



ENGIE launches #ENGIEHarmonyProject, an ambitious communications programme in support of its strategy

A truly ambitious, long-lasting communications programme, #ENGIEHarmonyProject aims to bring together innovative and sustainable projects, under the same banner, led by the teams of ENGIE and its partners, which contribute to building more harmonious progress; progress which reconciles individual and collective interests and thereby leads to greater harmony between Humanity and the surrounding world.

1) #ENGIEHarmonyProject: the origin

Around the globe, it is becoming apparent that there is shared awareness of the urgency of the climate problem and, more widely, the vital need to design new development models, to create wealth differently, to conceive of progress in a more sustainable and collective way and to reconcile individual interest and the general interest. A major challenge for the energy world.

For several years now, ENGIE has realised the importance of these issues. The Group has chosen to refocus itself on activities that are central to tomorrow's energy world, defined by decarbonisation, decentralisation and digitalisation. It is thus moving away from activities that are no longer in line with its strategy, such as coal-fired power plants or gas and oil production and exploration. At the same time, it is investing heavily in the production of low-carbon electricity (from gas and renewable energies), infrastructure (gas and electricity) and integrated solutions for its customers, whether they are private individuals, professionals, cities, etc. Thus, ENGIE is helping its customers improve their energy use and is producing and distributing power that is increasingly green.

To support its development strategy contributing to more harmonious progress, ENGIE is launching the #ENGIEHarmonyProject. This banner covers all the innovative and collaborative projects which demonstrate ENGIE's ability and that of its employees and many partners to come up with innovative solutions that meet its customers' needs, in the home, in businesses, in cities, etc.: green gas, renewable hydrogen, green electricity, clean transport, connected buildings, etc. ENGIE is thus reaffirming its role as a pioneer and unifier in a tangible way, offering its customers the ability to act responsibly and contribute to more harmonious progress.

2) #ENGIEHarmonyProject: collaborative projects

Convinced that people are stronger by acting together, ENGIE is seeking to bring together the most innovative initiatives, talents and technologies.

Today, with the #ENGIEHarmonyProject, the Group wants to make known and promote within a single movement and impetus all those who are offering innovative solutions for more harmonious progress.

The actions of the #ENGIEHarmonyProject are overseen by the 150,000 ENGIE employees as part of a collaborative innovation approach, always in partnership with startups, incubators, local actors, artists and economic, socio-cultural, political and technological actors. Actors from very different fields, but all united by the same desire to build a different relationship with the world and to invent the new equilibria which our societies need.



3) #ENGIEHarmonyProject: decidedly contemporary communications using real examples

#ENGIEHarmonyProject is really more a programme of projects than a programme of advertisements. Through it, ENGIE wishes to demonstrate that harmonious progress is possible when people act and innovate together. Communications using real examples affecting people's lives.

Aware that the brands are now first judged on what they do and not on what they say, ENGIE has decided to highlight concrete and collaborative initiatives. An approach which is illustrated in the choice of the first two projects to be promoted in this new communications programme:

- "Solar Graffiti", in Mexico, produced by ENGIE engineers with the support of the company Heliatek and the Mexican street artist N3O
- "Green Gas Farmers" in Vendée, with ENGIE teams, the support of its AgriBioMéthane partner and local farmers.

These first 2 projects will be supported by a 360° campaign rolled out simultaneously in France and the United Kingdom, starting on 27 April 2018, on TV and digital media, in opinion leader press publications and on airport displays and backed-up on social media in some countries. A global media plan for this first wave, costing approximately 4 million euros.

Other projects will follow in 2018 and 2019, from all continents, in all places that ENGIE is present.

Through this innovative and long-term #ENGIEHarmonyProjet communications programme, ENGIE will not only promote its actions, but also and especially those of all the actors who are working, around the world, in favour of more harmonious progress.