

GRTgaz launches an advertising campaign to promote France's gas independence



As a major gas transport operator in France committed to the energy transition, GRTgaz has relaunched its advertising campaign to promote renewable gas and low-carbon hydrogen. This campaign has been running since 16 October on TV and on the social networks: <https://youtu.be/RK845KhPKiQ>

With energy prices remaining high, but also with the energy transition picking up the pace (government announcements on eco-planning in France), GRTgaz has relaunched its advertising campaign to promote France's gas independence. This will not be possible unless we further develop renewable gas.

Renewable gases are recovered from agricultural residue and solid or wet waste. They are produced in France and then stored and reinjected into the regional and national gas networks, and are a new means for the country to achieve gas sovereignty. With 7 TWh produced in France as of the end of 2022, methanisation is the only renewable energy sector that is currently ahead of the targets set in the current multiannual energy programme. By 2030, they could cover up to 20% of France's gas consumption, and alongside other efforts to use energy more efficiently, they could meet all of our needs by 2050¹.

GRTgaz is transforming its transport network so it can carry renewable gas and low-carbon hydrogen; coming back onto our television screens to educate people and showcase these innovative energy solutions was the logical next step for France's leading gas operator.

Focus on the 2023 campaign

For the campaign relaunch, GRTgaz has decided to tackle three new themes: decarbonising industry, renewable gas produced from wind power and CO₂ capture.

¹ADEME study: ["A 100% renewable gas mix by 2050?"](#)



The campaign is aimed at opinion leaders and decision-makers, and begins today. It will continue into mid-November, and will feature 20- and 30-second ads on several television channels. To stick in people's minds, GRTgaz and communications agency Okó have opted for an offbeat tone.

On social media (Facebook, Instagram, LinkedIn, X – formerly Twitter – and YouTube), eleven visuals (shown below) explain the benefits of low-carbon and renewable gas and hydrogen and the technologies to produce them (methanisation², pyro-gasification³ and hydrothermal gasification⁴). Clicking on the ads will send users to www.grtgaz.com where they can find out all about these innovative gas technologies.



² Methanisation: a process for producing renewable gas from organic waste (biowaste, crop waste, cattle manure, etc).
³ Pyro-gasification: a process whereby solid waste and biomass is converted into renewable gas.
⁴ Hydrothermal gasification: technology for converting wet biomass into renewable gas and treating organic waste.

GRTgaz is Europe's second-largest gas carrier, with 32,618 km of pipes and 640 TWh of gas transported. The company has 3330 employees and generated nearly €2.1 billion in turnover in 2022. GRTgaz has a [mission statement](#): "Together, we enable an energy future that is safe, affordable and climate neutral". GRTgaz is an innovative company undergoing a major transformation to adapt its network to new ecological and digital challenges. It 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 carries out public service missions to guarantee the safety of gas transmission for its 879 clients (shippers, distributors, industrial companies, biomethane plants and producers). With its subsidiaries [Eleny](#), the European leader in LNG terminal services, and [GRTgaz Deutschland](#), operator of the MEGAL transmission network in Germany, GRTgaz plays a key role on the European gas infrastructure scene. The company exports its expertise internationally, in particular services developed by its research centre, [RICE](#). Find us at <https://www.grtgaz.com/>, or on [Twitter](#), [LinkedIn](#), [Instagram](#) and [Facebook](#).



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