

# CAMPUS NEWS

№ 4 - JANUARY 2011

WELCOME

ARTICLE OF THE MONTH

BUSINESS LINE FOCUS

CAMPUS NEWS

## ARTICLE OF THE MONTH

### WE ARE ALL SUSTAINABLE DEVELOPMENT PROFESSIONALS

For some time we have been aware of the social, economic and environmental limits of our system of development. There are no longer any doubts regarding the urgency of the situation and its impact on the future.

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Sustainable development is «development that meets the needs of the present without compromising the ability of future generations to meet their own needs.» (Brundtland Report, 1987)



VINCENT BRYANT

Interview with Vincent Bryant (INSA Lyon class of 2005), Energy Efficiency Director at INEO, GDF SUEZ

«INEO is one of those stakeholders whose activities help reduce energy consumption and greenhouse gas emissions. Two years ago, INEO performed a strategic turnaround by aiming to become a company of energy efficiency professionals. They set themselves a measurable goal: to reduce the greenhouse gas emissions generated through their customer services to 100,000 tonnes CO2 equivalent. That represents the emissions of an entire fleet of 24,000 vehicles.

To manage this change, I was put in charge of the rollout of our energy efficiency plan. My assignment was to coordinate, along with my young, dynamic, multi-disciplinary team, about one hundred related projects within the company. We educated 3,000 individuals about energy and climate issues and their financial and regulatory impacts on our business lines. We developed tools to offer alternative solutions to our clients, set up partnerships with them and monitor technology. For example, we developed the éco2calculateur software programme for performing the French Bilan Carbone® carbon footprint analysis of our customers' sites. This helped us offer them the most suitable energy solution from the technical, organisational and behavioural standpoints.

I really found what I was looking for when I joined INEO. I have the pleasure of measuring the impact of my work through projects that build for the future. I feel like I am making a difference, not only for INEO, but also for society and the environment. After two years as a project manager, Management gave me a nod of confidence by appointing me director of a department dedicated to these issues. GDF SUEZ truly gives young executives a chance.»

## THE GOLDEN MISSION

Visit the blog of our Golden Trotters who are currently on VIE internships worldwide

<http://www.generation-horizons.com/the-golden-mission-blog/>

Play the blog game for your chance to win an IPAD. Deadline March 31, 2011.

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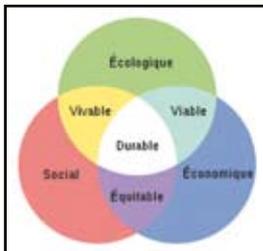
## ARTICLE OF THE MONTH (CONTINUED)

### WE ARE ALL SUSTAINABLE DEVELOPMENT PROFESSIONALS

Although scientists started to raise the alarm and denounce the harmful effects of human activity on the environment as early as the 1970s, the concept of sustainable development only took shape in 1987. Since then, it has become evident that economic, social and environmental aspects must be considered holistically for a long-term approach.

Sustainable development experts are unanimous in saying that a change in attitudes and habits is urgently needed. This change will only come about if:

- 1 - we trace out our future paths for a bright, optimistic tomorrow where individuals can embrace a new sustainable lifestyle;
- 2 - we take action in favour of sustainable development and provide solutions which are not exclusively for experts or policies. Sustainable development concerns everyone. It will only come about with the individual commitment and involvement of everyone.



The three pillars of sustainable development are interdependent and inseparable

#### Sustainable development and you

As students in 2010, you are fortunate to have been taught not only to understand the issues surrounding this complex, multi-faceted issue, but also certain expert fields related to sustainable development such as the environment, socially responsible investing CSR and ethical HR policies. Sustainable development is growing considerably in companies and underpins the work of all our business lines. You will all be able to work in some facet or other of sustainable development.

In order to do so, find a way to highlight your personal commitments and community involvement, as well as any conferences, courses or practicums you may take part in. A sustainable mindset involves thinking outside the box and bringing much-needed analytical skills to all your activities.

For more information go to:  
[www.developpement-durable.gouv.fr](http://www.developpement-durable.gouv.fr)  
[www.ipcc.ch](http://www.ipcc.ch) (Intergovernmental Panel on Climate Change set up in 1988)

The purpose of the IPCC is to «*assess the scientific, technical and socio-economic information relevant for the understanding of the risk of human-induced climate change.*».

[www.manicore.com](http://www.manicore.com)  
(to understand climate change better)

## FIGURE OF THE MONTH

92

million inhabitants supplied drinking water by SUEZ ENVIRONNEMENT

Interview with H el ene Grandjean, engineer at Laborelec, research and development lab at Electrabel and budding antarctic explorer

H EL ENE GRANDJEAN



«For three years, I have been working at Laborelec, which is a part of GDF SUEZ. GDF SUEZ is a dynamic group with lots of fantastic opportunities. For example, I remember that lucky day explorer Alain Hubert came to present us with his Belgian antarctic station which the Group is funding. Electrabel organised an open contest for its employees. The winner would get a trip to the Princess Elisabeth station. I produced a scientific video on the gyroscopic effect, and was chosen! My assignment was to bring our experience to life on film. Filming the White Continent was magical! I also helped six colleagues who were installing the electrical smart grid and the water purification system. My first pleasant surprise came while we were flying over the continent. It was an hour and a half of grandiose beauty. In Antarctica, what really hits you is that feeling of being completely surrounded by nature. There is no flora, just the odd bird and then a virgin white expanse, devoid of any human activity. I stayed with the team two weeks while it was finishing work on the station before its official inauguration. The atmosphere is very stimulating. The scientists and mountain guides are passionate about their work and have a thousand stories to tell. Our departure was delayed 48 hours by a storm on our last day, a «white out» in which visibility is less than two metres and even just finding your way around is near impossible. That was an unforgettable moment, becoming conscious of the sheer force of nature and how tiny we humans are in comparison.»

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Sustainable Development: a deep commitment that structures the daily activities of GDF SUEZ employees

## INTERVIEW

with Françoise Guichard (HEC alumna), Sustainable Development Director at GDF SUEZ

FRANÇOISE GUICHARD, SUSTAINABLE DEVELOPMENT DIRECTOR AT GDF SUEZ AND VICE-PRESIDENT OF THE INSTITUTE FOR SUSTAINABLE DEVELOPMENT AND INTERNATIONAL RELATIONS (IDDRI).



### What strategic challenges does sustainable development pose for the Group?

GDF SUEZ's actions spring from both strategic considerations and its commitment to society as a whole. After all, the Group's daily activities take it to the heart of global energy and environmental issues. Through its activities in the fields of energy, energy services and the environment, it aims to help meet the growing needs of populations while fighting climate change and optimising resource use. GDF SUEZ also aims to benefit communities through its own growth and the economic ripples of its activities.

### What are some concrete, everyday examples of that commitment?

For one thing, the Group pursues growth by offering renewable energies, CO<sub>2</sub> emission reduction and energy management. Over and above our offers, our sustainable development vision permeates our business model. By providing municipalities with comprehensive solutions, we are becoming a partner in the construction of the cities of tomorrow. As an industrial player, the Group acts in consultation with the surrounding communities. All our international projects include environmental and social programmes.

Our commitment to sustainable development is also a lever in our HR policy. It attracts new hires and promotes social cohesion. Its application in our business lines gives our employees a sense of meaning in their work and attracts recent graduates.



### What are some positions in which new hires can use their sustainable development skills and knowledge?

People enter GDF SUEZ as finance specialists, engineers, marketers, legal consultants, to name but a few. All our business lines have a sustainable development component, whether it be risk analysis, sales or research, so the Group appreciates study programmes which incorporate this subject. A small number of employees work full time in a field relating to sustainable development. At the corporate level, there are about 20 people in my department. But many of the Group's young hires work directly in favour of sustainable development. Some do research work on sustainable cities, energy efficiency, carbon capture and storage and renewable energies. Others develop new services relating to energy management or create district heating systems using renewable energies. Yet others work with SUEZ ENVIRONNEMENT providing water and waste treatment services.

### What moved you to pursue a career in sustainable development?

Sustainable development is an integral part of Group strategy, so that is highly motivating. You feel you can make a difference, even a small one, in solving crucial problems of society. My two previous positions as HR Project Director and Strategic Marketing Director prepared me for sustainable development since I learned the importance of taking into account the social, economic and environmental aspects of every project and decision.

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NEWS

## SIFE



**French University of Egypt wins SIFE World Cup for second consecutive year**

The 2010 SIFE World Cup drew over 1,500 students from 39 countries who came to present hundreds of initiatives linked to the social economy and social responsibility for individuals in need. The SIFE ESCPE team, which represented France with the Talgmoute project implemented in a Moroccan village, breezed through the preliminaries. The jury highlighted the sustainability and social, economic and environmental impacts of the project presented. Qualifying for the semi-finals with 16 other countries, the French students faced off with the United States, Canada and Japan. In the end, they were beaten out by the United States, who will go on to the world finals along with China, India and Egypt. Watch the video at

<http://www.youtube.com/watch?v=uOKYF8eZWdE>

## CLOSE-UP



© International Polar Foundation - René Robert

**GDF SUEZ promotes future energy technologies at the Princess Elisabeth Antarctica Station**

In the framework of a skills partnership on the first zero emissions Antarctic station, GDF SUEZ gave seven employees from the Electrabel and Laborelec subsidiaries the chance to go on an Antarctic expedition. They brought with them their know-how in energies and water and waste treatment to bolster this project of explorer Alain Hubert, Chairman of the International Polar Foundation. The station is carbon-neutral thanks to the installation of nine wind turbines specially designed to resist the extreme climate conditions, as well as solar panels for both heating and electricity. An electrical smart grid optimises energy and distributes it based on equipment criticality. The station is currently capable of producing three times more energy than any other installation with the same type of energy produced.

## CAMPUS AGENDA



JANUARY  
TO MARCH

**Come meet GDF SUEZ at the French Careers Fairs...**

- 11/01/11 Forum ETP, Paris Porte de Versailles
- 21/01/11 Forum Entreprises ESCP Europe, Paris Porte Maillot
- 25/01/11 Carrefour HEC, Paris Jouy-en-Josas
- 08/02/11 Forum ESSEC, Paris Cergy Pontoise
- 16/02/11 Forum Dauphine, Paris
- 09/03/11 Forum Paris I Entreprises, Paris Panthéon
- 16 et 17/03/11 Forum Rhône-Alpes, Lyon
- 23/03/11 Forum Arts et Métiers ParisTech, Paris Château de Vincennes

**...and the Belgian Careers Fairs**

- 08/02/11 Job Day Haute École de la Province de Liège (Langue : FR)
- 10/02/11 Technologie Jobdag XIOS Hogeschool Limburg, Diepenbeek (NL)
- 11/02/11 Carrer Fair Vlerick Management School, Gent (ANG/NL)
- 22/02/11 Jobinfobeurs Lessius (ex De Nayer Instituut), Sint-Katelijne-Waver (NL)
- 23/02/11 Job Fair VTK Gent (NL)
- 24/02/11 Journée des Entreprises U Mons (Faculté Polytechnique) - (FR)
- 28/02/11 Journée de l'Industrie UCL (CCII), Louvain-La-Neuve (FR)
- 02/03/11 Forum Entreprises ULG AEES, Liège (FR)
- 04/03/11 Jobbeurs KaHo Sint-Lieven, Gent (NL)
- 08/03/11 Job Fair VTK Leuven (KUL) - (NL)
- 09/03/11 Ondernemersdag Groep T, Leuven (NL)
- 16/03/11 Jobbeurs Karel de Grote (AUHA) – Plantijnhogeschool (AUHA) – Hogeschool Antwerpen (AUHA), Antwerpen (NL)
- 17/03/11 Job Fair Engineers ULB Polytech, Bruxelles (FR)
- 18/03/11 Jobbeurs KaHo Limburg, Diepenbeek (NL)
- 23/03/11 Industriedag VUB Polytech, Brussel (NL)
- 23/03/11 Jobbeurs KaHo Kempen (Geel) – IWT (NL)
- March Journées de l'entreprise ECAM, Bruxelles (FR)