

## PRESS RELEASE

### **Mitsubishi Electric Rewards Turin City at Cresco Awards**

*Fostered by Fondazione Sodalitas and ANCI, Cresco Awards reward the most effective initiatives of the Italian municipalities aimed at promoting the sustainable development of the territories*

**Agrate Brianza - October 13, 2017** - [Mitsubishi Electric Italian Branch](#) today announced it has assigned the "Sustainable Cohabitation" prize to the Turin City for the "Solidarity Youth Cohabitations" project at **Cresco Awards - Sustainable cities** ceremony. Cresco Awards are fostered by [Fondazione Sodalitas](#) and [ANCI](#) (National Association of Italian Municipalities), in partnership with some companies committed to sustainability, and are aimed at promoting and rewarding the innovative thrust of the Italian municipalities in putting in place effective initiatives to promote the sustainable development of territories.

Mitsubishi Electric has proposed to reward the municipality that, more than others, has been able to promote on its territory initiatives that, through the realization of new housing models, were able to stimulate the relations and the diffusion of virtuous behaviours, directly or indirectly. In this context, Mitsubishi Electric actively participates in the realization of many initiatives of sustainable cohabitations (cohousing). These are aimed at creating real estate buildings with low or zero Co2 emissions and a reduced energy consumption, with a focus on the reuse of existing volumes reworked for users and families with guiding values like the sociality of living and the sharing of common spaces and services - all in a living space respectful of the environment and energy resources.

Since 2004, with the "**Solidarity Youth Cohabitations**" project, the Turin City has started a process to promote greater cohesion and social integration in public housing districts at the risk of social exclusion. The Solidarity Youth Cohabitations are communities of cohabitation, consisting of housing located in neighbourhoods with structural degradation, discomfort and social marginality, and economic inequalities. They gather young volunteers between the ages of 18 and 30 who, in exchange for a reduced rent, provide 10 hours of their weekly time for the benefit of residents of the buildings.

The Solidarity Youth Cohabitations of the Turin City have the objective of improving the living conditions of the inhabitants living in different contexts, through the mediation of conflicts, interventions of socio-cultural animation, consumer education and respect for the environment, promotion of the culture of hospitality; of preventing social and physical degradation in social housing stables by supporting the proper use and maintenance of common spaces, and compliance with the rules; of encouraging access to social, health and neighbourhood resources by citizens in difficulty, promoting the creation of solidarity relations to encourage the emergence of need and the identification of shared solutions; of developing the living autonomy of young people in the context of social solidarity projects and encouraging the emergence of new active neighbourhood models; of promoting the creation of a network of solidarity communities through targeted actions.

Thanks to the prize received, the Turin City will be able to take advantage of a free technical consultancy and a project study for air conditioning, heating or production of sanitary hot water. The consultancy will allow to identify the most suitable innovative solutions to be realized at the public utility buildings to guarantee high quality standards, energy efficiency and comfort, reduced energy consumption and respect for the environment.

"Encouraging a greater awareness of energy use and a more responsible approach to the environment is one of Mitsubishi Electric's main objectives," says **Raffaella Fusetti, Marketing Communication Manager Air Conditioning Division at Mitsubishi Electric**. "While solidarity and acceptance are values too often questioned in this historical moment, we have decided to reward a sustainable cohabitation initiative that looks to the future, developing social relations and social welfare."

For more information, please visit <http://responsabilitasociale.mitsubishielectric.it/it/>

## **Cohousing**

Cohousing projects are born from the increasingly widespread desire to recover social relations, to contribute to the welfare of their own micro-communities as well as that of society and the planet in general. Cohousing is a collaborative lifestyle, which favours good neighbourly relationships to ensure high quality of life.

Cohousing projects are composed of private dwellings equipped with common spaces and services, designed and realized, since the conception of the project, by their future inhabitants (the cohousers). They combine the autonomy of the private dwelling with the advantages of services, resources and shared spaces (for example: laundry, micro-nursery, laboratory for DIY, guest rooms, gardens, party room with professional kitchen, gymnasium, swimming pool, Internet cafes, coworking spaces, etc...) These ensure benefits from a social, economic and environmental standpoint that translate into quality of life, psychophysical wellbeing, positive and stable relationships between cohousers, the district and city, and economies of scale.

Cohousing originated in Denmark in the '60s, and it's now widespread especially in Denmark, Sweden, Norway, Holland, England, Germany, France, United States, Canada, Australia and Japan.

## **Mitsubishi Electric Corporation**

Mitsubishi Electric, with its over 90-year experience in production, sales and marketing of electrical and electronic devices, is widely recognized as a leading company at international level. Mitsubishi Electric products and components are utilized in many fields: information technology and telecommunications, space research and satellite communication, consumer electronics, technologies for industrial application, energy, transport and building. In line with the spirit of its corporate statement "Changes for the Better" and its environmental motto "Eco Changes", Mitsubishi Electric aims at becoming a leading green company worldwide, contributing to wellness of community thanks to its technology. The company is present in 43 Countries of the world with over 135,000 employees and in the past fiscal year ended on March 31st 2017 it reached a total turnover of 4,238.6 billions of Yen (37.8 billions of USD\*). In Europe it is present since 1969 with branches in 15 Countries: Belgium, Czech Republic, France, Germany, The Netherlands, Italy, Ireland, Poland, Portugal, Russia, Spain, Sweden, United Kingdom, Turkey and Hungary. The Italian branch, established in 1985, operates through 5 commercial divisions: **Air-Conditioning** – air-conditioning for residential, commercial and industrial real estate, heating, de-humidification and air treatment; **Industrial Automation and Mechatronics** – systems and appliances for industrial automation; **Semiconductors** – electronic components; **Automotive** – systems and components for control of car and motor vehicle devices; **Transport** – products and systems for railway transport.

For additional information please visit website: <http://it.mitsubishielectric.com/it/>

(\*rate of Exchange : 112 Yen - 1 USD. Source Tokyo Exchange Market on 31.03.2017)

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