



PRESS RELEASE

ACEA LAUNCHES THE ONLINE CHARITY AUCTION "INSIEME PER L'ACQUA"

500 posters from the "Why?" campaign for water conservation launched by ACEA in the summer of 2018 will go up for auction to collect funds for solidarity projects in Italy and Africa.

The project will be managed with support from Rome's ACLI, who will coordinate operational and logistics aspects for free.

Rome, 27 January 2020 – ACEA launches **the online charity auction "Insieme per l'acqua"** (United for Water), which will be launched on February 3 in support of national and international solidarity projects connected with water.

500 "Why?" posters from the campaign to raise awareness about the importance of saving water, created *in house* at no cost by ACEA in the summer of 2018 and winner of the **Press Best Campaign Editor's Choice Key Award** – reproduced in limited and certified edition – will enjoy a second life as they are put up for auction for charity on the **crowdfunding platform www.derev.com**. The first €50,000 raised will go to a project at the **"Donatello" Primary School in Rome** and will be used to build a system to collect and reuse water to irrigate the school's vegetable gardens. As the €100,000 mark is reached, funds will go to an initiative in **Accumoli**, in the province of Rieti, a municipality affected by the 2016 earthquake, where with the collaboration of **Associazione Nazionale Alpini** (National Association of Alpine Troops) they will be spent to build **the water system of a multi-purpose building** that will be used as a meeting place dedicated to social activities. Finally, as the €150,000 mark is reached, funds will go to build – in collaboration with **Agape Onlus** an association that works on international cooperation projects – a system to collect and treat water in the Kimbondo area (Democratic Republic of Congo).

The fundraising, which has the double objective of supporting important charity activities and raising awareness of the importance of saving water, will be managed with the **support of Rome's ACLI (Christian Associations of Italian Workers), always involved in environmental sustainability projects and fighting to prevent the waste of resources, who will coordinate the operational and logistics aspects for free.**