

GRTgaz is launching a communication campaign to support the development of renewable gases in France

Despite their promising potential, people in our country still know very little about renewable gases. What are they? How are they produced? What role do they play in our territorial development? How can they contribute to France achieving energy self-sufficiency by 2050? What are their benefits in terms of employment and business creation? To answer these questions, GRTgaz has decided to launch a large-scale campaign to promote the development of renewable gas in France.

This campaign, entitled “We Are Renewable Gas”, with the tagline “Renewable gas: energy of endless possibilities”, will be launched on 20 November on television and on social media: <https://bit.ly/2Hbaaxk> “Supported by GRTgaz”, the campaign aims to create the momentum needed to support and amplify the message about the sustainable development of renewable gas in our country.

The campaign highlights **five key strengths of renewable gases**:

- “... they contribute to the fight against global warming”,
- “... they are products of the earth, the wind and the sun”,
- “... they are produced locally and consumed throughout France”,
- “... they generate new business and new technologies”,
- “... they are produced from our own waste”.

In the words of **Thierry Trouvé**, Managing Director of GRTgaz:

“Renewable gases have tremendous renewable energy potential for our planet, our country, our territories and our companies. While they currently represent barely 1% of the gas consumed in France, they are developing rapidly and could cover 100% of the country’s gas consumption by 2050, while providing practical responses to the fight against global warming, the development of the circular economy, waste recovery, and support for regional development and economies. GRTgaz is using this campaign to highlight all these benefits. Our goal is the fuel the debate and promote all the right initiatives to develop renewable gas and hydrogen in France.”



Appendix

Creation

This campaign plays on people's emotions. It gets them talking about renewable gases on an individual level. "We are all renewable gases" is the film's opening statement. This sentence alludes to the different forms of renewable gas. We want renewable gases to be seen as live actors in the ecological transition that make a positive contribution to the evolution of our world.

Media and digital agenda

- Campaign dates: 20 November to 20 December
- 5 TV and video spots: a 55-second version, a 30-second version, and three 20-second versions, each of which combine a couple of key arguments.
- 14 key visuals setting out the 5 advantages of renewable gases: <https://bit.ly/36QfGOG>
- Media plan: over 2,300 TV spots broadcast on the major French channels and continuous news outlets (TF1, France Télévisions, etc.); campaign rolled out on social media (Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Target audiences: the general public but also opinion leaders and stakeholders in the energy transition: French and European decision-makers, economic stakeholders, manufacturers, the agricultural world, producers, the territories, new generations.
- Creation of a new website specifically for renewable gas <https://www.gazenergiesdespossibles.fr>
Featuring: an ABC guide to understanding renewable gas technologies and a series of articles detailing the benefits of renewable gas.
- Communication agency: campaign carried out with the support of Oko.

The screenshot displays the GRTgaz website with the following sections:

- Header:** "Les gaz renouvelables, l'énergie de tous les possibles." with navigation links for "LA CAMPAGNE", "LES BIENFAITS", and "LABÉCÉDAIRE".
- Main Visual:** A large image of a ladybug on a green leaf with the text "Nous contribuons à préserver notre planète." and a play button icon labeled "Découvrez notre film".
- LES BIENFAITS DES GAZ RENEUVABLES:** A row of five small images with captions:
 - "Nous valorisons nos terres." #19/20
 - "Nous soutenons nos producteurs et nos consommateurs." #10/20
 - "Nous respectons l'opinion des objectifs climatiques de la COP21." #15/20
 - "Nous préservons la qualité de l'air et réduisons les émissions de gaz à effet de serre." #20/20
 - "Nous respectons le bien-être des territoires." #6/20
- LABÉCÉDAIRE DES GAZ RENEUVABLES:** An alphabetical navigation bar (A-Z) with three featured articles:
 - Terminaux méthaniens:** "Méthane importé de l'étranger et gaz naturel (GNL) transportés par voie maritime par les capteurs depuis un pays de production."
 - Transition énergétique:** "Chaque été, millions de Français profitent des piscines de production et de consommation de l'énergie. C'est un des vecteurs de transition énergétique."
 - TWh:** "Nous sommes sur l'échelle de 1000 TWh."
- Footer:** "Campagne soutenue par GRTgaz" with contact information:
 - MENTIONS LÉGALES, CONTENU, SCHÉMAS D'UTILISATION, COOPÉRATION, CONTACT
 - Salvez-nous (Facebook, Twitter, Instagram, YouTube icons)
 - Espace presse: COOPÉRATION DE PRESSE, DEMANDES DE PRESSE, CONTACT JOURNALISTES

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GRTgaz is a European gas transmission leader and a world expert in gas systems. In France, the company operates more than 32,000 km of buried pipelines to transport gas from suppliers to consumers connected to its network (managers of public distribution systems that serve municipalities, power plants and more than 700 industrial sites). GRTgaz carries out public service missions to guarantee the continuity of gas transmission and offers its customers services providing access to the network and improving their energy performance. With its subsidiaries Elengy, the European leader in LNG terminal services, and GRTgaz Deutschland, the operator of the MEGAL transmission network in Germany, GRTgaz plays a key role in the European gas infrastructure scene. It also exports its know-how internationally, in particular thanks to the services developed by its research centre, RICE (Research & Innovation Center for Energy). As a player in the energy transition, GRTgaz invests in innovative solutions to accommodate as much renewable gas as possible on its network, including hydrogen, to provide support for these new sectors, and thus contribute to achieving carbon neutrality. Find us on grtgaz.com, energiesdespossibles.fr, @GRTgaz, Instagram and Facebook.