

DETERMINED TO TURN THE TIDE

Press release
Paris, June 9, 2022

Committed to ecological transformation, Veolia's employees are at the heart of its new worldwide advertising campaign

Veolia is reaffirming its ambition for ecological transformation with a new campaign that pays tribute to its 220,000 employees – its Resourcers – working on the ground to turn the tide



Released to mark World Environment Day, this new campaign emphasizes the involvement of an optimistic collective, together determined to meet environmental challenges of today and of tomorrow. It opens with a flagship advertising film, *The River*, that celebrates the volunteer mindset of Veolia's employees, an unstoppable collective that wants to see the world as it could be and strives each day to make it happen.

[Discover the movie : [The River, a film that reflects who we are!](#)]

The campaign is enhanced with portraits of Fatima in France, Marta in Spain and Viktor in Germany, who talk about their careers and determination to succeed with ecological transformation together. Over the next few months, these will be complemented by a dozen other stories, which will be available in the press, on social networks and [veolia.com](https://www.veolia.com) where everyone will be able to learn more about what Resourcers are doing on the ground.

"This campaign is a message of optimism, showing that solutions for ecological transformation are out there and are coming to life thanks to the women and men all around the world working every day to turn the tide", explains **Laurent Obadia, Senior Executive Vice President, Stakeholders and**

Communications. *“Our employees’ testimonies reflect the collective engagement driving our ambition to become the global champion of ecological transformation. It also has special meaning following our historic combination with Suez, which has allowed us to enrich our team with more new talents Today, we are already 220,000 , more than ever optimistic, determined and side by side to face the biggest challenges of our century”.*

Campaign data sheet

FILM PRODUCTION

Directed by: Truman & Cooper

Produced by: Diplomats

PHOTO CREDIT

Agency: Fisheye

AGENCY

Agency: Havas Paris

Creative director: Jeremy Prévost

TV producers: Benjamin Besnaïnou and Philippine Domenech

CLIENT

Client: Veolia

POST-PRODUCTION

Post-production: HRCLS

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About Veolia

Veolia Group aims to become the benchmark company for ecological transformation. Present on five continents with nearly 220,000 employees, the Group designs and deploys useful, practical solutions for the management of water, waste and energy that are contributing to a radical turnaround of the current situation. Through its three complementary activities, Veolia helps to develop access to resources, to preserve available resources and to renew them. In 2021, the Veolia group provided 79 million inhabitants with drinking water and 61 million with sanitation, produced nearly 48 million megawatt hours and recovered 48 million tonnes of waste. Veolia Environnement (Paris Euronext: VIE) achieved consolidated revenue of 28,508 billion euros in 2021.

www.veolia.com

Contacts

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