

## Communiqué de presse

October 14, 2021

# GRTgaz launches a communication campaign on its commitment to the energy transition

GRTgaz is launching a communication campaign today that reveals the commitment of the company's members of staff to meet the current and future energy challenges. Co-developed with its employees, this campaign aims to show the image of a committed and innovative company, and to reinforce its attractiveness particularly among the younger generations and jobs applicants.

The communication campaign is intended to highlight the transformation of GRTgaz, whose businesses are characterized by great diversity, while emphasizing that gas energy is becoming increasingly renewable and local. It thus expresses the evolution of the company and its activities in connection with the energy transition, in fields as varied as instrumentation, automation, data, Research & Development and cybersecurity.

Ten themes are addressed through different issues for the company: decarbonisation of uses, operation of the gas transmission network, respect for the environment around our sites and workcamps, the digital transformation, the grounding of our facilities in territories, renewable or carbon neutral gas technologies: anaerobic digestion, gasification, Power to Gas and hydrogen.

"Today, faced with the major challenges we face, everyone has their part to play. It is absolutely vital that everyone brings on board their commitment and vision, so that collectively we can meet the objectives of the energy transition. With this campaign, GRTgaz states that the company intends to play its role in the evolution of the energy system and the decarbonisation of the economy.", states Catherine Brun, Secretary General of GRTgaz.

#### An authentic campaign that gives the employees a voice

This campaign has been conceived with the support of employees who were involved in its design. And it is also the employees who express themselves in this communication: 10 of them have spoken to talk about their commitment in their jobs.

GRTgaz has chosen the symbolism of the hand for this campaign. This strong image simultaneously represents mutual assistance, connection, action and the future. Each visual composition shows a photograph of the palm of a hand, whose lifeline is extended by an image associated with the transformation of GRTgaz and an energy transition challenge.

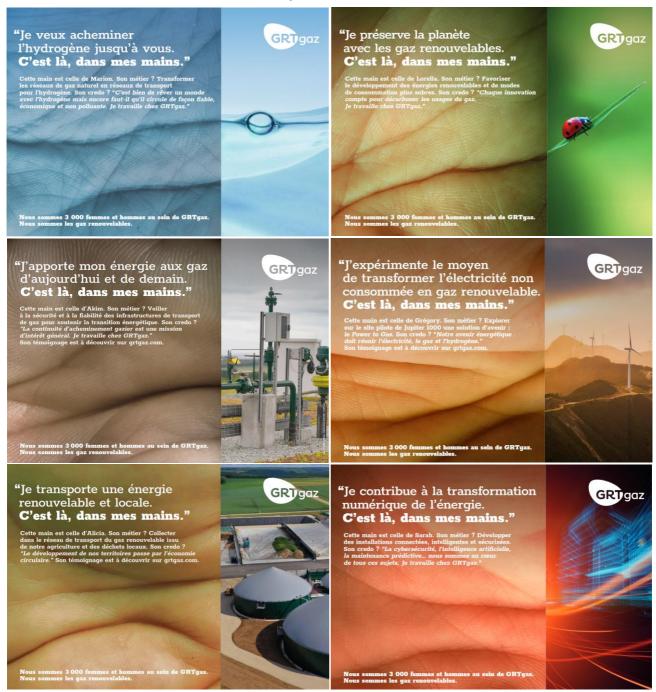
#### When and where

The campaign has been produced with the support of the communications agency Okó.



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### **Examples of creations**



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Valentine Leduc T: +33 (0)7 64 78 26 47 valentine.leduc@grtgaz.com www.grtgaz.com Twitter: @GRTgaz GRTgaz is the second-largest European gas transporter, with 32,500 km of pipes and 640 TWh of gas transported. The company has 3,000 employees with a turnover in 2020 of nearly €2.3 billion. GRTgaz has a stated core purpose: "Together, we enable an energy future that is safe, affordable and climate neutral". GRTgaz is an innovative company undergoing major transformation to adapt its network to ongoing ecological and digital challenges. The company is committed to a 100% carbon-neutral French gas mix by 2050. it supports the hydrogen and renewable gas sectors (biomethane and gas from solid and liquid waste). GRTgaz fulfils public service missions to ensure the security of transmission for its 945 customers (shippers, distributors, industrial companies, biomethane plants and producers). With its subsidiaries Elengy, the European leader in LNG terminals, and GRTgaz Deutschland, the operator of the German transmission network MEGAL, GRTgaz plays a key role in the European gas infrastructure scene. The company exports its know-how internationally, in particular services developed by its research centre, RICE.

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