

MEETING AT THE APA NOVA BUCURESTI HEADQUARTERS

MONDAY, MARCH 11th, 2013

On Monday, March 11th, we had a meeting with Claudia Andrei, the Marketing Manager of Apa Nova, and Roxana Manoliu, Public Relation Assistant at Apa Nova. Raluca Gorun also attended the meeting as a moderator and interpreter.

The meeting took place at the Apa Nova Bucuresti Headquarters, Strada Aristide Demetriade, n° 2, Sector 1, Bucharest (not very far from our school).

During this meeting, the two section-managers answered the questions of 7 pupils from our class: Luca, Teodor, Petru, Renée, Maria, Victor, Zhangirkhan and our English Teacher, Mrs. Dufaux. The meeting took place one of the Apa Nova conference rooms, which is on the first floor of the Apa Nova Headquarters. We were all sitting around a big table.

Here are the questions we asked and the answers we got:

Pupil: Why do you encourage your clients to use less water when it is out of their used water that you are getting paid?

Marketing Manager: Because water is a limited resource and the Earth's population is growing we have to learn to preserve it.

In Romania, people are starting to reduce their water consumption.

Pupil: Have you got any competition? Is there any other company providing water in Bucharest?

Marketing Manager: Apa Nova is the unique company that supplies with water the city of Bucharest. Our only "competition" is the water resource from under the earth (from the groundwater, which is the "nappe phréatique" in French). In Bucharest, some people still get water directly from the groundwater. Our task is to identify the people who are still getting water from the groundwater and offer them our services because the water they get from the groundwater is not quality water, it needs to be treated, it can't be used directly. Our job is to explain them the importance of having quality water delivered to their homes.

Pupil: What about the innovations? Is it important for your company to find new innovations regularly?

Marketing Manager: Our Marketing Department was created in 2011. Our main aim is to increase the number of clients and to identify new opportunities for water supply services. Apa Nova always finds new innovations to make.

MEETING AT THE APA NOVA BUCURESTI HEADQUARTERS

MONDAY, MARCH 11th, 2013

Apa Nova Bucuresti invests each year in the extension of the water and wastewater networks on the streets without such utilities and in optimisation /replacement of the existing networks.

In 2011, we contacted the six sector halls and the City Hall in order to associate Apa Nova in the process of signing new contracts with clients for the new water and wastewater networks, extended by investments made by these institutions.

In order to anticipate the needs of our potential clients and in order to ensure them the comfort of a simple but efficient contact Apa Nova has a mobile working office, that can be placed in the constructions sites for the networks extension, but also in some other areas.

To get information about Apa Nova, people can contact us by phone, e-mail our Customer Service Desk or come to meet one of our commercial assistants either at our Headquarters or in our "mobile office". With this "mobile office", people can have direct access to information about Apa Nova (about contracts, about the cost of these contracts, about the water installations, etc ...). It makes things easier and quicker for them as they don't have to go to the Headquarters.

Pupil: Why are you so sensitive about recycling?

Marketing Manager: Our Company is bound to recycling so there is a special section that stays focused on recycling, because everybody in our company is focused on recycling. We focus on the environmental protection as we really care about our environment and our future. We favour recycling.

Pupil: What about advertising? What about your advertising campaigns?

Public Relation Assistant: We try to communicate our social policies using all the communication channels. You can find us on our Facebook page: www.facebook.com/ApaNovaBucuresti, on our website: www.apanovabucuresti.ro and very soon we will lauch a special website, dedicated to children.

Here are a few examples of social events in which Apa Nova is or has been involved.

- On Valentine's Day (February 14th, 2013): a Contest organized in Piata Universitatii (Piata Universitatii is a district where there are many universities, so there are always many students in this district). On February 14th, Apa Nova was present at Piata Universitatii, we had a stand. Students had to answer questions linked to water, water use and also about love and water ... The winner of the contest won a very elegant

MEETING AT THE APA NOVA BUCURESTI HEADQUARTERS

MONDAY, MARCH 11th, 2013

wedding outfit for a couple (if the winners had planned to get married in the following year and a very elegant evening outfit if the couple hadn't planned to get married soon).

The couple who won the contest this year had actually planned to get married next summer so, they won a wedding outfit.

- Romanian Valentine's Day (February 24th, 2013): a Contest organized in our Company for all the staff, with many wonderful prizes.
- Water Day (March 23rd, 2013): the students from the Hydrotechnical University of Bucharest, in partnership with Apa Nova, with the National Administration "Apele Romane", with the Romanian Association of Water, with Radio Bucuresti and with the support of the Bucharest City Hall, are celebrating each year the International Water Day. This event is dedicated to the general public, but more specific to young people, in order to inform and educate on water issues. Each year the event take place in Herastrau Park; here there are some activities dedicated to the Water Day: drawing contests and quizzes, games on the water cycle.

Marketing Manager: As I belong to the Marketing Department, I try to promote Apa Nova water as much as I can. For example, when I go for lunch or dinner to a restaurant, I asked for tap water, which always surprises the waiter. The water provided by the Apa Nova Company is actually drinkable water. You can check the quality of the water delivered in your district by Apa Nova on our website on a daily basis (our water is checked 24h /24h), but the situation we are often facing is that in many cases the internal networks of our clients are old and can affect the water quality. That's the reason why some people prefer to buy still water. . But I know that the water we deliver to people is pure and drinkable water and I really want people to be aware of that.

Pupil: Why do you organise Recicloniada?

Public Relation Assistant: This is an event about the promotion of the importance of recycling materials and about the garbage selective collection. We are very glad to announce that this year we organize the fourth edition of the event. Starting from 2010 we succeeded to convince more and more citizens to join us.

MEETING AT THE APA NOVA BUCURESTI HEADQUARTERS

MONDAY, MARCH 11th, 2013

Pupil: Do you have some partnerships for some specific occasions?

Public Relation Assistant: For every single event we tried to draw the attention and the support of as much social partners as we could. Because we have spoken about Recicloniada, our last year partners were the Municipality of Bucharest, Associations and NGOs (Eco-Rom, Ecoteca, ViitorPlus, Let's Do It Romania!, Descult in iarbă, Green Revolution).

Pupil: How many workers are there in your company?

Marketing Manager: There are 10 persons in the Marketing Department (the Director of the Customer Management and Human Resources Department is Giovana Soare), 3 persons in the Communication Department, about 100 persons at Apa Nova Headquarters and about 2100 in the entire Company.

Pupil: Does ApaNova supply other cities or countries with water?

Marketing Manager: Yes, Apa Nova/Veolia also supplies Ploiești (another Romanian city) and Veolia (of which ApaNova is part of) supplies other countries around the world.

Pupil: How was water purified before the creation of Apa Nova?

Marketing Manager: Before Apa Nova, a company managed by the City Hall of Bucharest was in charge with providing water services (like RADET)

Pupil: Why was the name Apa Nova chosen?

Marketing Manager: I wasn't present when the name of the company was chosen, but, in my opinion, this name has been preferred as an engagement for the Bucharest citizens (APA : water and NOVA : new) to whom we are providing services at high quality standards . Our company had a lot to do at the beginning: optimize the networks, old pipes to replace, check the water consumption, and check the water meters....

Pupil: Have you thought about educational workshops for children?

Public Relation Assistant: Yes, we think that it is important for children and teenagers to be aware of the importance of water. We have a special section on our website. Our website is in three languages: Romanian, English and French. This section is called "Pagina Copiilor" or "The Children's Page" or "La Page des Enfants". In this section, children can find a lot of information about the origin of water, the importance of water, the quality of water, water consumption, etc ... There are also games, quizzes, which are fun for children. We also

MEETING AT THE APA NOVA BUCURESTI HEADQUARTERS

MONDAY, MARCH 11th, 2013

organize drawing contests for children. We are also involved together with our partners in educational projects. Our last project in partnership with Clubul de Turism si Ecologie Ecotur, called "Ecological Responsibility in Schools" has two parts:

- Education in the eco-civic spirit by non formal education (games and discussions, creative recycling workshops, role games and theatre forum)
- Flower planting in schools. We strongly believe that only by implicating the little ones in practical activities they will be able to realise how important is to protect the environment.

Pupil: Do you think you have been successful to make people aware about the importance of reducing their water consumption?

Marketing Manager: Yes, because the population uses increasingly less water.

Pupil: Since when have Romanian people used less water?

Marketing Manager: The water consumption has decreased in the last five years.

Pupil: When was the Apa Nova Company created?

Marketing Manager: Apa Nova Bucharest was created in November 2000.

We all enjoyed the visit as we got a lot of important information, information which was required for our school project. We also enjoyed a lot the fact that we were so nicely welcomed by the two managers who were really friendly and really willing to help us. We even got many nice Apa Nova presents before leaving (a USB stick, a notebook and a key ring). So, we just had a great time!

This text was written by Maria-Andra Calomfirescu, Hannah-Renée Ionescu and Luca Tintea.