

Enel X Case Study

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Introduction:

Enel X is the company of Enel Group developing, promoting and selling innovative products and services including electric mobility charging infrastructure, network management applications and commercial services in the e-mobility sector. The market mission of Enel X is to become one of the key players of electric mobility in the world, starting from the creation of a public and private charging infrastructure that overcomes the barriers to entry, promoting the development of electric mobility, creating sustainable value and shared among all the stakeholders of the supply chain and exploring all the business opportunities that will arise, such as balancing and network flexibility services.

Enel X firmly supports and actively promotes electric mobility. It has developed integrated and concrete actions involving employees, operations, businesses, customers and suppliers, aiming both at reducing GHG and incentivizing circular economy approach and business models, promoting energy efficiency and improving quality of life of the people in the areas where the group operates.

Description of the initiative

Among these actions, some are aimed at supporting Enel X management and employees to use EVs through:

- Availability of wide catalogue for the purchase of an electric vehicle for its management (as benefit), and the (free) installation of charging facilities at their homes
- Car-sharing service (based on EVs) for all Enel X's
- Corporate fleet (operating, commercial and representation) will be electrified. Target: 1.400 EVs by the end of 2019

Challenges/ barriers:

- Convincing internal stakeholders to change behaviour.

Approach:

- Execute Enel corporate strategy aimed at both reducing GHG and incentivizing circular economy approach
- Top management involved to design and approve the project
- First step of implementation plan: 2 years
- Process started by tender for the renewal of the fleet

Outcomes:

- Positive branding for company and positioning
- GHG emissions reduced

Key Learnings:

- Change in customer behaviour
- Employee awareness to the importance of the EV transition that the Company faces
- Company fleet management process optimization

- Active collaboration between actors of electric mobility ecosystem (local level) to build ad hoc solutions (EV, back end platform, front end enabler), subsequently scalable at global level and towards different industries
- The importance of feedback from users to support the execution of customer centric strategy

Next steps:

- Expand pilot project