

## PRESS RELEASE

## SIRAM VEOLIA RETURNS TO BARCOLANA WITH A PROJECT DEDICATED TO NEW GENERATIONS AND ENVIRONMENTAL SUSTAINABILITY

- **Siram Veolia, Italy's leading group for efficient energy, water and special waste management, renews support for Barcolana, the world's largest boat race being held in Trieste from Sept. 29 to Oct. 8.**
- **For this edition, Siram Veolia developed a special reinterpretation of the famous "Goose Game" to raise awareness, through a playful activity, among elementary school children in Trieste about the goals of Agenda 2030 and environmental sustainability.**

*Trieste, 2 October 2023* - To raise awareness and educate new generations about the 17 goals of Agenda 2030, the role of energy efficiency and renewables in building a future where economic, social and environmental sustainability growth coexist. This is the goal of the project dedicated to elementary school children that Siram Veolia proposes this year as part of the Barcolana initiatives. It is a real reinterpretation of the classic "Game of the Goose," which sees 11 elementary school in Trieste compete, between preliminary and final rounds, from today, Monday October 2, to Friday, October 6, involving about 300 students.

The installation, placed in Piazza Verdi, consists of 36 customized boxes that will guide children on an engaging journey through the goals of the UN 2030 Agenda and sustainable solutions to accelerate ecological transformation. The 17 goals also underpin Siram Veolia's integrated performance system, a compass that guides the group's strategic choices, creating value for all stakeholders.

Many topics on which the youngsters will test themselves: from renewable energy to smart mobility, from conservation and virtuous use of natural resources to energy saving. A stimulating challenge in which the competition has the sole purpose of engaging the youngest who, only through teamwork, will be able to reach the finish line, because for ecological transformation a collective and shared mobilization is needed.

*"Siram Veolia - said **Barcolana President Mitja Gialuz** - draws up brilliant educational and training proposals for Barcolana every year, and the activity that has been organised for this year's edition is no exception: the sustainability-themed goose game, designed for primary school children, is a very effective dissemination project because it uses games, a simple but highly educational and engaging tool, to raise awareness among the youngest about important issues and fundamental values."*

*"Once again this year Siram Veolia has decided to take part in this important sports event that, like every edition, dedicates an important focus to environmental issues," commented **Paolo Maltese**, UdB Siram Veolia Director. "The objectives of the UN 2030 Agenda and sustainable solutions are issues that concern us not only as a strongly committed reality to the path of ecological transformation, but also because of the attention we pay to raising awareness and educating the new generations on these issues, because a change of course is necessary and urgent. We do this on this occasion," Maltese continued, "by addressing and dedicating our activities to the youngest, who represent the future of the territory in which we operate every day".*

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