



# A new approach to Sustainability: Creating Shared Value



Enel Green Power has undertaken a path to place the culture of sustainability at the centre of its business model and processes.

**By incorporating the concept of “creating shared value” in ordinary processes and working methods along the value chain, we can realize tangible synergies between social and environmental sustainability and business objectives.**

**Creating Shared Value** means:

- ✓ **bringing together the company business perspective and the social, economic and environmental needs** of the community in which we operate, in order to identify choices that create value for both parties
- ✓ **promoting the integration of sustainability into business processes and throughout the value chain** (Business Development - Engineering & Construction - Operation and Maintenance)

**Two main objectives ...**

**Adopt a long-term relationships** with local stakeholders

**Integrate the ethical, social and environmental goals with those of profitability and business development**

