

**Annex 3**

**Communication 2022**

**→ *Internal communications***

During the year, the internal communications function started its own structuring process by securing an internal resource at TELT who, thanks to having held a senior position in other companies operating at an international level, laid the foundations for building a long-term strategy.

This arose because of various reasons, such as the need to complete the company Intranet; define an editorial approach to the company's key topics to promote improved and faster access to information and its reference scenario; maintaining internal dialogue within a logic of continuous improvement of flows and results; the possibility of making the work environment welcoming and stimulating; attention to the bi-national dimension, inclusion and pay equity. These are activities which, while solving some specific issues, also encourage reflection on the identity and values of the company which is increasingly *unique* at a European level.

The key moment of this was during Agora, the corporate convention, which after having been held online for two years returned to being an in-person event. The meeting was organised in Italy and 200 colleagues (175 present and 25 remotely) attended. Agora, in addition to being an opportunity to share the results and present the challenges that lie ahead with employees, managers and collaborators, presented the work being carried out on the corporate well-being questionnaire, which thanks to the scientific contribution of the [REDACTED] and [REDACTED], will also allow the internal communication strategy to be addressed.

**→ *External Communications***

During 2022, the work of affirming TELT's image and identity as a public promoter of infrastructure on a European scale continued. However, this must also take root in the territories that host it. The year was therefore characterized by three lines of work: proximity communication, linked to the development of the construction sites; the enhancement of projects geared towards sustainable development and monitoring the natural and social environment; communications support for building a network of partnerships and international relations. Their objective was to make the approach, principles and activities of the company widely known, with particular regard to the regenerative impacts on territorial, environmental and social systems.

The actions were carried out at different levels: from the targeted awareness-raising of the actors interested or involved in the Lyon-Turin project, to publishing activities on traditional and digital channels, to events and meetings, which have gone back to being more effective after the end of the Covid pandemic in the two Countries. Video productions (over 30 during the year), publications on social media, collaborations with local and national media and participation in international trade fairs and congresses have been opportunities for dialogue and to exchange ideas with external stakeholders: businesses, citizens, institutions, media, trade unions and employers' organisations, universities and research centres, which have strengthened the catalyst mission of the public promoter.

**Annex 3**

→ ***Bi-national activities***

• **Construction site communication**

2022 saw the completion of the first 10.5 km of the base tunnel, a great technical achievement but also a transformational moment. ██████████, which had operated the construction site until then, handed over to the new international group responsible for continuing the excavation work within the CO5-6 framework. This important moment was celebrated on 28 April, with the breaking through of the last wall of rock, on the occasion of the world day for safety at work and the presentation of the Mission-S program, which we will refer to later.

The installation of the new construction site in Saint-Martin-la-Porte, like that of CO08 and CO3-4, was the subject of the monthly updates by INFOCHANTIER, TELT's French side newsletter that provides updates for local authorities and citizens about the development of construction sites in terms of field activities. This is a monthly communication and is shared with the mayors, which allows the population to be informed of what is happening on the site closest to their homes.

The Maurienne Valley in particular was able to receive detailed information about the start-up of the new excavation face in Saint-Julien-Montdenis, the same area which the work for the cut-and-cover tunnel had been completed a few months earlier. Additionally, details were provided about the start of the excavation of the ventilation shafts from Avrieux towards the Villarodin-Bourget adit; the construction of the temporary bridge over the Saint-Antoine torrent, as part of the works for the Modane bypass; the inauguration of the temporary interchange hub in Saint-Jean-de-Maurienne with an event held together with ██████████, which manages the project and the interconnection works, on behalf of TELT. Thanks to the willingness of the companies, these sites have been the subject of institutional visits, meetings with partners and visits by journalists from the international press.

On the Italian side, 2022 was marked by the start of work on the new San Didero car and truck terminal, also in this case operating under an agreement with ██████████ concessionaire of the A32 motorway. TELT carefully handled the communication regarding the start of the construction site, with the delivery of the areas to ██████████ which is responsible for commissioning the work and managing the activities.

• **Sustainable Development, safety and the environment**

In the second half of 2022, TELT's third sustainability report was issued. It was prepared entirely in-house, and the edition was edited by the Communications Department - which clearly highlights the projects and results achieved around TELT's three pillars of action: sustainability, occupational health and safety, and careful environmental impact monitoring and management.

In this context, the Communications Department directly followed the activities of the Intergovernmental Committee regarding the approval, between April and December, of the proposal for the reuse of excavated materials (matex) in bi-national terms. This effectively gave rise to the definition of a "single construction site" which represents a paradigm shift in communications for large transnational construction sites. Similarly, the Department has supported the company in the communication of dossiers having a large impact for local communities: the HIA – Health impact

**Annex 3**

assessment steering committee, with a meeting open to the mayors of the Susa Valley in November; the publication of bulletins summarising the outcome of environmental monitoring conducted in France and Italy according to the respective regulations and under the control of public agencies on the TELT website.

However, 2022 was also a year of projects in the field and with a significant impact on communications: the inauguration of the botanical garden for tulips in Savoy; the bi-national university project for the protection of Erica carnea; the renovation works of the locomotive maintenance centre in Modane; the presentation of the Axel rover, which is operating in the deepest areas of the Chiomonte exploratory tunnel where works are underway for the paving, consolidation and the excavation of the interconnection niches. In particular, TELT has worked together with [REDACTED] to communicate information regarding this last activity through the press and social media.

As mentioned above, 2022 was the year in which the Mission-S project was presented, which involves TELT and the entire business chain to ensure health and safety in the workplace. During the presentation, on 28 April, the communication procedure was also introduced. This was not intended to replace the one required by the regulations, but to provide an opportunity for cultural reflection and awareness-raising around the dynamics of safety: sharing, responsibility, compliance with regulations, favourable environment, and training.

• **Publishing collaborations and press office activities**

The Communications Department, aware of the need to reach different sectors of public opinion and stakeholders, all having different levels of knowledge about the Lyon-Turin project, also continued editorial collaborations into 2022. The intermediation of professionals from various sectors has allowed numerous aspects of the development of the project and the construction sites to be explored.

Among them, the following are worth mentioning:

- [REDACTED], a video magazine promoted by the communities in the Maurienne area, whose reports with films and interviews in the field, focuses on the development of construction sites and the point of view of the technicians at work. Thanks to the Internet, this tool, which was designed for the inhabitants of the valley, can reach other stakeholders with an average of over 2k views per episode.
- Every two months, [REDACTED], the bi-weekly catholic-inspired magazine of the Susa Valley, publishes an update page edited by TELT, which reaches around 8,000 subscribers.
- During the year, [REDACTED], the main news agency in Italy, published insights focusing on specific TELT projects on its website: Smartland, dedicated to the relationship between the different forms of green mobility; the summary of the 2021 Sustainability Report with an in-depth analysis of the research projects that emerged from the large infrastructure project; a focus on the bi-national management of excavated materials as an example of the circular economy applied to major works.
- Lastly, two specialist collaborations: with the [REDACTED], an editorial project of [REDACTED], to give space to the technical articles produced by the TELT technical division: and with the [REDACTED], which together with TELT, produced the special Vision Rail insert in 2022. The latter, published in Italian, French and English,

Annex 3

summarises the speeches made by international guests on the project of the same name created by the public promoter during the European Year of Railways.

In addition to the publishing collaborations, the Communications Department worked on the media relations aspect. Together with local and national press, it examined several topics related to the progress of the works and TELT's actions in the territories regarding several key issues such as the environment, sustainability and employment. These include:

- January, the news regarding the presentation of the Susa Valley EP1 - Executive project of the first phase - to the mayors, which anticipates some of the activities in the area, was announced.
- February, in-depth analysis by [REDACTED] [REDACTED] on the progress of work to remove materials abandoned during the last 30 years in the Salbertrand area intended for the site of the segment factory for the reuse of excavated materials.
- March, on the occasion of the presentation of the OTI Report 2021 of the Piemonte territorial infrastructure observatory by [REDACTED], which took place in the area of the Chiomonte construction site, journalists were invited to the construction site and the progress of the works was examined.
- April, the news of the award of three international tenders called by TELT to a group of Italian, French and Swiss engineering companies for a value of over € 23 million was picked up and announced by the media.
- May, in Italy, [REDACTED] accompanies the in-depth analysis of the [REDACTED] [REDACTED] on the construction site for the San Didero car and truck terminal, a project connected to the Lyon-Turin line.
- June, TELT participates in the Connecting Europe Days event in Lyon, conveying the core messages of participation in the event and the signing of the partnership agreement with [REDACTED] with media coverage in the two countries.
- July, in Italy, the presentation of the "A network for the Susa Valley" agreement between the [REDACTED], TELT and [REDACTED], for the training and recruitment of a thousand professional figures who will be employed during the construction phase of the Lyon-Turin works is promoted with numbers and insights through various articles and interviews in the newspapers and the media.
- August, in France, Le [REDACTED] highlights the visits organised by TELT in collaboration with Inrap to present the discoveries made at the Tierces preventive archaeology site to visitors.
- September, interviews were promoted with [REDACTED], Agreement procedure Director and Consultations France at TELT on [REDACTED] and the [REDACTED] newspaper to find out more about the studies carried out over the years regarding the springs and the impact of the works.
- October, the Italian media relaunches its collaboration with TELT for the new exhibition at the [REDACTED] dedicated to the Alpine crossings. The public promoter in fact, provided some videos and three "cores" taken in France and Italy over the years of studying the geology of the Alpine massif.
- November, the episode dedicated to the Lyon-Turin was produced for the [REDACTED] [REDACTED] programme on [REDACTED] with guests in the studio and recorded interviews, including one with the [REDACTED] of TELT, [REDACTED].

**Annex 3**

- December, in Italy, video materials are made available to the editorial staff of the [REDACTED] website which focuses on the engineering challenges that are being faced in construction of the Lyon-Turin line. The video received more than 500k views.

In addition to these publications, the Communications Department edited various interviews given by the general manager of TELT on the progress of the TEN-T European network, the development of the railway division with the appointment of [REDACTED], the completion of the first 10.5 km of the base tunnel and the positive effects of the construction sites as an immediate benefit for the territories. Other interviews were carried out on more specific topics such as the effects of the works on the environmental and employment, as well as the progress of the construction sites with various directors of the company, including [REDACTED], [REDACTED], [REDACTED] and [REDACTED].

**→ Activities in France**

2022 saw a series of significant moments on the French side of the project linked to the transformation of the construction sites: from the preliminary works to the final works of the base tunnel. Moments accompanied by various collateral initiatives:

- In March, during the French presidency of the EU the Quinzaine started: a series of visits to construction sites and meetings open to students during the European year of youth.
- In April, a delegation of senators visiting the Saint-Julien-Montdenis and Saint-Jean-de-Maurienne construction sites was greeted by the [REDACTED] of TELT, [REDACTED], and the current [REDACTED] of the Intergovernmental Committee, [REDACTED].
- In August, the site of Tierces, in the municipality of Villarodin-Bourget, opened its doors to over a hundred visitors to explore the medieval remains found during preventive archaeology excavations.
- In October, TELT participated in the [REDACTED] technical days event dedicated to tunnelling professionals. Over 500 professionals attended the event.
- In October, workshops were organised for the younger people in the area, to introduce them to the work involved in monitoring water resources near construction sites.
- At the end of the year, TELT held an information stand at the Maurienne crafts fair focused on the opportunities for the area associated with the Démarche Grand Chantier.
- TELT organised conferences and workshops on the project during events to promote employment opportunities organised by the Auvergne-Rhône-Alpes region and partners of the Démarche Grand chantier.

**→ Activities in Italy**

During 2022, the Communications Department oversaw the outcome of various technical round tables to ensure the timely management of the disclosure phase. In particular:

- HIA round table, together with the [REDACTED]
- The meetings of the [REDACTED] started again after the appointment of the [REDACTED]
- The preparatory work for the *A network for the Susa Valley* project
- Presentation of PE1 and LUP – Land Use Plan
- The meetings of the Intergovernmental Committee

**Annex 3**

These are highly technical institutional dossiers that the [REDACTED] was asked to summarise and promote, in particular through the press.

Lastly, the second phase of development of the Chiomonte Visitor Centre was started, after a provision was issued by the CIPE and designed to be a "House of the construction site", through museum and interactive solutions that aim to immerse the visitor in the technical, social, economic, environmental complexity for the Lyon-Turin.

**→ *Partnerships and international presence***

In 2022 TELT's [REDACTED] enhanced its R&D partnerships, which is a record for large infrastructural projects.

These include:

- In March, TELT is recognised among the founders of the Global Compact Italy, the worldwide network for a sustainable economy.
- In February, *Catch the wind*, the book dedicated to benchmarking activities carried out by TELT, was published.
- In June, TELT, together with other leading Italian companies in their respective sectors, promoted the [REDACTED] *Innovation4change* impact innovation program, aimed at 60 young Europeans under the age of 30.
- In June, TELT took part in the study day in Lyon promoted by Italian and French research centres entitled *Cancer and cross-border cooperation*.

Lastly, in 2022, TELT brought its project into multiple contexts by presenting works, objectives, challenges and peculiarities. This activity has allowed the public promoter both to determine the general level of knowledge about of the Lyon-Turin project and to bring to light many aspects that many people are unaware of.