



Be Charge and the Association of Orange Flag Countries together to encourage the electric mobility of small TCI branded companies

Milan, 7 February 2022 – Encouraging the electric mobility of the smallest municipalities in Italy by providing infrastructures that allow you to discover the beauty of many villages with zero-emission travel. This is the objective behind the agreement between Be Charge, a company of Eni gas and electricity (which will soon change its name to Plenitude), and the Association of Orange Flag Countries, which includes the Municipalities that can boast the "Orange Flag" of the TCI (Italian Touring Club).

The "Orange Flag" of the TCI is a tourist-environmental quality mark that identifies those small excellent villages, with a population of less than 15 thousand inhabitants, where the quality of hospitality, environmental sustainability, the protection of artistic and cultural heritage come together to give an authentic travel experience. These are villages that welcome travelers thanks to hospitable communities that, with commitment and enthusiasm, keep traditions alive, protect the local heritage and animate the territories through the organization of events and demonstrations. Thanks to the agreement with Be Charge, charging stations will be installed inside the territories belonging to the Association of Orange Flag Countries.

"We are pleased to take part in an initiative that well exemplifies our mission, namely to become protagonists of an important transition path towards new forms of sustainable mobility at the national level – said Paolo Martini, CEO of Be Power-Be Charge. – Agreements such as the one with the Association of Orange Flag Countries are fundamental because they improve services, expand the possibilities of discovering the attractiveness of some places and thus offer advantages to both residents and tourists."

"Environmental sustainability and respect for the environment are important values of the Orange Flag Brand – explains Fulvio Gazzola, President of the Association of Orange Flag Countries – and the agreement with Be Charge allows us to pursue the objective of environmental protection. Our municipalities represent the excellence of the Italian hinterland in terms of culture, history, traditions and agri-food excellences that together with the landscape characterized by crops and woods need to be protected and supported."

Be Charge is a company of the Be Power SpA Group, a company of Eni gas and electricity (soon Plenitude), dedicated to the dissemination of charging infrastructures for electric mobility. The mission is to become the protagonist of the radical transformation taking place in the energy sector by involving, through an innovative management of digital flows, the new activities of the energy market with the electric mobility sector. Through one of the largest and most widespread networks of public charging infrastructures for electric vehicles in Italy, Be Charge wants to make a decisive contribution to the development of a sustainable mobility system. At the moment there are about 6.5 thousand charging points distributed throughout the national territory: the stations are smart and user-friendly, monitored 24 hours a day by a help desk and accessible through the application for mobile devices. Within the industry supply chain, Be Charge plays both the role of manager and owner of the charging infrastructure network (CPO - Charge Point Operator), and that of provider of charging and electric mobility services that interfaces with users of electric vehicles (EMSP - Electric Mobility Service Provider). Be Charge charging stations are Quick (up to 22 kW) in alternating current, Fast (up to 150 kW) or HyperCharge (above 150 kW) in direct current.

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