1. Opening

Good morning, everyone.

We are officially opening the fifth edition of Recanati Smart Land, a project born in 2022, strongly championed by MAC and built year after year with passion, vision and concrete achievement.

Recanati Smart Land was born out of a concrete need: to create a broad, open and cross-cutting space for dialogue on the energy transition. A place where institutions, regulators, businesses, utilities, universities, installers, operators and territories can engage directly, building relationships and, through them, value.

Over five editions, Recanati Smart Land has developed themes that, once forward-looking, have today become central to energy and industrial policy, with a significant impact on public utility services for the benefit of citizens and businesses alike.

I wish to thank the Municipality of Recanati for once again welcoming this initiative; Mayor Emanuele Pepa, the Marche Region, the institutions present, MIMIT, MASE, ARERA, RSE, GSE, ENEA, the universities, Confservizi Centro Italia, the research centers, the associations and all the organizations that have contributed to building this journey.

I thank Energia Media, who support us in organizing the event, the sponsors, the partners, the speakers and all the industry players present today: utilities, technology companies, e-mobility operators, manufacturers, installers, system integrators and startups.

Your participation confirms the value of Recanati Smart Land: creating a space where different areas of expertise meet to address real, complex problems that call for a multidisciplinary approach.

Today we open a new edition dedicated to a theme we consider central to the future of the energy system, and one that is playing an increasingly important role in the national and international debate: energy flexibility.

This is the starting point for this edition's three main areas of work: Electric Mobility, Energy Communities, and the smart management of loads and storage systems.

2. The maturing of flexibility

For many years, the flexibility of the electrical system was managed mainly “upstream”: large generation plants, transmission and distribution networks, and consumption forecasts based on historical data.

The objective was clear: produce enough energy to cover peaks, avoid shortages and blackouts, and keep system costs under control.

Today this model needs to be rethought.

Renewable sources are a great opportunity: they reduce emissions, energy dependence and the marginal cost of production. But they also introduce a new kind of variability, tied to a direct and sudden dependence on weather conditions.

Added to this is an electricity demand that is both growing and changing shape. In homes, loads are increasing: electric cars, heat

pumps, air conditioning, induction hobs, advanced appliances, home storage systems and connected devices.

The point is this: many of these loads are not just a problem to be managed. They can become a resource. If managed intelligently, they can be modulated, brought forward or delayed without reducing user comfort or changing people's lifestyle.

Energy communities can also contribute, coordinating production, consumption, storage and programmable loads at the local scale, with an important social impact as well.

The result is that the grid no longer has to simply carry energy from a few large plants to millions of users. It must coordinate production, consumption and storage in real time, across many levels — and to do this, we need smart grids and, above all, data.

Without data there is no measurement. Without measurement there is no control. Without control there is no flexibility.

Flexibility therefore becomes a strategic resource. It is not just a technical issue. It is an economic, regulatory and industrial issue, to be addressed with a new vision — and, I would add, a new cultural approach.

At the European level, the direction is clear: flexibility is considered essential for integrating renewables, reducing congestion and making the electrical system more efficient. ENTSO-E estimates that Europe's flexibility needs, linked to the variability of generation and demand, could double between 2025 and 2033.ACER, too, links flexibility to the energy transition, to reducing the waste of unabsorbed renewable generation, and to the need for rules governing demand response, storage and distributed generation.

Italy starts from an interesting position: remote metering of first-generation meters has been operating since 2001, and second-generation meters have strengthened this infrastructure. Chain 2 creates a communication channel between smart meters and downstream devices, opening the way to monitoring, control and advanced energy services.

Alongside this is the CIR, the Charging Infrastructure Controller: a mature, standardized and proven technical solution, designed to integrate electric vehicle charging with the needs of the grid, the home system and energy operators.

The central point is this: flexibility is not an accessory to the energy transition. It is one of the conditions for making it sustainable, secure and economically efficient.

The technologies exist. Now they need to be connected: clear rules, common standards, accessible markets, interoperable devices and coherent economic signals.

In this perspective, flexibility is not just a way of managing the grid. It is the new language of the electrical system.

4. The window is open now

The energy transition is entering a new phase.

After years spent talking mainly about targets, today we must talk about implementation.

Technologies are maturing. Rules are evolving. Markets are getting ready. Businesses are coming to understand that flexibility is not just a technical issue, but a lever for growth.

Now is the time to build solutions that are concrete, deployable, interoperable and measurable.

For MAC, promoting Recanati Smart Land means actively interpreting our industrial role: not only developing technologies, but contributing to building an ecosystem where innovation, regulation, technical expertise and the needs of local territories can engage with one another.

It is in this spirit that we open the proceedings of the fifth edition of Recanati Smart Land.

I invite you to experience these two days as an opportunity for open, hands-on dialogue: to listen, share experiences, build relationships and give rise to new collaborations.

Thank you all for being here.

Enjoy the conference.