



## PRESS RELEASE

### ACEA'S NEW WORK-RELATED LEARNING PROGRAM "GENERAZIONE DIGITALE" IS UNDERWAY

**The objective of the program, which will be held for the first time in digital format and will involve 480 students from 4 regions, is to raise awareness about the importance of sustainability and environment protection**

**Rome, 22 February 2021** – Also this year, the Acea Group starts its Transferable Skills and Orientation Program (previously work-related learning): "**GenerAzione Digitale**", Acea's new young person's program dedicated to training and career orientation, is launched today in two Roman schools, ITIS Armellini and IISS Piaget – Diaz.

The program, created in collaboration with **Consorzio ELIS** as the continuation of the programs "IdeAzione" and "The School I Would Like", this year is held **entirely online** and aims to **get the young generations involved in sustainability** and environment protection projects, encouraging them to focus on the role that innovation can play in protecting natural resources. The program will involve 480 4th and 5th-year students from 12 technical vocational institutes in **Lazio, Umbria, Campania and Tuscany**.

Participants will be guided by **Acea Sustainability Ambassadors**, promoters of the culture of sustainability and circular economy, who will accompany students along the journey to discover these topics.

The final stage of the project consists of a "**Digital Creathon**", a challenge in which students will be asked to define a new development model based on the responsible use of natural resources. Teams of students will have the support of the ELIS Team during the Design Thinking stage, which will culminate in the presentation of innovative and sustainable ideas that ultimately will determine the winners.

With GenerAzione Digitale the Acea Group intends to promote sustainability in the territories in which it operates, encouraging new generations to be more aware and protective towards the environment. This process represents an additional opportunity for the Group to strengthen its relationship with schools – created by the previous projects – and stimulate the interests of young people, motivating them to become the engine of social, economic, and environmental innovation.

#### **Acea Press Office Contacts:**

Tel. +39 06 57997733

email: [ufficio.stampa@aceaspa.it](mailto:ufficio.stampa@aceaspa.it)