

SUEZ

We've worked with SUEZ for over a decade, providing strategic support on planning applications and major new facilities and developing video and animation to showcase its solutions.

"DTW make that rare effort to really entrench themselves in your business and the key issues of your industry which sets them apart from their competitors. They are always on hand, from advising on proactive opportunities to dealing with crisis issues at the drop of a hat. I wouldn't hesitate in recommending the DTW team."

Naomi Jones, Director of Communications,
SUEZ recycling and recovery UK

The story

Still better known as SITA to many, SUEZ has been putting waste to good use through recycling and generating energy for local authorities and businesses across the UK for decades.

It recycles and recovers over eight million tonnes of waste and generates over a million megawatt hours of electricity every year.

Their objectives

It's about reputation, education and having a public 'licence to operate'. There has been a huge change in attitudes and a massive investment in modern recycling and resource management facilities since the millennium.

Our role was to help SUEZ achieve planning permissions, public understanding and buy-in. That only comes about through pro-active communications and engaging with communities on the ground to seek their view and input.

Our approach

We've supported SUEZ on over 30 projects, ranging from new energy-from-waste centres to the treatment of naturally occurring radioactive materials.

Every community is different so the solutions change, but the approach remains the same.

We listen, we engage, we respond and speak in plain English. We're proactive in identifying and reaching out to and consulting individuals and communities that will feel impacted by proposals and we engage positively with politicians and the media – we don't want them to have any nasty surprises, and we want them to trust SUEZ as the source of accurate and reliable information.

The results

It works. Investment in communications has paid off and SUEZ has countless state-of-the-art waste management facilities operating up and down the UK as a result.

90%
of projects given
planning permission

