plan and is already expressed in the choice of the title “Life is our Duty”. The values of the “Life Company” encompass and underpin the industrial direction: circular economy and energy transition are the pillars of the Plan for a new approach to business to which all of the business areas of the Group – Energy, Waste and Networks – will contribute.

With a new, strong mission, A2A is the Life Company committed to making a positive impact on people’s quality of life and on protection of the Planet, providing its technology, its skills, its know-how. Working to constantly regenerate the potential of every natural resource, A2A wants to become a leading force in Italy’s sustainable development, applying economic measures that always create new value in order to improve life for everyone.

The brand repositioning project was carried out in collaboration with MKTG, creative agency of the Dentsu Aegis Network.

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