

INTRODUCING “GIGAWHAT?” – THE ENEL GREEN POWER SECTION DEDICATED TO YOUNG PEOPLE

- *Enel Green Power launches “Gigawhat?”, an editorial initiative designed for Gen Z that combines information and in-depth content with a fresh, informal style and whose goal is getting younger generations involved in the energy transition.*
- *The portal will also showcase “Electric”: a podcast series in Italian, English and Spanish, available on major streaming audio platforms, created in collaboration with Francesca Cavallo, co-author of the bestselling series Good Night Stories for Rebel Girls.*

Rome, October 20, 2022 – Enel Green Power launches “Gigawhat?”, a new section on its website specifically dedicated to Generation Z, with the goal of becoming a reference point for younger audiences.

“Gigawhat?” stems from the desire to raise awareness in new generations of environmental sustainability issues. Its design, graphics and content aim to capture young people’s attention and spark their passion for the challenges of the energy transition. The initiative maintains a direct, positive tone, with an extremely pragmatic approach that can also help decrease eco-anxiety.

The portal will also include a special section featuring “On the website, this is now: “Electric! The Future of Energy” a podcast series created in collaboration with activist and entrepreneur Francesca Cavallo, who co-authored the bestselling series “Good Night Stories for Rebel Girls”. It’s divided into six podcast episodes, tracing a journey across fascinating places where one of the most precious resources we have – energy – is produced.

“We truly believe that dialogue and engagement with young people is the key to accelerating the achievement of our sustainability goals. This is the time to build a collective, positive narrative about the energy transition, giving a leading role to new generations,” declared **Antonella Santilli**, Head of Communications at Enel Green Power.

“I think we have to stop portraying the green transition as a form of punishment; it’s crucial that we talk more about the aspects that make it the most ambitious and exciting challenge humanity has ever faced,” commented **Francesca Cavallo**.

The podcast’s episodes will be published starting on October 20 on the Enel Green Power website and on all major streaming audio platforms, with versions in Italian, English and Spanish.

In addition to **Francesca Cavallo**, who lends her voice to the Italian version, Canadian inventor **Ann Makosinski**, who promotes STEM education for girls internationally and has been included in the *Forbes 30 under 30* list, will be the voice of the English version, while **Xóchitl Guadalupe Cruz**, who designed and built a solar-powered water heater entirely from recycled materials at only 8 years old, becoming the first girl to win the Women’s Recognition Award from the Instituto de Ciencia Nuclear of the Universidad Nacional Autónoma de México, will be the voice of the Spanish version.