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## Press Release

### FLORENTINES LIKE WIND POWER ACCORDING TO AN ISPO SURVEY PROMOTED BY INFRASTRUTTURE S.P.A.

- *90% of Florentines are in favour of developing wind energy in Tuscany*
- *85% attribute economic and social benefits to wind sector development and more than 70% believe that wind energy could revitalise declining areas*

*Florence, 10 February 2011* - 90% of Florentines are in favour of developing wind energy in Tuscany and 85% see economic and social benefits in wind sector development, whilst 72% think that wind energy could revitalise declining areas.

These are the main findings emerging from the ISPO 2011 survey<sup>1</sup> conducted amongst residents of Florence province on their perception of wind energy.

The results of the survey were presented by Professor Renato Mannheimer during a Conference entitled “**VERSO UNA VALUTAZIONE COMPLETA DELL’EOLICO IN ITALIA**” (*Towards a Comprehensive Appraisal of Wind Power in Italy*) sponsored by Confindustria Firenze, Aper and Aper GrandEolico and promoted by Infrastrutture S.p.A., the holding company of a group of private companies, which has been involved for more than 40 years in developing projects featuring the use of innovative technologies in the energy field.

Thanks to the participation of renowned speakers from the political, institutional and business world, the conference was an opportunity to promote a debate which aimed to analyse the renewable resources sector from different standpoints, with particular reference to the wind sector in the Tuscan Province.

The conference, which was moderated by the News Editor of the daily *La Nazione* **Pino di Blasio**, saw the participation of the President of the Florence Confederation of Industries (Confindustria), **Giovanni Gentile**, and the Florence Province Environment Councillor, **Renzo Crescioli**, who opened the proceedings

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<sup>1</sup> The ISPO 2011 survey was carried out based on quantitative research using telephone interviews (CATI system) on a sample of individuals, representative of the adult population residing in Florence province by gender, age, occupation and educational qualifications.



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and then gave the floor to the Environment and Energy Councillor of the Tuscan Regional Government **Annarita Bramerini**. Participating in the debate were Professor **Massimo Stolfi**, Chairman of Tuscany Confindustria's Energy and Environment Commission who introduced the topic of the importance of regulatory clarity and the competitiveness of companies in this sector, the President of Infrastrutture S.p.A. **Pier Francesco Rimbotti** who illustrated the main elements involved in a technical-economic-social assessment and then handed over to **Lionella Scazzosi**, of the Architectural Design Department of the Polytechnic of Milan who talked about the importance of assessing the impact on the landscape of wind farm installation. Finally, event participants also included architect **Roberto Cecchi**, General Secretary of the Ministry for Cultural Heritage and Activities, the Hon. **Roberto Tortoli**, Vice Chairman of the Chamber of Deputies' Environment, Territory and Public Works Commission and the Hon. **Alessandra Marino**, Head of the Government Department for the Protection of the Architecture Landscape and Historic Heritage. The Hon. **Ermete Realacci**, the Democratic Party's representative charged with Green Economy issues, and **Claudio Scarpelli**, Mayor of Firenzuola, concluded the proceedings.

Following the results of the ISPO 2010 survey, presented in Rome on 8 June last year, which revealed that more than 80% of Italians are in favour of developing wind energy in their country and 75% believe that wind energy could boost innovation in Italy, the survey presented during today's Conference by professor **Renato Mannheimer** – focused on Florence province – also confirmed the same trend.

In fact, a number of interesting indicators have emerged from a comparison of the data produced from this 2011 survey, conducted at local level, and the previous one, conducted in 2010 at national level:

- in Florence there is widespread awareness of the main renewable resources: as far as wind energy is concerned, as many as **91%** of people **know about it** (4 percentage points more than in the rest of Italy), of whom more than half claim a good knowledge of the sector;
- **the residents of Florence province, when given a test to assess their actual level of knowledge, are found to be more prepared, giving more correct answers and exhibiting a lesser degree of doubt.** It was also found that to a higher level of education or information corresponds a higher appreciation and acceptance of the wind power.



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- almost 2/3 of Florentines interviewed have had direct experience of a **wind farm** and their experience has proved to be a very positive one: **modern** for 86%, **attractive** for 57%, whilst 79% do not consider a wind installation noisy (a much higher figure when compared with the 65% resulting from the survey conducted nationwide);
- in addition, wind farms enjoy an excellent image amongst Florentines, who see them as **being even capable of actually driving local communities**, bringing economic and social benefits (85%) and revitalising declining areas (72%).
- Wind farms also represent a **sign of modernity for the entire Country**. In fact, 44% of Florentines interviewed believe that they can **bring prestige to an area** (with positive repercussions for tourism as well).
- in line with previous findings **Florentines are strong advocates for the development of wind energy** in Italy (90% in Florence vs 80% in the country as a whole) and their region: the Nimby Effect seems to be irrelevant for wind farms given that the difference between “close” and “distant” is just 3 percentage points

“The research has revealed that Florentines have an even more positive attitude towards wind energy than the already positive opinion emerging from the survey involving all Italians,” **stated Professor Renato Mannheimer**. “The impression of anyone who’s had the chance to see a wind installation has been undoubtedly positive: modern whilst at the same time in harmony with the landscape. And for most people even attractive. So it is inevitable that such opinions translate into a strong preference for developing wind power in Italy and Tuscany itself. For many people wind energy could represent a veritable boost for innovation both for Italy as a whole and for the local communities.”

“I hope that the high popularity rating that the research has shown towards wind power by our population in general and Florentines in particular may provide a further boost to public opinion and the Institutions,” comments **Pier Francesco Rimbotti, President of Infrastrutture S.p.A.** “In my opinion it is essential to support the renewable energies sector in general and wind power in particular above all through consistent and stable legislation, so that they can strongly contribute to protecting the environment. This should not pass unobserved at this moment in time, when the adoption of the community directive on renewables is under discussion. Also because renewables make an active contribution to our Country’s economic, employment and competitive growth and reduce the huge dependency on importing fossil fuels from abroad.”



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### **Infrastrutture S.p.A.**

Infrastrutture S.p.A., ([www.infrastrutture.eu](http://www.infrastrutture.eu)), headed by Pier Francesco Rimbotti, represents the holding of a group of private companies, some working for more than 40 years in the development and investment in projects which use of innovative technologies in the energy field. Today the Group, in Italy, has one of the most significant track records with the creation of over 15,000 MW, 400 MW of which in renewable energy sector, with particular attention to the wind and solar energies: currently are being developed 12 wind farms and 14 solar plants in different Italian regions. The company is also actively pursuing growth targets abroad where it contributed to the implementation of projects for over 5,000 MW thanks to the important contacts network in the energy, industrial and financial sectors created in many years of presence on the market.

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