

## **TERNA LANDS ON TIKTOK WITH A 'TALENT ATTRACTION' CAMPAIGN FOR THE FIRST MASTER OF THE TYRRHENIAN LAB**

**On the social media network most popular among the younger generation, the operator of the Italian national transmission grid promotes the centre of excellence that will train over 150 highly professional young people on the issues of energy transmission**

**Rome, 2 August 2022** – Terna lands on TikTok with a “talent attraction” campaign for the first Master in *Digitalisation of the electricity system for energy transition*, organised by the operator of the Italian national transmission grid with the Universities of Cagliari, Palermo and Salerno, as part of the Tyrrhenian Lab project, starting on 14 November.

The goal is to speak to Generation Z and attract talents serving the complex transition process towards renewable energy, through Tyrrhenian Lab’s advanced training centres. For this reason, the group led by Stefano Donnarumma has decided to land for the first time on the social media most popular among young people.

Young people, with their environmental sensitivity, with the desire to make a difference, with the pride of being a “nerd”, as often happens to STEM (Science, Technologies, Engineering and Mathematics) students, are the target audience of the two themes of the campaign, “Are you nerd?” and “Fuga di cervelli” (brain drain).

The videos were made by TikTokers particularly followed based on issues of sustainability and training: Andrea Borello, aka “the politoker” (*andreaborello\_*), Francesco Centemeri, engineering student (*fratenzo*) and Elisa Negrisolo, new engineer and influencer (*elisavittoria*).

The short videos entitled “*Are you nerd?*” are focused on technological pride and the growing awareness that the passion for new technologies has become an essential tool for success. In our complex times and with the current energy challenge, the distinctive skills of a STEM student are, and will be, fundamental for the protection of the planet. In Generation Z, therefore, ‘*nerd*’ is no longer synonymous with ‘*loner*’, but is an active part of a community of young innovators with a strong vocation for the environment.

The videos of “*Fuga di cervelli*” (brain drain) instead start from the prejudice that a young Italian who wants to put his skills to good use and find a job that meets his expectations is forced to go abroad because in Italy, there isn’t sufficient awareness of environmental issues and the need to engage in the energy transition to achieve decarbonisation goals.

The protagonist packs their bags to leave, but then becomes aware of an innovative master through which they can strengthen their scientific skills, made available by a company that invests in the future of the country, specifically in Cagliari, Palermo and Salerno.

Talent is the cornerstone of the Tyrrhenian Lab project, in which Terna will invest a total of €100 million over the next five years: a training centre of excellence developed in close collaboration with the Universities of Cagliari, Salerno and Palermo and spread across the cities that are the landing sites of the Tyrrhenian Link, the undersea power line that will unite Campania, Sicily and Sardinia. Terna will train more than 150 young people to high professional standards between autumn 2022 and 2025. The students will undergo a 12-month Master's Degree course focusing on the development of technological and strategic skills that will prove essential to the digital and energy transformation. Once the students have completed the 12-month master's programme, they may then be hired in Terna's local branches in the three cities.

Terna is present on all the main social channels such as Facebook, Twitter, Instagram, YouTube, LinkedIn, as well as on the main audio platforms, such as Spotify and Spreaker, with "Nora, the future of energy is our vocation", the podcast with nine episodes that talk about the Tyrrhenian Lab project to those passionate about energy issues.