

ENI
CO₂ PRICE



An aerial view of a large, complex offshore oil platform in the middle of a dark blue sea. The platform is made of yellow and grey metal structures, with various pipes, ladders, and storage tanks. A long yellow walkway leads from the bottom left towards the platform. In the background, a tall, thin derrick stands on a separate platform. The sky is filled with soft, grey clouds.

BACKGROUND

Eni, one of the biggest company in the energy field,
is shifting its business towards a circular economy model and wants to become
the promoter of a low carbon world.





I D E A

To make people better understand that every action we take has an impact on the environment, **Eni will swap the currency from euros to CO2.**



**By changing currency
we can change the world.**





ENI ASSETS

From the fuel to the breakfast **at the bar**, the price of everything **at Eni stations will be displayed both in euros and in co2.**

The same will happen with any asset related to the brand such as gas and energy bills and home appliances.





CAMBIANDO IL MODO
DI VALUTARE,
**POSSIAMO CAMBIARE
IL MONDO.**

SCOPRI DI PIÙ



LUCE TUA DA
0,4 kg CO₂
al chilowatt

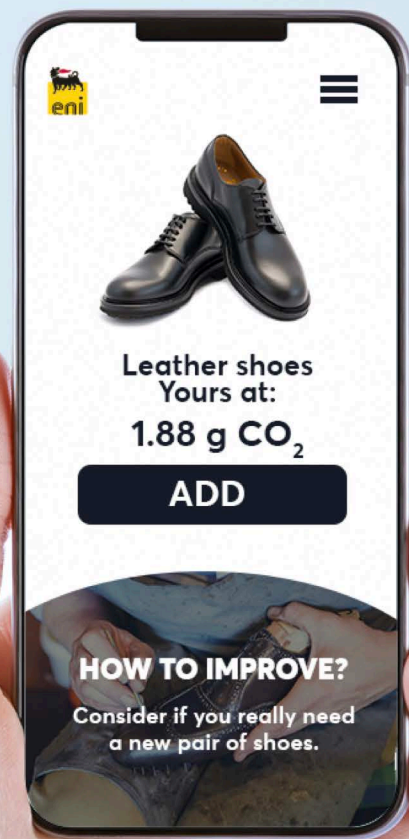


A ogni nostra azione corrisponde un consumo di energia e un costo economico,
ma anche **un'impronta di CO₂**.

ONLINE PLATFORM

We'll create a platform that will be a source of both:
information about consumption and optimization.
It will **also host a tool to evaluate CO2 consumption of everyday actions.**





THE APP

An app that scans Barcodes to estimate a product's carbon footprint.
By creating a profile, users will be able to improve their behavior:
the more they update their data, the more accurate will be the estimate.



FLIGHT
FROM
1 kg CO₂
HOUR



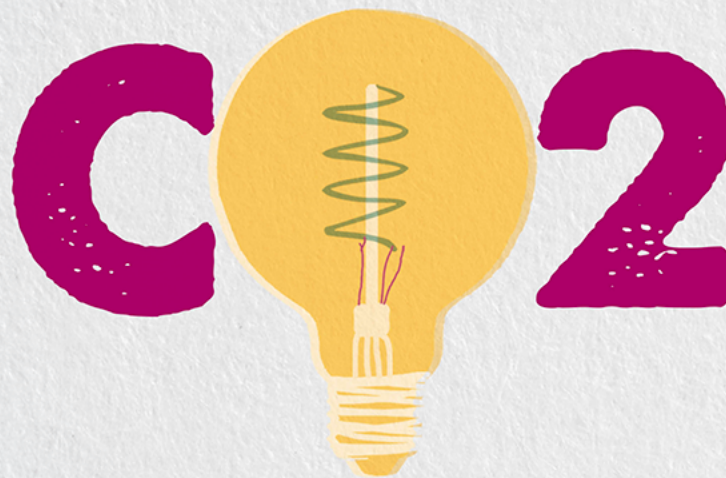
CHANGING THE WAY WE EVALUATE,
WE CAN CHANGE THE WORLD.

A ogni nostra azione corrisponde un consumo di energia e un costo economico, ma anche un'impronta di CO₂. Per questo da oggi i nostri prezzi non sono più solo in euro, ma anche in CO₂. Per diminuire l'impatto ambientale, scopri quanto costano le scelte.

DISCOVER MORE AT ENI-CO2.IT



ELECTRICITY
FROM
0,4kg CO₂
KILOWATT



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Sirietto

ANDARE
IN AUTOBUS
TUO DA
0,1g CO₂
AL MINUTO

CO₂

FRAGOLE
FUORI STAGIONE
TUE DA
150g CO₂

CO₂

CAMBIANDO VALUTA
POSSIAMO CAMBIARE IL MONDO.
SCOPRI COME SU ENI-CO2.IT

CO₂

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CO₂

