



m'illumino
di meno

16 FEBRUARY
Italian National Day
for Energy Saving
and Sustainable Lifestyles

M'illumino di Meno 2025

This year, M'illumino di Meno is speeding from Valencia to Romagna, touching the Sanremo Festival. As always, it is engaging the Rai Radio2 listener community, with a special focus on fashion and sustainability. It will be an extra-large edition, running from February 16 to 21, and increasingly European.

In 2025, M'illumino di Meno reaches its **21st edition** and expands to a full week, as a single day is no longer enough to capture the participation of thousands of people, schools, cities, businesses, associations, and communities!

The week kicks off on **Sunday, February 16, 2025**, Italian National Day for Energy Saving and Sustainable Lifestyles, with a special episode of Caterpillar on Rai Radio2. The show will celebrate the **turning off of lights** in institutional buildings, squares, monuments, and town halls. We invite everyone to join in: athletes and fans taking to the field (any field, any sport), people of all faiths gathering for religious services, families coming together for Sunday lunch, cinemas filling up, and cafes and pastry shops where locals meet to have breakfast or enjoy an aperitif.

For the rest of the week, until **Friday, February 21**, we will shine a spotlight on the vibrant M'illumino di Meno community. We will highlight the thousands of actions taken by listeners in support of energy conservation and ecological transition, with a special focus this year on a growing issue: **fashion**.

As we know, the environmental impact of **fast fashion** is enormous. In recent years, many initiatives have emerged promoting the reuse and repurposing of clothing. M'illumino di Meno 2025 wants to showcase these initiatives in all their forms: swap parties, upcycling, secondhand fashion... We invite those leading such projects to share them with us. As a symbolic gesture for M'illumino di Meno, we encourage everyone to wear a piece of clothing (preferably a **coat**) that holds personal or family significance — a story to share with us.

At the same time, M'illumino di Meno continues its path in **Europe**, engaging European institutions and listeners from across the EU. This year, we are also launching a new cycling venture that will connect Valencia, Spain, to Romagna, Italy, passing through the **Sanremo Festival**, which will be taking place at the same time, with Rai Radio2 as the official radio broadcaster.

This year more than ever, M'illumino di Meno is moving fast and setting the trends, still on Rai Radio2!

www.milluminodimeno.rai.it #milluminodimeno