

Paris, November 6th, 2023

With its new campaign “With SUEZ”, SUEZ reaffirms its purpose and shows its commitment to society and the environment

The SUEZ Group launches its new communication campaign "With SUEZ", with images showing how its two competences – water resource management, and waste recycling and recovery – impact the daily lives of users.

In this new campaign, SUEZ reaffirms its ambition to be the trusted partner of local authorities and businesses for circular solutions in water and waste. The Group also intends to promote its businesses among the public and demonstrate its ability to meet growing environmental challenges. The campaign showcases the benefits that SUEZ brings to people’s daily lives, such as quality drinking water, district heating, local renewable energy and new recycled materials for everyday use (e.g. food, sport).

Designed in partnership with Publicis LMA, the campaign features 13 key visuals that illustrate SUEZ’s businesses, and their real benefits for end-users. The imagery covers all the Group’s business activities, from the production of drinking water, the reuse of wastewater, desalination, waste recovery, biowaste management or power generation.

Running from beginning of November to mid-December, the campaign will be rolled out across several channels: regional, national and specialist press, billboards in over 30 French cities, globally online, and on the Group’s vehicle fleet. A feature is also planned at the *Salon des Maires et des Collectivités Locales* (an exhibition for mayors and local authorities), running from 21 to 23 November 2023, in Paris, France.

“Following the announcement of its corporate mission and the new strategy in autumn 2022 and its sustainable development roadmap at the start of this year, with this latest campaign, SUEZ is reaffirming the essential nature of its water and waste activities and its determination to implement innovative and resilient solutions to preserve resources and meet society’s challenges”, explains **Sabrina Soussan, Chairman and CEO of SUEZ.**

CAMPAIGN DATA SHEET

Photo credit
DR

Production
Publicis LMA

Advertising agency
Publicis LMA

Customer
SUEZ group

About SUEZ

Faced with growing environmental challenges, SUEZ has been delivering essential services that protect and improve our quality of life for more than 160 years. SUEZ provides its customers with innovative and resilient solutions for water and waste services. With 40 000 employees across 40 countries, the Group works with customers to create value over the full lifecycle of their assets and services, and to drive their low carbon transition. In 2022, SUEZ provided drinking water for 68 million people worldwide and sanitation services for more than 37 million people. The Group generated 3.7 TWh of energy from waste and wastewater, and avoided 4 million tons of CO2 emissions. In 2022, SUEZ has generated revenues of 8.8 billion euros. For more information: www.suez.com/ Twitter @suez*

**restated on a 12-month basis.*

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Find out more about the SUEZ Group
on the [website](#) and on social media

