

WATER SUMMIT 2026

2^A EDITION



WATER SUMMIT



17 JUNE



ROME

• LIVE AND DIGITAL

Amid increasingly extreme weather events and often inefficient water infrastructures, Italy is at risk of facing an ever-worsening water crisis.

The **Water Summit** is an opportunity for political representatives, technicians, and water experts to share strategies at national and European level on the sustainable management of the resource. The meeting draws attention to **water as a valuable asset to be protected**, promoting forward-looking policies based on efficiency, savings, recovery, and reuse.

Infrastructure and financial investments for the renewal of networks and plants, climate change **adaptation policies, digitisation of the integrated water service**, and advanced monitoring tools will be discussed.



TARGET

**PUBLIC AND PRIVATE UTILITIES,
NATIONAL INSTITUTIONS,
LOCAL INSTITUTIONS,
ENERGY (GAS, ELECTRICITY,
RENEWABLES) AND INFRASTRUCTURE
COMPANIES**

ED. 2025 THE NUMBERS

23

SPEAKERS

7

SPONSORS

620

REGISTERED
USERS

1,056

PARTECIPANTS



GENDER EQUALITY

We are the first Italian publishing group to be **certified on Gender Equality** according to UNI/PdR 125:2022.

This milestone was achieved thanks to a significant shift in corporate culture towards a more sustainable and inclusive perspective.

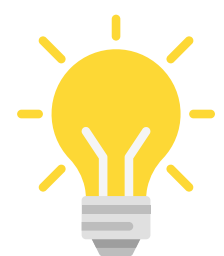
This commitment is confirmed in the design of the programmes for all our events.

25%
FEMALE
SPEAKERS

10%
UNDER 50
SPEAKERS



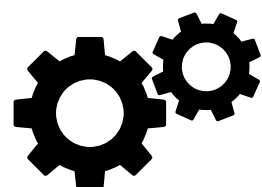
CONCEPT & FORMAT



CONCEPT

Event with a **live** audience and broadcast **live via streaming**.

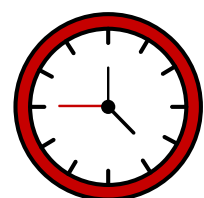
Individual speeches, study presentations, round table discussions, remote or recorded speeches are alternated. **A Q&A session** may be scheduled.



FORMAT • LIVE AND DIGITAL

Live & Digital Event: participate in-person or via the platform. User registration required.

It is possible to watch the event on demand on the dedicated landing page.



DURATION: 3 hours



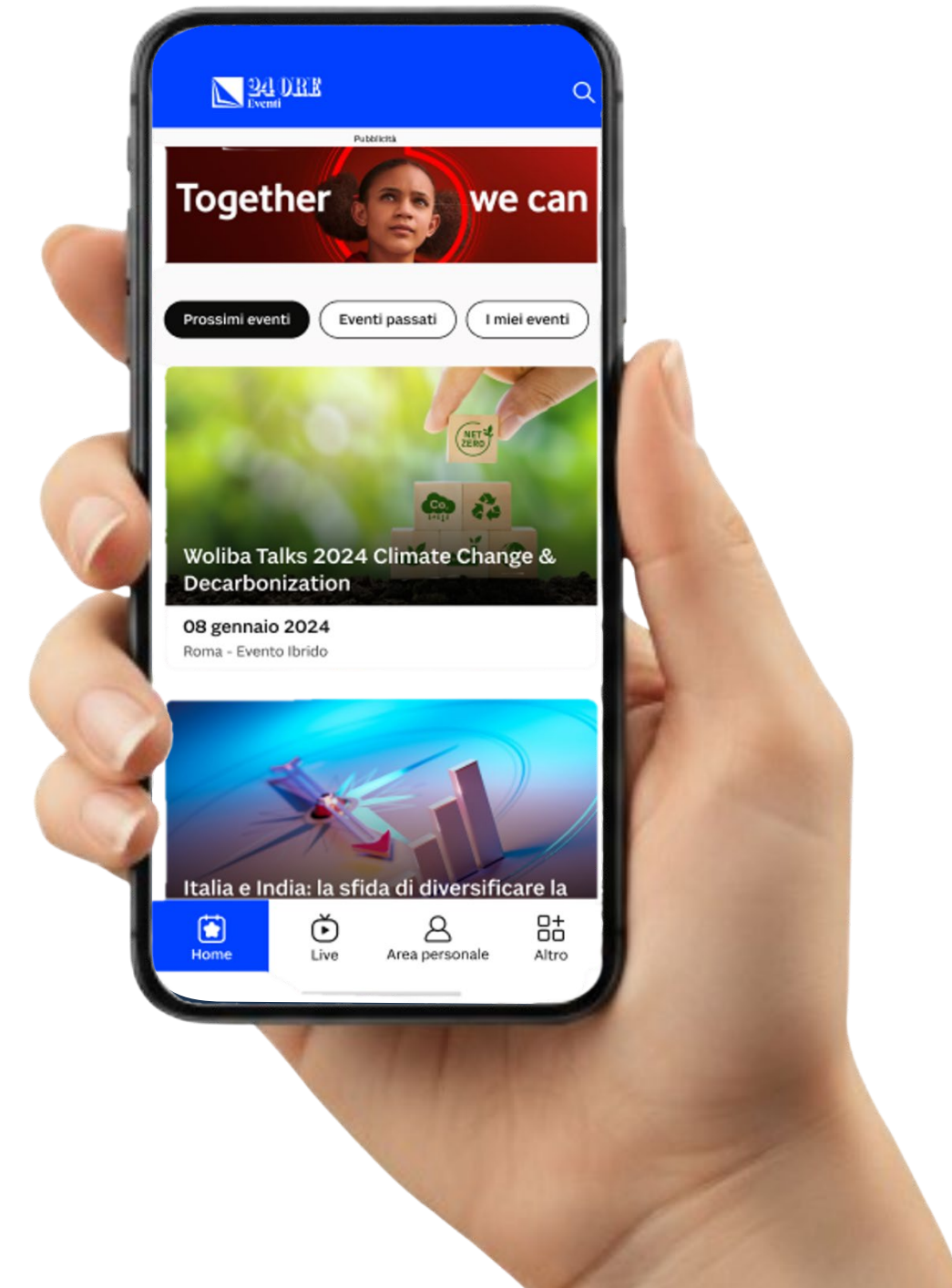
AN INTERACTIVE EXPERIENCE

Through streaming digitisation and with a director coordinating the speeches, live events can be **transformed into interactive streaming events**.

Event registrants will have access to a section/entry page with a customised player to enjoy a cross-screen and cross-device video stream, with real-time optimisation on the content display.

The streaming format will allow the scheduled insertion of video material and detailed images of the speakers' speeches.

Added to this is the possibility of introducing **live surveys** : the audience will be able to participate in real time and answer directly through the dedicated app, making the **experience even more dynamic and engaging** .



KEY BENEFITS

- Simultaneous connection of **thousands of users**
- Remotely connecting **speakers** wherever they are (Italy / Abroad) and inserting **Q&A sessions** (moderated chat)

WE MAKE EVERY EVENT UNIQUE

Filming with **HD**
cameras,
guaranteed by
the director



Opportunity for **interaction with both**
in-person and remote audiences (e.g. polls)



Possibility to
connect **guests**
remotely via a
platform



Guests accompanied
on stage by
graphics and
background music



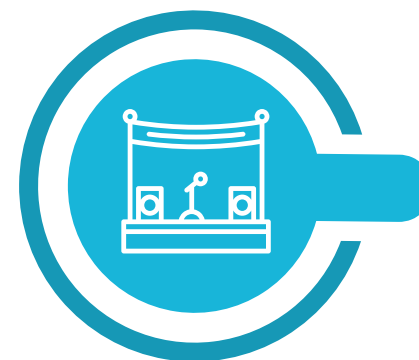
Opening **theme**
song of the
programme



Partner logo video
displayed in the waiting
room



Setting up a **set** at the
chosen location



COMMUNICATION CAMPAIGN

WEB & DIRECT MARKETING*

Dedicated **landing page** on the website
24oreventi.ilsole24ore.com

No. 3 Direct E -Mail Marketing (DEM) with a
profiled target from the Il Sole 24 Ore
database

ON SITE*

Venue and entrance setup

CAMPAGNA BANNER*

MPU box on the website
www.ilsole24ore.com

Box **Format (300x250)**

Duration: **1 week before the event**

STAMPA*

2 advertisements in Il

Sole 24 Ore

Half-page format (60
modules, 312x222)

POSIZIONI FISSE SUL .COM

Box Brand Connect ROS on the
website www.ilsole24ore.com

Manchette on the homepage
www.ilsole24ore.com

SOCIAL MEDIA COMMUNICATION

4 weeks of engagement across the social media platforms of the entire network

Meta + LinkedIn to maximise the reach of the message and intercept the target audience

LAUNCHES - PRE-EVENT



THEMATIC INSIGHTS



GALLERY - POST EVENT



ED. 2025 EDITORIAL FOOTAGE

19/06/2025 09:06
Sito Web

Borsa Italiana

Acqua: summit Sole 24 Ore, 42% risorsa sprecata, occorre salto di qualità

LINK: <https://www.borsaitalia.it/borsa/notizie/economia/tema/tema/acqua-summit-sole-24-ore-42-risorsa-sprecata-occorre-salto-di-qualita>

Acqua: summit **Sole 24 Ore**, 42% risorsa sprecata, occorre salto di qualità. Tamburini: andare oltre emergenza, passare da dire a fare (Il **Sole 24 Ore Radiocor**) - Milano, 19 giu - L'Italia si confronta con una delle sfide più urgenti del nostro tempo, ovvero trasformare la gestione dell'acqua da reazione all'emergenza a modello strutturale e lungimirante. Se ne parla all'Acqua Summit 2025, organizzato da Il **Sole 24 Ore** e in corso a Milano, con l'obiettivo di analizzare lo stato dell'arte degli interventi infrastrutturali avviati sul territorio attraverso il Piano nazionale per il settore idrico. "L'acqua è veramente importante, un bene prezioso. In Italia siamo molto indietro, i dati parlano di un 42% di risorsa sprecata, quasi il doppio rispetto alla media europea, quindi abbiamo molta strada da fare". Lo ha detto **Fabio Tamburini**, direttore di Il **Sole 24 Ore, Radiocor** e **Radio 24**, intervenendo all'Acqua Summit 2025 organizzato da Il **Sole 24 Ore** e in corso a Milano, e sottolineando che "credo si sia persa una grande occasione, quella legata alla gestione dei

fondi del Pnrr, era un'occasione d'oro per migliorare le infrastrutture per il trasporto dell'acqua. Dobbiamo prenderne atto, con l'energia necessaria per fare i passi avanti necessari e che diventano imprescindibili anche alla luce delle recenti emergenze e crisi idriche". Per superare queste situazioni "occorre un salto di qualità e la capacità di andare oltre l'emergenza, passando dal dire al fare. La partita si gioca sulla capacità di superare l'emergenza e per fare questo occorrono investimenti, con il coinvolgimento di capitali pubblici e privati", ha detto Tamburini, sottolineando che "il futuro è legato all'intelligenza artificiale, ai data center, che sono grandi consumatori di energia e di acqua. L'acqua è un tassello prezioso per lo sviluppo di un Paese che deve essere in prima linea. Bisogna capire quali sono le strade da seguire per porre rimedio a una situazione, quella sullo spreco di risorse idriche, che così non può continuare". Ars (**RADIOCOR**) 19-06-25 10:49:13 (0204)ENE,UTY 5 NNNN Titoli citati nella notizia Nome Prezzo Ultimo

Contratto Var % Ora Min oggi Max oggi Apertura Il **Sole 24 Ore** 1,10 +0,00 10.58.11 1,10 1,10 1,10 Tag Energia Uty Attività Manifatturiere Editoria Stampa E Supporti Registrati Europa Italia Lombardia Provincia Di Milano Comune Di Milano Milano Il **Sole 24 Ore** Ita

PIANO FINANZIARIO GRUPPO 24 ORE - Rassegna Stampa 20/06/2025 - 26/06/2025

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14

20/06/2025 18:06
Sito Web

Agenparl

Acqua Summit, Tiso (Confeuro): "Mappatura e ammodernamento infrastrutture idriche"

LINK: <https://agenparl.eu/7025/36/25/acqua-summit-tiso-confeuro-mappatura-e-ammodernamento-infrastrutture-idriche/>

RISORSA ACQUA



Acqua Summit, Tiso (Confeuro): "Mappatura e ammodernamento infrastrutture idriche" By Redazione 20 Giugno 2025 Nessun commento2 Mins Read Share (AGENPARL) - Roma, 20 Giugno 2025 "Confeuro ha seguito con molta attenzione l'Acqua Summit 2025 dal titolo "Risorsa del futuro e impatto sulle imprese", organizzato a Milano da Il **Sole 24 Ore**. Un'iniziativa autorevole e di grande interesse, che ha messo al centro del dibattito gli scenari e le prospettive del settore idrico, dalle politiche dell'Unione Europea al PNRR, dal cambiamento climatico alla pianificazione strategica, fino alle problematiche legate a siccità e infrastrutture". Così, Andrea Tiso, presidente nazionale Confeuro. "Abbiamo registrato numerose idee e proposte utili per affrontare le criticità del comparto. Tuttavia, è doveroso sottolineare come, a fronte

più evidente, si siano realizzati finora interventi importanti ma frammentari e di natura emergenziale - come la consegna dei dissalatori in Sicilia - che non rispondono all'esigenza di una strategia strutturata e duratura. Manca una visione complessiva. In particolare, non disponiamo ancora di una fotografia chiara della risorsa idrica in Italia, né delle aree più vulnerabili. È fondamentale predisporre una mappatura completa del territorio nazionale, per individuare le zone a maggiore rischio e pianificare in quelle aree interventi urgenti di ammodernamento delle infrastrutture idriche. Una rete moderna ed efficiente è indispensabile per garantire l'accesso equo e regolare all'acqua sia alla popolazione civile che al mondo agricolo e produttivo. È tempo di passare dalle parole ai fatti. Bisogna fare presto", conclude Andrea Tiso, Presidente nazionale

Summit 2025 Andrea Tiso Confeuro

PIANO FINANZIARIO GRUPPO 24 ORE - Rassegna Stampa 20/06/2025 - 26/06/2025

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ED. 2025

THE PARTNERS

A cura di:

160° ANNIVERSARIO | 24 ORE

Main Partner:



Official Partner:



Media Partner:



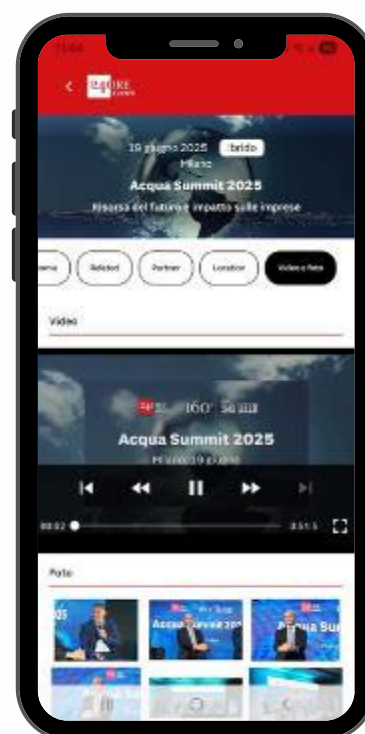
Con il patrocinio di:



POST-EVENT VISIBILITY/ 1

The full video of the event will be available:

- within the **events area** in the video section on the website ilsole24ore.com
- on the event landing page on the website 24oreventi.ilsole24ore.com
- inside the event page, in the **'videos and photos' section** of our **24 ORE Eventi app**

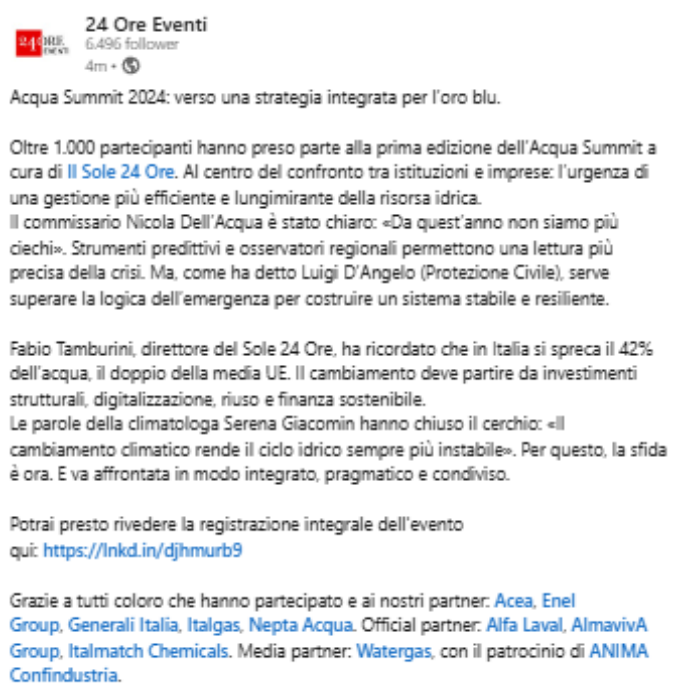


POST-EVENT VISIBILITY/ 2

THANK YOU EMAIL MARKETING



POST-EVENT VIDEOS ON SOCIAL MEDIA PLATFORMS



FLICKR

On the event page, in the “**videos and images**” section , the link to the Flickr platform with all the photos will be available.



VIDEO INTERVIEWS

Single video interviews by a journalist from Il Sole 24 Ore Radiocor and filmed during the event with **a crew** of **one cameraman** and **one video camera**, amplifying the topics discussed at the event.

Each video interview will last **2 to 3 minutes** and, in addition to being sent to the client to share on their own channels, it will be:

- Published on **the sole24ore.com website** in the Radiocor section, at the discretion of the Editorial Team
- Re-launched on the Il Sole 24 ORE Radiocor **LinkedIn** profile (160,000 followers)
- Published on the **24 ORE Eventi website**



MAIN PARTNER

CREATION OF AN AD HOC SESSION



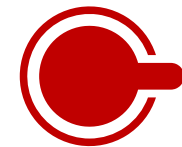
SPEECHES

ad hoc focus by a representative of the partner + 2 case history representatives from client companies



TICKER

insertion of 1 promotional pop-up at the bottom of the screen during the broadcast (728x90mm, static png)



INFORMATION MATERIAL

download of partner material from the event landing page

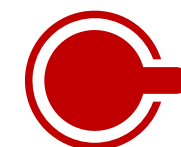


LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

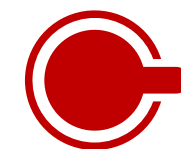
INVESTMENT REQUIRED

€36,000 net with video interview
€30,000 net without video interview



PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities



LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

MAIN PARTNER

ONE TO ONE SESSION



SPEECHES

one-to-one session by a partner representative



TICKER

insertion of 1 promotional pop-up at the bottom of the screen during the broadcast (728x90mm, static png)



INFORMATION MATERIAL

download of partner material from the event landing page



LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

INVESTMENT REQUIRED

€31,000 net with video interview

€25,000 net without video interview



PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities



LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

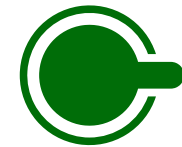
OFFICIAL PARTNER

SPEECH AS PART OF A ROUNDTABLE DISCUSSION



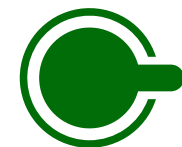
SPEECHES

speech in a roundtable discussion on agreed-upon topics



TICKER

insertion of 1 promotional pop-up at the bottom of the screen during the broadcast (728x90mm, static png)



INFORMATION MATERIAL

download of partner material from the event landing page

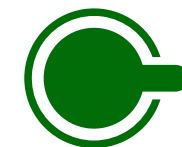


LEAD GENERATION

delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

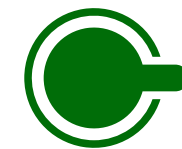
INVESTMENT REQUIRED

€21,000 net with video interview
€15,000 net without video interview



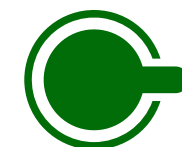
PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities



LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads

EVENT PARTNER

VISIBILITY ON EVENT COMMUNICATION

INVESTMENT REQUIRED
€12,000 net with video interview



PROMOTIONAL VIDEO

possibility of broadcasting a video of up to 30 seconds in the waiting room before the beginning of the activities



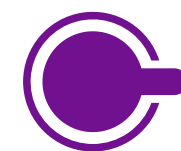
LOGO VISIBILITY

on all promotional material for the event (ADV, DEM, banners, landing pages) and on the opening and closing theme



INFORMATION MATERIAL

download of partner material from the event landing page



POST-EVENT REPORT

provided to the partner, with the following KPIs: subscribers, participants, leads



LEAD GENERATION

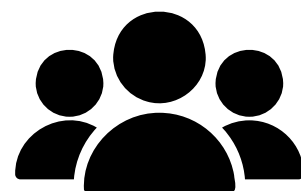
delivery of a file containing the names of the registered users on the platform, in compliance with GDPR regulations

KEY PERFORMANCE INDICATORS



SUBSCRIBERS

Number of users subscribed at the event



PARTECIPANTS

Number of **users connected** during the event



LEADS

File containing the **leads** that gave consent to the transfer of data to the event partner