

# Press release

Paris, 26 January 2015

## Veolia's campaign to promote "Resourcing the world"

**In April 2014, Veolia adopted a new brand tagline "resourcing the world", expressing the renewal of the Group and of its communication. Veolia launches today an advertising campaign to illustrate this brand tagline in the written press and online. This is the Group's first campaign in five years.**

In the past three years, French group Veolia has been reinventing itself through a development strategy focused on seven main growth sectors and a new organizational structure based on 11 zones worldwide. Better positioned on its markets, more responsive towards its clients, the Group now operates under a single name: Veolia.

In April 2014, Veolia clarified its position through a new brand tagline reflecting its vocation: "Resourcing the world." This brand tagline is translated into the languages of all the countries where the group operates. Veolia's territory of expression has been structured around three pillars that illustrate its businesses: develop access to resources, preserve resources and replenish resources.

New graphic guidelines, updated publications and a new digital ecosystem based on the [Veolia.com](http://Veolia.com) website are the foundations for Veolia's new communication. The creation of a social hub [#LivingCircular](https://twitter.com/LivingCircular) marks the Group's renewed outreach to its audiences by positioning itself as a contributor to the citizen discussion about the circular economy.

**The advertising campaign that kicks off today**, provides a series of urban illustrations published in the written press and online in France and internationally.

Created by Havas Paris, Veolia's consultant since 2004, the campaign is based on five drawings by British artist Rude®. **It comprises one generic image and four other images each of which tells a story that is emblematic of the new Veolia in the areas of water, waste and energy, worldwide:**

- transforming coffee grinds into energy in the Netherlands
- dismantling ships in Bordeaux (France) to recycle their component materials
- supplying water at a major industrial site in Singapore using a closed loop that reuses, almost infinitely, the same water in order to save raw resources
- recovering wastewater in Milwaukee, Wisconsin (United States) as fertilizer.

Veolia has drawn its inspiration from the circular economy to reinvent itself and so to address the major challenges industry and regions are facing. These illustrations show a playful city where the nature happily cohabites with human activity and industry. Veolia is keen to transmit **an optimistic view of the environmental and economic issues the world is facing because there are solutions developed by the Group**. Some are tried-and-tested, others are under development, but the overall aim is to address the issue of resources and to activate the levers of a new model. These drawings make it easier to understand what Veolia does, often out of the general public's sight, by presenting its activities using the very urban style of the British artistic duo Rude®.

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### Technical data

Campaign platform: [veolia.com/en/resourcingtheworld/introduction](http://veolia.com/en/resourcingtheworld/introduction)

[A compléter](#)

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## About Veolia

Veolia group is the global leader in optimized resource management. With over 187,000 employees\* worldwide, the Group designs and provides water, waste and energy management solutions that contribute to the sustainable development of communities and industries. Through its three complementary business activities, Veolia helps to develop access to resources, preserve available resources, and to replenish them.

In 2013, Veolia group supplied 94 million people with drinking water and 62 million people with wastewater service, produced 54 million megawatt hours of energy and converted 38 million metric tons of waste into new materials and energy. Veolia Environnement (*Paris Euronext: VIE and NYSE: VE*) recorded consolidated revenue of €23.4 billion\* in 2013.

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

(\* ) 2013 pro-forma unaudited figures, including Dalkia International (100%) and excluding Dalkia France. Excluding Transdev employees and revenue currently under divestment.

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## About Havas Worldwide Paris

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## About Rude®

Rude® is the pseudonym of two British artists based in London, Abi Williams & Rupert Meats, husband and wife in real life. Graphic artists and illustrators, as well being designers, they create collections of objects and clothing that combine typography and illustrations. Their mischievous and lively style first attracted the attention of streetwear brands, tee-shirt makers, music labels and cultural institutions, like the Tate, for a range of accessories, clothes and objects.

David H Lord 22/1/15 19:33

**Commentaire [1]:** Rajouter dans le français.  
Notez aussi que Rude s'écrit Rude® selon le site des artistes.

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