



ADVOCACY – DIGITAL – LOBBYING

WHO WE ARE

Adl Consulting is an **advisory** firm specialized in **public affairs and institutional communication**, providing our clients with the highest quality of service, and driven by an uncompromising ethical and professional approach.



We offer **regulatory and institutional consulting services**, through the analysis of community, national and regional legislative framework.



We are specialized in the **design and management of digital platforms**, useful for organizing and sharing information within organizations, in a clear and systematic way.



We **develop and offer "business coaching" courses** for professionals in the public affairs and communication sectors.



We manage **integrated offline and online communication strategies**, enhancing a client's image and consolidating their positioning toward stakeholders and institutions.

BUSINESS SECTORS



Energy and
environment



Circular economy



Commerce



Digital
transformation



Labor policies



Industry 4.0



Electric mobility
and transport



Telco



WHAT WE DO



STRATEGIC AND INSTITUTIONAL ANALYSIS

Study, examination and critical analysis of **parliamentary, governmental, ministerial and local legislation** in order to understand all the risks and opportunities related to political developments.

Legislative monitoring services for the Parliament, Government, and Local levels, provided in a timely, methodical and tailored way for our Clients.

Supporting **stakeholder engagement** and positioning of our Clients, at the European, national and local level.

Monthly, weekly, daily reports on the Italian political system.

White papers and **technical reports**.

INTEGRATED COMMUNICATION ACTIVITIES



Strategic consulting defining **integrated communication plans** and leveraging **traditional activities** and the **new media world** (Facebook, Twitter, Google+, Instagram, LinkedIn, YouTube) in order to enhance the image of our Clients, strengthen their positioning towards stakeholders and institutions, and effect consensus and reputation building.

Support for Clients in the **ideation of concepts and planning** of social media strategy, website, off-line and online marketing communications, advertising and media relations.

Conceptualization and organization of **events** that range from **international conferences** to **institutional events**.



BUSINESS COACHING LEVERAGING INNOVATION

Digital transformation is reshaping companies and institutions' activities; therefore, new skills are becoming necessary to better understand technologies, regulation and market rules in order to find innovative solutions to stay ahead of competitors.

AdI Consulting can design ad hoc strategies and legislative-regulatory framework training programs to help organizations **become** or **remain competitive** in the global marketplace and meet their goals for innovation and growth.

Continuous innovation and developing technological competencies transform the way a company does business.

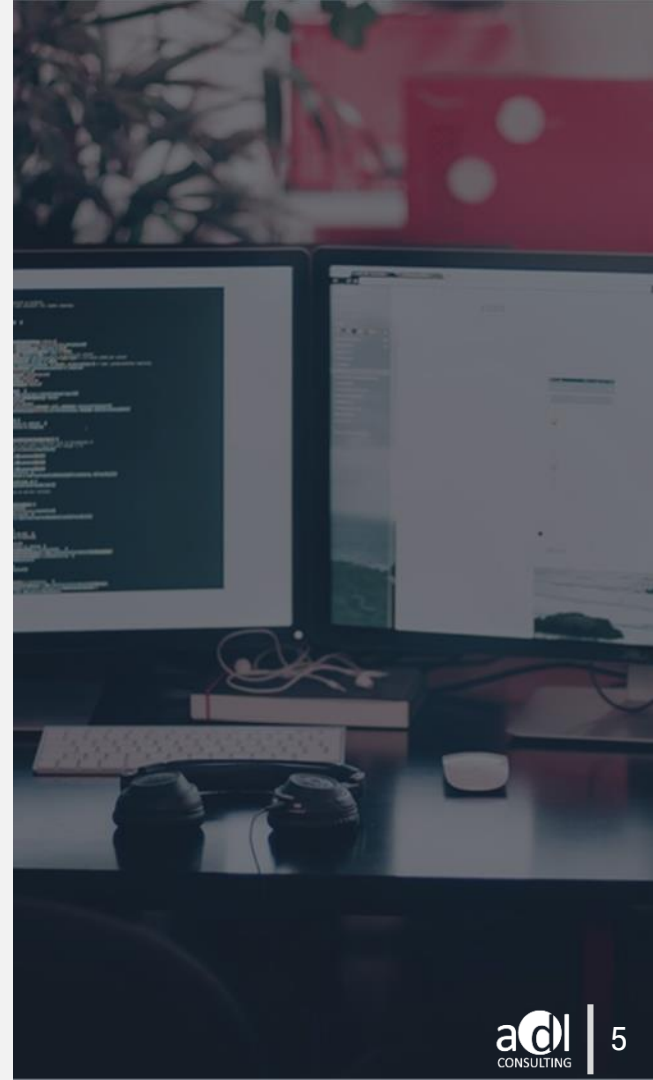


DESIGN AND MANAGEMENT OF DIGITAL PLATFORMS

KMIND® – Knowledge Management for Public Affairs is a web-based software helping Organizations develop, implement and monitor public affairs activities with a clear and systematic approach, focusing on transparency, accountability and collaborative business.

KLEARNING is a social learning and skills management system dedicated to the development of talents in your organization.

Our **software packages** support traditional companies evolving into Enterprise 4.0: where innovation revolutionizes business activities and allows people to create value through effective online communities.



THE TEAM



Marialessandra Carro
Head of Strategy & Growth



Stefano Consonni
Public Affairs & Digital Policy



Sara Delli Colli
Media & Stakeholder Manager



Giampaolo Russo
Senior Advisor



Francesco Scolaro
Head of Public Affairs & Policy Analysis



Andrea Spuntarelli
Senior Policy Analyst





CLAUDIO DI MARIO

FOUNDING PARTNER & CEO

Claudio Di Mario was born in Rome, Italy, in 1970. He is married and has one daughter and one son. Claudio holds a master's degree in electrical engineering from "La Sapienza" University in Rome and a Ph.D. in engineering management with a final dissertation in power system economics and a Master in business engineering from "Tor Vergata" University in Rome. From 1998 to 2001 he was based in Berlin and Erlangen at Siemens AG as Project Manager for engineering, procurement and installation of high voltage components and devices. From 2001 to 2005 he was project manager at the National Transmission Grid Operator where he worked at the Department of Systems Engineering and subsequently at the Grids Department. From 2006 to 2007 he was head of the National and European Regulations in Terna SpA dealing with regulatory issues of national (Authority for Electrical Energy and Gas) and European (EU Commission and associations ETSO, etc.) organizations involved in the transport network and dispatching electricity. From December 1st 2007 to April 2011 he was in charge of Institutional Affairs of Edison SpA. Member of the Young Leaders Conference (Program of the Council for Relations between Italy and the United States). Member of the Order of Engineers of Rome.





“Turbulence and complexity must be met by an **organizational lightness** that emphasizes **intelligence, creativity and ideas**”

Inspired by Six Memos for the Next Millennium, Italo Calvino (1985)

Contact us

Adl Consulting S.r.l.

 Via delle Quattro Fontane, 15 - 00187 Rome, Italy

 + 39 06 98968330


 hello@adlconsulting.it

 www.adlconsulting.it

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