



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 will run from 14 October 2021 to 31 December 2021. It includes 10 visuals, 4 videos and 5 podcasts of employee testimonies, which will be broadcast on online media and social networks (Facebook, Twitter, Instagram, LinkedIn, YouTube). It is also available in its entirety on grtgaz.com

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



GRTgaz

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Exemples de créations

<p>“Je veux acheminer l’hydrogène jusqu’à vous. C’est là, dans mes mains.”</p> <p>Cette main est celle de Marion. Son métier ? Transformer les réseaux de gaz naturel en réseaux de transport pour l’hydrogène. Son credo ? <i>“C’est bien de rêver un monde avec l’hydrogène mais encore faut-il qu’il circule de façon fiable, économique et non polluante. Je travaille chez GRTgaz.”</i></p> <p>Nous sommes 3 000 femmes et hommes au sein de GRTgaz. Nous sommes les gaz renouvelables.</p>		<p>“Je préserve la planète avec les gaz renouvelables. C’est là, dans mes mains.”</p> <p>Cette main est celle de Lorella. Son métier ? Favoriser le développement des énergies renouvelables et de modes de consommation plus sobres. Son credo ? <i>“Chaque innovation compte pour décarboner les usages du gaz. Je travaille chez GRTgaz.”</i></p> <p>Nous sommes 3 000 femmes et hommes au sein de GRTgaz. Nous sommes les gaz renouvelables.</p>	
<p>“J’apporte mon énergie aux gaz d’aujourd’hui et de demain. C’est là, dans mes mains.”</p> <p>Cette main est celle d’Akim. Son métier ? Veiller à la sécurité et à la fiabilité des infrastructures de transport de gaz pour soutenir la transition énergétique. Son credo ? <i>“La continuité d’acheminement gazier est une mission d’intérêt général. Je travaille chez GRTgaz.”</i> Son témoignage est à découvrir sur grtgaz.com.</p> <p>Nous sommes 3 000 femmes et hommes au sein de GRTgaz. Nous sommes les gaz renouvelables.</p>		<p>“J’expérimente le moyen de transformer l’électricité non consommée en gaz renouvelable. C’est là, dans mes mains.”</p> <p>Cette main est celle de Grégory. Son métier ? Explorer sur le site pilote de Jupiter 1000 une solution d’avenir : le Power to Gas. Son credo ? <i>“Notre avenir énergétique doit réunir l’électricité, le gaz et l’hydrogène.”</i> Son témoignage est à découvrir sur grtgaz.com.</p> <p>Nous sommes 3 000 femmes et hommes au sein de GRTgaz. Nous sommes les gaz renouvelables.</p>	
<p>“Je transporte une énergie renouvelable et locale. C’est là, dans mes mains.”</p> <p>Cette main est celle d’Alicia. Son métier ? Collecter dans le réseau de transport du gaz renouvelable issu de notre agriculture et des déchets locaux. Son credo ? <i>“Le développement de nos territoires passe par l’économie circulaire.”</i> Son témoignage est à découvrir sur grtgaz.com.</p> <p>Nous sommes 3 000 femmes et hommes au sein de GRTgaz. Nous sommes les gaz renouvelables.</p>		<p>“Je contribue à la transformation numérique de l’énergie. C’est là, dans mes mains.”</p> <p>Cette main est celle de Sarah. Son métier ? Développer des installations connectées, intelligentes et sécurisées. Son credo ? <i>“La cybersécurité, l’intelligence artificielle, la maintenance prédictive... nous sommes au cœur de tous ces sujets. Je travaille chez GRTgaz.”</i></p> <p>Nous sommes 3 000 femmes et hommes au sein de GRTgaz. Nous sommes les gaz renouvelables.</p>	

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 Eleny, 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. Find us at www.grtgaz.com and on Twitter.

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