



SUEZ taps Newsy Brand Studio for sponsored video series on water reuse in America

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CINCINNATI – SUEZ, a global services and solutions company with operations primarily in water and waste management, has partnered with the Newsy Brand Studio on “Ripple Effect,” a four-part video series distributed across the Newsy video network.

Newsy Brand Studio works with brands and agencies to create sponsored video content that reaches the engaged younger audience of Newsy, the leading cable and over-the-top news network for millennials.

With one of the world’s largest research and development programs for water treatment technology, SUEZ is striving to find new and smarter ways to conserve natural resources and protect the environment. “Ripple Effect” helped SUEZ raise awareness around the issues of water conservation and promoted its role as a global leader in technological advancements around water reuse. By partnering with Newsy Brand Studio, SUEZ brought these issues to light for an audience of viewers who are naturally interested in topics related to environmental issues.

Running throughout the fourth quarter of 2017, “Ripple Effect” reached 3 million viewers while helping the brand connect its message with a new audience.

“People who work in the water treatment industry see the impact of water scarcity on global populations and generally understand how water reuse can help overcome this challenge,” said Ralph Exton, chief marketing officer, SUEZ – Water Technologies & Solutions. “But being able to educate a broader audience – and in many cases an audience that is coming into business now – is very important. The benefit of creating this series with Newsy Brand Studio is that we have that ability to help this audience understand how water sustainability is possible if we adjust our mindset.”

All four episodes feature interviews with a diverse group of subject matter experts and people on the ground who are making a positive difference in water conservation and reuse around the world:

- **Episode 1: “Water Reuse”** examines how water reuse can make more efficient use of water and be a profitable business.
- **Episode 2: “Resource Recovery”** looks at a wastewater treatment plant that is selling its reused water to a waste-to-energy plant that burns trash for electricity production.
- **Episode 3: “Digital Water”** explores how predictive software can help address many of the challenges our aging water infrastructure faces while saving billions of gallons of water every day.
- **Episode 4: “Water Reuse Policy”** discusses how governments at the local level can help solve problems with actions like education, incentives and policy adjustments.

“‘Ripple Effect’ introduced Newsy’s audience to a number of critical issues related to water scarcity while showcasing SUEZ’s role in driving positive change and finding solutions to those issues,” said Andy Brownell, vice president, Newsy Brand Studio. “Our collaboration with SUEZ on this project

gave us a chance to be part of a bigger story that has a real impact on society.”

While its run across Newsy’s over-the-top and cable channels is complete, “Ripple Effect” can be viewed at newsy.com/ripple. Newsy is a wholly owned subsidiary of The E.W. Scripps Company (NYSE: SSP).

About Newsy

[Newsy](https://newsy.com) is the next-generation national news network that provides “news with the why,” built to inform and engage by delivering the top stories across every platform. Its content is available on cable; on over-the-top services including Hulu, Roku, YouTube TV, Apple TV, Sling TV, Watchable from Comcast, Pluto TV, Amazon Fire TV and Google Chromecast; and on connected television including Xumo. Newsy is also available via its mobile apps and at newsy.com.

About SUEZ

With 90,000 people on the five continents, [SUEZ](https://www.suez.com) is a world leader in smart and sustainable resource management. We provide water and waste management solutions that enable cities and industries to optimize their resource management and strengthen their environmental and economic performances, in line with regulatory standards. To meet increasing demands to overcome resource quality and scarcity challenges, SUEZ is fully engaged in the resource revolution. With the full potential of digital technologies and innovative solutions, the Group recovers 17 million tons of waste a year, produces 3.9 million tons of secondary raw materials and 7 TWh of local renewable energy. It also secures water resources, delivering wastewater treatment services to 58 million people and reusing 882 million m³ of wastewater. SUEZ generated total revenues of 15.3 billion euros in 2016.

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