

## COMPANY PROFILE

**Advisor Comunicazione & Servizi S.r.l.** (briefly called Advisor) is a consulting Company that deals with Communication, Public Affairs, Media Relations and Technical Assistance. It also provides services and specific support to Administrations, Institutions, Industries, Utilities and public and private Bodies.

Advisor was created in January 1994 by a pool of Professionals and Experts with a deep knowledge of Communication skills, developed by operating in International Consulting Companies and within some of the most important Italian Industrial Groups and Bodies.

The Company operates in the following fields:

- Corporate Communication
- Marketing Communication
- Communication Services
- Technical Assistance and Services in the Energy, Environment, Industry and Transport sectors
- Project financing, particularly in favour of small and medium Enterprises
- Territorial development
- Events
- Training

In order to face the impact of complex social and economic problems and to pursue specific objectives within a coherent strategic plan, Advisor carries out a structured approach integrating its capabilities in various sectors.

Advisor takes advantage of the experience and of the high professional background of its Partners and of a group of Associated Experts.

Advisor can also count on a network of connections and agreements with top level Companies, capable of covering specific needs in different sectors.

Advisor has its headquarters in Rome but it is also active at regional level with local offices and representatives.

## **STRUCTURE AND OPERATING APPROACH**

Advisor's Operating Structure allows flexibility and dynamic capability.

The Partners, the Experts and the Associates are Professionals and Specialists, with a university degree and with experience in communication and in the major economic and technical disciplines.

Advisor focuses mainly on two Action Areas: Communication and Technical Assistance and Services.

In both the Action Areas the operating approach is characterised by the following methodology:

- definition of the project team with the identification of the most suitable National or International Partners on the basis of qualified and complementary expertise and local connections;
- definition of a work program with clear share of responsibilities among the Project Partners;
- organization of task forces for the duration of the projects with tasks, time and costs defined by the project programmes.

Advisor also handles the entire process leading up to the realisation of events.

Advisor offers global, tailor-made solutions, to suit the requirements of each type of any kind of events from conferences, international seminars, congress, as well as concerts, fashion parades and courses of specialisation.

Our planning activities include also the preparation of preliminary budget plans and all-inclusive accounting and administrative management of your events.

## MAIN CLIENTS AND PARTICIPATIONS

Main national and international Clients directly followed by Advisor or by its partners in previous professional experiences:

### Industries

Ansaldo	Enterprise oil
Belleli	H3G
BAE Systems	Hutchinson Whampoa Limited
Boeing	Ilva
British Aerospace	IRI
British Telecom	Italiana Petroli
ENI	McDonnell Douglas
Enichem	RWE Italia
Falk	TXU Energy

### Services' companies

Aeroporti di Roma	Emirates Airlines
Alitalia	FS
Amiat	Iritel
AT&T	Pronto Italia
Autocisa	Poste Italiane
Banca Intesa	Telecom Italia
Banca Popolare di Verona	TIM Telecom italia mobile
CSRA Consorzio Asti Rifiuti	TMI Telemedia international

### Utilities

ENEL S.p.a.	ACEA S.p.a.
AEM Torino S.p.a.	Sondel S.p.A.
AEM Milano S.p.a.	M.P. Energia S.p.A.
National Grid	Electrabel Produzione S.p.A.

### Goods producers and commercial distribution

Colgate Palmolive	Johnson & Johnson
Consorzio Promozione Vino	Nestlè Italiana
Eridania	Pfizer
Esselunga	Philip Morris
Gruppo Editoriale Giunti	Rinascente

GS- Carrefour

Standa

**Associations**

ACER Ass. Costruttori Roma  
AGESI  
AIAD Ass.Ind. Difesa  
Aiaved Ass. Duty Free  
AIOP Ass. Ospedali Privati  
Federacciai

Assocalor  
Assotabacco  
Confederazione Commercio  
Unione del Commercio (Mi)  
Unitalsi  
Federazione Cavalieri Lavoro

**Italian institutions**

ENEA  
Ministero Affari Esteri  
Ministero dell' Ambiente  
  
Ministero Industria

Ministero Marina  
Ministero della Sanità  
Ministero Università e  
Ricerca Scientifica  
Dip.to Funzione Pubblica  
Regione Molise

**International bodies**

EBRD  
Unione Europea

IFC  
World Bank

## RECENT PROJECTS

Due to the expertise of his structure, Advisor can manage complex projects where the interaction between communication aspects and technical ones are the key elements for the success of the project.

The following most important Projects or Initiatives performed by Advisor can show the capabilities and the expertise of the Company in various areas.

### **Support to foreign Companies entering into the Italian market**

- Development of a structured action program aimed at improving the image of the Company in Italy and obtaining the acceptance of oil research and production in the Basilicata Region. Advisor operated as consultant of **Enterprise Oil Italiana**, an upstream oil company that holds important production interests in Southern Italy (Basilicata) where the largest Continental Europe's on-shore reserves have been discovered.  
On behalf of Enterprise Oil Italiana Advisor has carried out activities of corporate communication, media relations, crisis communication and institutional monitoring - both at local and national level -, with special focus on the production authorisations and on the building of a pipeline.
- Communicational support for raising **International Power** profile at national level and development of an integrated communication plan for the localisation processes of four Combined Cycle power plants of **Ansaldo-International Power**.
- Support to **TXU**'s positioning into the Italian market scenario.  
Besides developed an integrated Communication plan for **TXU Europe** aimed at pursuing the approval of the local administration and public acceptance for the *greenfield* power plant, located in Aprilia (Rome).  
Advisor has carried out activities of corporate communication, media relations, crisis communication and institutional monitoring - both at local and national level.
- Strategic counsel to **National Grid** in corporate communication issue management and public affairs in order to position the Company on the Italian market.

- Support to the positioning of Hutchinson Whampoa ( H3G ) in the Italian market through specific initiatives including road shows, press strip, co-marketing and continuous support of the press office.

### **Marketing and Communication actions for supporting the social and economical growth of the territory**

- Projects of job creation developed for **Ansaldo S.p.a.**
- Projects for the creation of regional service structures for the energy saving control.
- Projects commissioned by **ASSOCALOR**, developed for Liguria, Sicilia, Abruzzo and Basilicata. These projects included: market evaluation, marketing communication, company creation, personnel training.
- Projects in the energy field for the development of local resources in Sardegna and Sicilia.
- Promotion of initiatives aimed at increasing investments in the northern part of Puglia:
  - offer analysis;
  - evaluation both of the financing opportunities and of the local availability for authorisations and approvals;
  - comparison of the offer with the needs of the demand for various typologies of opportunities.

### **Public acceptance**

- Integrated communication plan for **Enel S.p.A.** aimed at pursuing the approval of the local administration and public acceptance for the process of conversion of Enel Oil Power plant located in Civitavecchia (Rome) into Coal power plant. Advisor is carrying out activities of corporate communication, media relations, crisis communication and institutional monitoring - both at local and national level.
- Communication plan for the public acceptance of the Leinì combined cycle power plant of **Acea Electrabel**
- **“Wet aware” Project:** a pilot project, based on a communication and information campaign, co-financed by the European Commission,

aimed at overriding the non technical barriers which obstacle the localisation and the construction of the waste to energy plants. The project was carried out in co-operation with AMIAT, the Municipality own Company that deals with waste management for the town of Turin, AEM S.p.A., the electric company of Turin, Novem, Aris Hellas). The communication campaign target was the public acceptance of the waste to energy plant to be constructed at Turin and to a similar plant to be implemented in Athens.

- Integrated Communication plan for **CSRA**, the Consortium which includes all the Municipalities of the Province of Asti (Piemonte), aimed at pursuing the approval of the local administrations and the public acceptance of the plants that are going to be carried out in order to face the waste management issue.

### **Cooperation with the European Commission**

- Advisor has co-operated with the Commission D.G.TREN from 1996 to 2001 for the monitoring of the Thermie Projects during their execution and for the evaluation of the Project results. The sectors relevant to the projects are the Renewable Energies and the Energy Saving sectors and the Oil and Gas Upstream.
- Advisor has executed several projects co-financed by E.U. D.G.TREN such as:
  - Technology and know-how transfer for a rational use of energy in public buildings and infrastructures from E.U. Countries to the Republic of Albania; the Project developed in co-operation of the Spanish 'Institut Català d'Energia' . was focused on the promotion of the energy saving by training the Albanian personnel and organizing seminars for public Administrations and Institutions. The seminars have been prepared and organized jointly with the Albanian National Heating Agency in Albania's major Towns: Tirana, Scutari and Durazzo.
  - Co-operation and technical assistance with Ministries, Administrations and Institutions of two foreign countries: Albania and Slovenia. The activities has been developed in co-operation with ASSOCALOR, the National Association, part of Confindustria, that represents all the Italian Enterprises and Industries providing Energy services. The most important outcomes of the action performed in Albania and Slovenia were :

- Support to Albania: the management of the co-operation in the country was addressed to provide technical assistance to several Ministries and particularly to the Ministry of Finance and the Ministry of Construction and Tourism (in charge of managing the primary energy sources and promoting initiatives and rules for the rational use of energy)
- Support to Slovenia: Advisor, successfully penetrated in Slovenia by starting a useful co-operation with the University of Ljubljana. The University was identified for the high level of its knowledge in the technology development and for being the point of reference for Slovenia (and also for the whole Balkan area) in the transition process of the Country from a planned economy to the free market. The Advisor action, was well supported since the University and particularly the CEET (Centre for Energy and Environmental Technologies) were very well introduced at the Governmental level and in the Industry sector.

### **Plants authorisations**

- Proposal to the Government for the simplification of the authorisation processes for the modification of power plants and for the construction of new power plants. The proposal has been carried out in co-operation with utilities such as ENEL, Sondel and M.P. Energia S.p.A. and with the support of highly qualified Associated Lawyers, specialised in authorisation processes. The activities' aim was to:
  - analyse the existing law and procedures for power plants' localisation and construction both at national and local level;
  - analyse the new scenario following the privatisation of ENEL and the liberalisation of the electric sector in Italy;
  - outline the critical points of the present authorisation pattern, by analysing typical case histories.
  - study and suggest new approaches and proposals to be in order to overcome the difficulties;
  - support the adoption of the suggested proposals.
- Follow-up of the authorisation process of a Biomass electric power plant in Sicily.
- Follow up of the authorisation process for a waste to energy plant in Lombardia.
- Support to Enterprise Oil in the authorisation process for the construction of a pipeline for oil transport.

**Activity related to Consumers Associations, No Profit Associations national and local Associations**

**Consumers Associations**

Advisor is probably the PR consultancy that has developed the largest know-how in the consumerism area, both at national and local level. Consumerism has become a key issue after the approval, in 1998, of the national law N. 281/98 (“Consumers’ rights paper”) which has determined the set up of a National Consumers Council within the Ministry of Trade and Industry. Projects in this area have been handled for clients such as Telecom Italia, Poste Italiane, Aeroporti di Roma, Banca Intesa, Alitalia and GS. Since 1996, Advisor has supported Telecom Italia Mobile - TIM - (the largest wireless company in Europe) for the management of relations with the leading Italian consumers associations. This project has become one of the most significant case history in the consumerism policy area.

### **AIAVED**

Advisor has been appointed by AIAVED, the Italian Duty Free Association, for the Italian campaign against the abolition of Duty Free for European travellers. The Duty Free campaign has been “One of the most effective pressure group in Europe” and the topic has been discussed also by the summit of European heads of Government in Vienna (December 1998) and in Colone (June 1999).

### **AIOP**

Advisor supported AIOP - the Italian Association for Private Hospitals - with an integrated communication plan mainly based on lobbying (during the approval of the law on the re-organisation of the national health service), and on the image building of the Association.

### **UNITALSI**

With regard to Non Profit organisations, Advisor is presently supporting UNITALSI, a major Italian Association of voluntary service, for the diffusion of information on the services provided by the Association and for enforcing the image of the Association. Advisor is also managing the editorial aspects of their periodic publications.

## **Corporate Identity and Positioning**

### **Parco di Numisia**

Advisor managed the communication activities for Parco di Numisia, a major project for the building up of a residential area in Rome. The project, that faces the strong opposition of the local communities, is performed through:

- local media relations
- alliance building
- public affairs at local basis

### **ACER**

Advisor managed for ACER, the Association of Rome and Province of construction companies, both media relations and corporate communication activities.

### **ENEL**

Advisor developed the Project “ **ENEL e il Territorio**”, an integrated plan for the image building of the Company and for the Corporate positioning in the new scenario of the diversification process of ENEL

who brought the company from the State Electric Utility to a Multi-service international Company.

### **Autocisa**

Advisor managed a communication plan for “Autocamionale della Cisa S.p.A.”, (Italian north-western highway). The activities deal with: Company Positioning, image building, customer care services, relations with the territory.

## **Specific projects**

### **– Laws in the Energy field**

Advisor benefits of experiences of it's partners who managed the 'public affairs' activities for main energy operators Edison, Sondel, Foster Wheeler, Ilva and others. These activities were related to the approval of the following laws concerning rules for the implementation of the National energetic plan:

- Legge 9/91 - rational use of energy, energy saving, development of renewables sources;
- legge 10/91 - Institutional framework, hydro power plants, long-distance power lines, hydrocarbons and geothermal energy , self production, and fiscal arrangements.

The law 10/91 for the first time in Italy foresee the chance for private companies to produce thermal and electrical energy for their industrial use and than private Companies were able to sell their energy surplus to the monopolistic operator (Enel),

### **– Energy Institutional framework**

Actually Advisor is monitoring the Italian energy scenario especially the sphere of activitiy aimed by Ministry of Trade and Industry.

### **– Regional Energetic Plans**

Advisor is involved in the realisation of the Energetic and Environment Plan for Molise Region (South of Italy). The project concerns the planning of the possible actions to reach, according the latest EU environment rules, the Region energetic self-sufficiency before 2015.

Furthermore specific studies has been performed on the potential use of the existing wells for the gas extraction, almost exhausted, for gas storage.

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