



Enel Case Study



Company Location: Rome, Italy

Company Website: <https://www.enel.com/>

Company Description

Enel is a multinational energy, working in more than 30 countries across 4 continents, generating energy with a net installed capacity of around 84 GW and distributing electricity and gas across a network spanning about 1.9 mln km. With more than 61 million end users around the world, Enel has the biggest customer base among European competitors. The Enel Group is made up of nearly 62,500 people working on the same goal of “Open Power” in order to tackle some of the world’s greatest challenges leveraging on the Group values of Responsibility, Innovation, Trust and Proactivity.

Challenge Description

Energy is a key pillar to strengthen access to food, education, healthcare and in general to enable social and economic development. Our challenge is to develop and implement business models and technical solutions to accelerate access to energy specifically in developing countries. Enel has placed environmental, social and economic sustainability as a core of its corporate culture and is implementing a sustainable development system that is based on the creation of shared value, both inside and outside of the company.

Sustainable Development Goals Addressed



About the Sustainable Development Goals:

<http://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

PRME Student Case Question

Context: The energy industry is experiencing a profound transformation. Renewables, storage, smart networks and digital services are changing the way energy is generated, transported, managed and used.

Sustainability is at the core of this transformation and it is a key pillar for the industry to create value in the future.

Innovation is the tool to achieve sustainability and this is why it is so important for the industry.



Only by rethinking the way we innovate we can truly disrupt the industry and develop technologies and solutions that have the power to shake up old markets and create entirely new ones.

Question 1

Enel is interested in collecting specific data (refer to presentation) from potential customers in remote rural area who have voice/sms (GSM) services, but are without access to energy and have a limited access to internet. How to collect the data in the most cost effective way, specifically reducing your need to physically go there? Please in your idea consider also the use of innovative technology such as sensors and the business model to deploy it.

Question 2

Energy is often a necessary but not sufficient condition to foster social and economic development. Bringing electricity to satisfy basic needs such as lighting, mobile charging, radio and TV provides an improvement in quality of life but still does not resolve the need of people living at the Bottom of the Pyramid to start-up entrepreneurial activities and increase their income.

Can you help us identifying business models that use energy to create job opportunities in remote areas?

Ideas Acceptance Criteria

In order for an idea to be accepted to be tested, it should:

- a. Create exponential growth
- b. Scalable, fast & cost effective
- c. Solve a current obstacle identified
- d. Must be testable with or on a typical village as described in the presentation.

Team Member Information



Suzanne Santamaria
Project Manager & Project Engineer
Engineering and Construction

Mechanical engineer working for Enel since 2010, with experience in geothermal, solar, wind, and concentrated solar power plants. She is currently focused on photovoltaic power plants in Africa.



Francesco Catucci
Head of Minigrid
Global Renewables - Minigrid

Electrical Engineer, joined Enel in 2008 undertaking several responsibilities within Nuclear Engineering and Renewable Operations. Currently leading Minigrid function with the target of developing and implementing business models to improve access to energy.



United Nations
Global Compact

BREAKTHROUGH INNOVATION CHALLENGE

PRIME

an initiative of the
United Nations Global Compact



Christian Noce
Senior Engineer
Global Infrastructure and Networks

Electrical engineer, has been working in Enel since 2005 in the field of new Smart Grids solutions.

He is member of several national/international standard committees and author or co-author of several publications on conference proceeding or international journals.



Maria Carmela (Melania) Velleca
Head of Retail and Minigrid Solution
Global ICT

Computer engineer, has been working in Enel since 2007, with different roles within ICT: SAP and CRM SME, Enterprise Architect, Digital Business Enabler. She is now focused on developing business models leveraging innovation and new technologies.

Submission Directions

Please select one question. Submit either a 1-page response in .pdf format or a presentation deck of no more than 10-slides to BIChallenge@unglobalcompact.org, with the subject line [BIC] YourTeamName Enel Response.