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**BRANDBOOK**  
Our brand positioning  
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*A brand is a lot more than a logo. Ours is the immediate expression of our company, of who we are, it gives us a personality, it reflects our culture, it is a guarantee of confidence and expertise. And our brand must leave a single, identical impression, so that it is identified, recognized, specific. We want this brandbook to enable all the company's members to talk about Veolia and its activities with one voice. The aim is to providing us all with a platform of shared messages which we can use to develop our discourse.*

Photos: p. 13 Alexis Duclos, Stéphane Lavoué, Jean-Philippe Mesguen.  
p. 16-17 Christophe Majani d'Inguibert.

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# THE NEW VEOLIA FOOTPRINT

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**An introductory word**  
by Antoine Frérot,  
Chairman & CEO of Veolia

**Refocused on sectors with a promising future, benefiting from a simplified, more integrated and more flexible organization, the New Veolia is here.** A radically overhauled and renovated Veolia, able to seize the most attractive development opportunities that appear.

Today “Veolia” gathers together the company’s brand and its activities. A shorter word, a simpler word, a word that is already our name for our clients, whatever the business line we operate for them and the services we provide them with. More than ever, our brand is what identifies us and unifies us, what stimulates us and enables us to stand out throughout the world in all our business lines.

The New Veolia – our New Veolia – is now boosted by the positioning I have chosen: a strategy aimed at ensuring profitable, selective and enduring growth, in order to meet the challenges facing us today and tomorrow.

Resourcing the world is our mission. We must share it with our customers – local authorities and industrial companies – as well as with our broader stakeholders – including citizens – and involve them too.

Our new tagline sets the tone of our transformation. It voices our ambition and our enthusiasm and reflects our confidence in progress and mankind. It will be used in all the languages spoken in the countries we operate in, because “Veolia” is a brand based on close links with local players.

Welcome to the New Veolia, welcome to its new brand.

# Population:

7 billion people on Earth, soon to be 9 billion in 2050

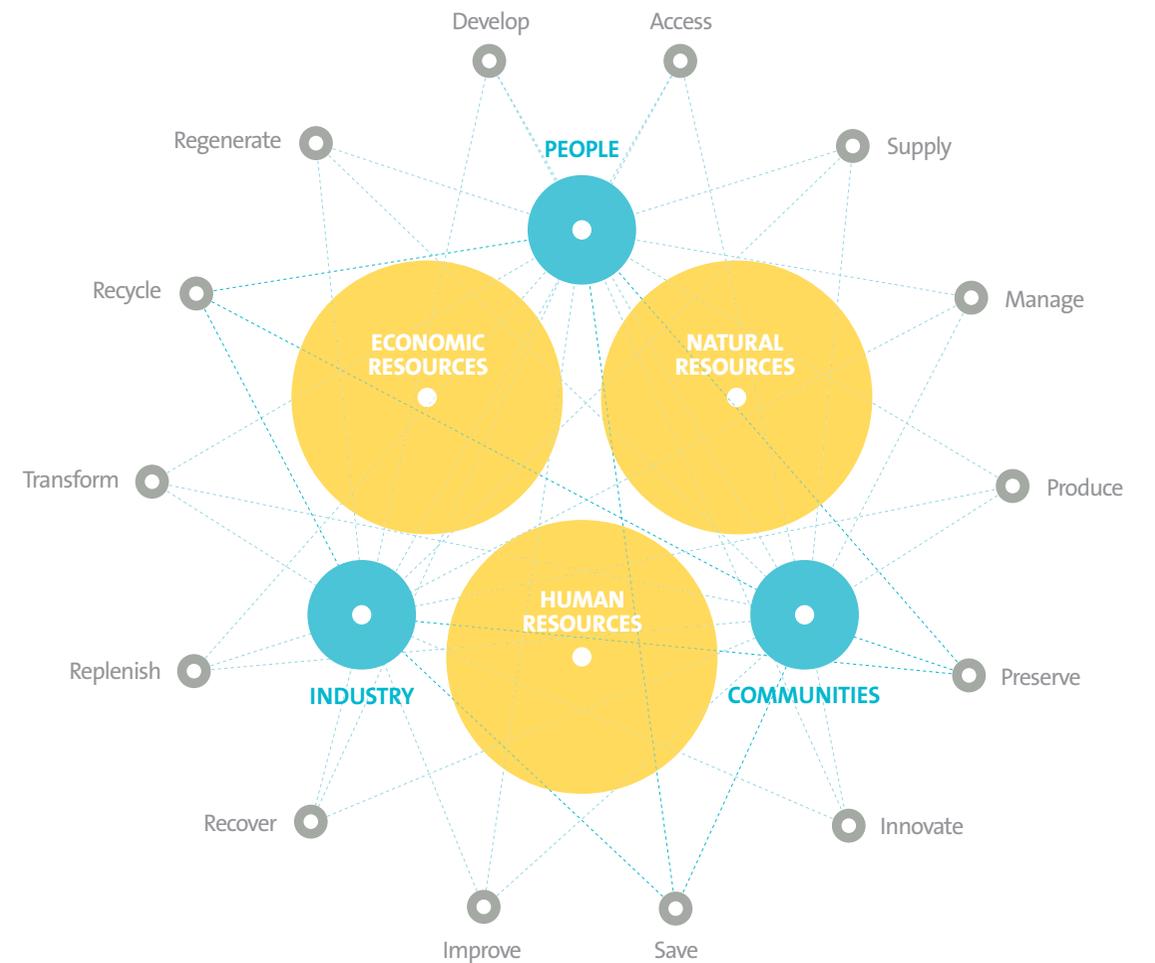
# Urbanization:

by 2050, 70% of the world's population will live in cities

# Global warming:

by 2100, the Earth's temperature will have risen by 4°C

From major challenges to the needs and actions of everyday life, we are living in an interconnected world where the question of resources occupies a central position for us all, populations, local authorities, industries. **For us, this is the reason for taking action.**



# Brand manifesto

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Veolia's contribution  
to a world in transformation

Seven billion people live on Earth today.  
That's set to grow to nine billion, with three billion more swelling the middle classes.  
Over half of us live and work in cities.  
At the end of the day, for communities and industry, it's not just about preserving the planet.  
The world is still developing, putting pressure on [natural, economic and human resources](#).  
People want progress, better living standards, and the goods they need to achieve just that.  
For us, this means being more inventive, more responsible and more efficient.

Today, water, waste and energy can all be recovered.

Transforming what is discarded by some into valuable resources for others.

Thanks to technology and eco-design, resources can be used for a variety of purposes. Being more attentive and taking better care of the planet and the people who live on it - this is our new way forward. This is how we intend to make our mark and contribute to the greater good.

Water and waste can generate heat, cold, steam, energy, bioplastics, biofertilizers and biofuels. In turn, these new materials can be recycled, reprocessed and reused, again and again. We are creating new work activities, a new economic and social dynamic. We are taking the world forward, improving people's lives.

[Developing access to resources](#)  
[Preserving resources](#)  
[Replenishing resources](#)

Resourcing the world  
is our vocation

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## Resourcing the world is our mission, but also our brand tagline

Resourcing the world represents a major opportunity and a major challenge. In addition to the environmental focus, it also has business, technology and social implications.

It's a signature that speaks to everyone, in all the languages of our geographical presence.

Resourcing the world

자원을 미래의 생명으로

Renovando o Mundo

Възобновяваме световните ресурси

資源に、循環する命を

Regenerăm Planeta

Odnawiamy zasoby świata

Staráme sa o svetové zdroje

Ressourcen für die Welt

مع فيوليا .... موارد العالم بين يديك

Pečujeme o světové zdroje

Ellátjuk a világot

De wereld herbronnen

Resourcing  
the world means

**Developing access**  
to resources

**Preserving**  
resources

**Replenishing**  
resources



This is a new economic, social and environmental dynamic. It is a new model, in which resources are key. It is a model based on a circular economy.



## We help develop access to resources

Resources are scarce and difficult to come by, involving complex processes. Veolia has developed solutions for exploiting resources more responsibly and more efficiently. Solutions that ease access to available resources and at the same time increase their potential.

- Improve access to drinking water, especially for poor communities
- Innovate to address the needs of water-stressed regions
- Provide sustainable energy solutions to meet the needs of individuals
- Supply the utility services (water, energy) that companies require for their production processes
- Develop resource delivery channels within the circular economy

## We help preserve resources

Using resources more efficiently frees up additional resources for the future. Veolia develops solutions that save and make more efficient use of resources while protecting their quality throughout the usage cycle.

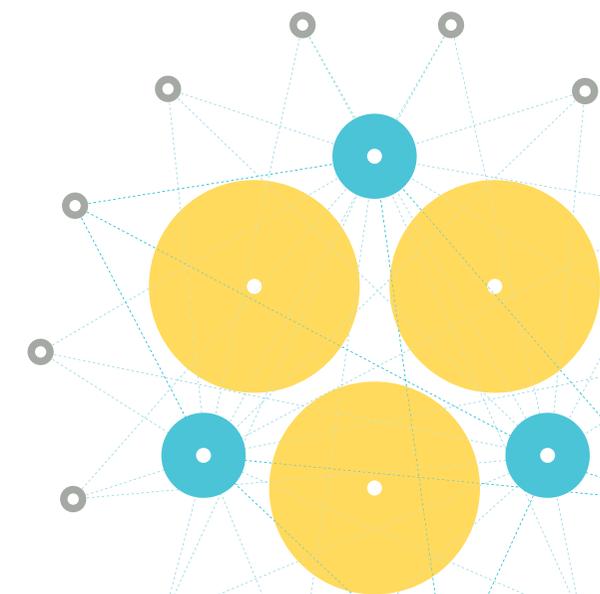
- Optimize industrial production processes and product life cycle management
- Improve water and energy efficiency for industrial, commercial and residential customers
- Develop smart water and energy supply networks
- Collect and process waste
- Address pollution, especially the most complex forms
- Contain health hazards and environmental impacts

## We help replenish resources

Veolia provides solutions for creating new “secondary” resources, which are used increasingly to offset the scarcity of natural “primary” resources.

- Recycle waste and production by-products to create new materials in closed-loop cycles
- Reuse wastewater (either by treating it or diversifying usage)
- Promote the use of alternative renewable energy (waste, by-products, sludge, unavoidable energy)
- Produce new materials from waste

**These are the 3 pillars of our new positioning. They constitute a virtuous circle of managing, optimizing and reusing the world's water and energy resources and materials produced from waste.**



# Meeting customer needs

**Our customers are local authorities, industry and people who live and operate in a fast changing world.**

Their needs vary but everyone is aware of the pressure on resources. And everyone is seeking to achieve a positive impact.

Viewed until recently as commodities, energy, water, waste and materials derived from waste have become more precious, more costly and more difficult to obtain. As a result, they are now seen as drivers of competitiveness and change.

Our customers are pragmatic. They are open to advice and are eager to try out innovative new solutions. They are looking for a fresh approach for going about their business. And they are relying on Veolia to develop new models to meet these challenges.



More than 100 million **individual customers** worldwide

Tomorrow, **industry** will account for 50% of Group revenues

We provide services for thousands of **local authorities** in France and worldwide



# We are the global leader in optimized resource management

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With over 200,000 employees worldwide, we provide water, waste and energy management solutions that contribute directly to our customers' sustainable development and competitiveness.

The Group enables industry, local authorities and citizens to optimize their use of resources for more efficient, environmentally-friendly and socially responsible outcomes.

Veolia helps develop access to, preserve and replenish the world's resources.

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**€22.3** billion in revenues

**202,800** employees  
on 5 continents

**94** million people supplied  
with drinking water

**62** million people connected  
to wastewater treatment  
networks

**86** million MWh produced

**38** million metric tons of waste  
converted into new materials  
and energy

# Resourcing the world