

# 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 on 5 June, this new campaign emphasizes the involvement of an optimistic collective, together determined to meet every environmental challenge of today and of tomorrow. It opens with a fantastic brand film, *The River*, that celebrates the volunteering mindset of these employees, an unstoppable collective that wants to see the world as it could be and gives everything 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 their determination to make a success of ecological transformation together. Over the next few months, these will be joined by a dozen other stories, which will be available in the press, on social networks and via [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’ stories all reflect the collective engagement driving our ambition to become the global champion of ecological transformation. It has special significance following our historic merger with Suez, which has allowed us to enrich our collective with talented new people. Today, there are 220,000 of us, more than ever optimistic, determined and always together to face the biggest challenges of our century”.*

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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](http://www.veolia.com)

## **Contacts**

### **Group press relations**

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