

Press release

Paris, April 22, 2021

VEOLIA CAMPAIGNS FOR ECOLOGICAL TRANSFORMATION

In its new campaign launched on April 6, 2021, the Veolia Group highlights its solutions that turn the tide in responding to four of the major challenges associated with ecological transformation: climate change, biodiversity collapse, widespread pollution and resource depletion.

In its strategic plan Impact 2023, Veolia has set itself the ambition to be the benchmark company for ecological transformation worldwide. This goal reinforces its “Resourcing the world” mission and is in line with the Group’s purpose.

In order to promote this conviction far and wide, Veolia has launched a new advertising campaign to highlight the specific and radical solutions that it proposes for the water, energy and waste businesses. Solutions with a positive impact for all its stakeholders: consumers, customers, partners, shareholders and society as a whole.

This campaign, which has been created by Havas Paris, consists of 10 different visuals in the generalist and specialized press, on social networks and online, in France and in some 40 countries where Veolia has a presence around the world. Each of these formats encourages the viewer to discover one of Veolia’s initiatives associated with its businesses and symbolized by word pairs that transform before our very eyes.

Laurent Obadia, Veolia’s Director of Communications, said: *“We have entered the phase of constructing a great world champion of the ecological transformation and the challenges that lie before us are huge. Many of tomorrow’s solutions have yet to be imagined. The purpose of this unprecedented campaign is to raise the awareness of the general public about these crucial issues”*



To find out more, you can view all the campaign contents on Veolia's website at <https://www.veolia.com/fr/transfo-eco>, together with a video manifesto explaining the company's ambition, and information and key figures on each of the solutions.

Veolia group aims to be the benchmark company for ecological transformation. With nearly 179,000 employees worldwide, the Group designs and provides game-changing solutions that are both useful and practical for water, waste and energy management. Through its three complementary business activities, Veolia helps to develop access to resources, preserve available resources, and replenish them. In 2020, the Veolia group supplied 95 million people with drinking water and 62 million people with wastewater service, produced nearly 43 million megawatt hours of energy and treated 47 million metric tons of waste. Veolia Environnement (*listed on Paris Euronext: VIE*) recorded consolidated revenue of €26.010 billion in 2020. www.veolia.com

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