

OUR INTERVIEW WITH BRUNO ROCHE

Bruno Roche came to visit us on Tuesday, April 8th. During one hour, he answered all our questions about the Apa Nova company.

Bruno Roche is the Administrator and General Manager of Apa Nova Bucharest and he has held this current position since October 2008. In addition, he is also the Administrator for Veolia Apa Servicii as well as for Apa Nova Ploiești. Before that, he was Administrator and General Manager for Apa Nova Ploiești-Roumania, and District Manager for Générale des Eaux – Région Loire Poitou – Joué-lès-Tours – Val de Loire Agency; Générale des Eaux – Région Loire Poitou – Le Mans – Le Mans Agency; and Compagnie Fermière De Services Publics – Le Mans – Maine Agency. He is an Engineer of the Superior National School of Chemistry from Clermont-Ferrand (1989 graduate).

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- **When did you start working for Apa Nova Veolia?**

I started working for Apa Nova Veolia 23 years ago.

- **How much water per day do people use?**

Nowadays, people use about 160 liters/day in Romania and 120 liters/day in France. When Apa Nova first came to Romania, people used about 400 liters/day because at that time, water was free; now, water costs approximately 1 euro/cube meter. So, one of the company's aim is to make people use less water.

Nowadays, dishwashers, washing machines, toilet flushes use less water than before. For example, twenty years back, a washing machine used 60 liters, and nowadays it uses about 30 liters. Soon, there will be washing machines using only 15 liters.

- **How many water and treatment plants are there in Bucharest?**

There are three Apa Nova water and treatment plants in Bucharest: Roșu, Crivina and Arcuda plants. The oldest one is Arcuda plant (1893), Rosu plant was opened in the 1970ies and the newest plant is Crivina: it opened in 2006.

With these three water plants, we have the capacity of doubling the water production. Imagine the population of Bucharest doubles in a few years, we would be able to provide all the people water.

- **Do you think that the level of the (sea) water is increasing?**

There are many theories...The better known one is that the water volume stays the same on Earth because of the water cycle. The water is present on Earth in three different forms: liquid, ice and steam.

- Does Apa Nova have other jobs than the distribution of water?

Yes, we purify used water: the water with which you wash yourselves is brought to a special purifying central.

- Do you have projects for the future?

Yes, we do. We would like to extend to other big cities in Romania, as for the moment, we deliver water in Bucharest and in Ploiesti.

- What was your job when you first started working for Apa Nova Veolia?

I learned the job helping around and doing lots of calculations.

- How water was purified 70 years ago?

It wasn't really well purified because we didn't have all the modern technology we have today but people also used less water.

- Why/How does the (water) pollution increase?

Because of chemical substances thrown in the rivers or placed in the ground (which contains water) that harms water. In brief: pollution is produced by Men and we must cure it.

- How do you manage to innovate a product which never changes: water?

If we want to innovate all the time, we lose the basic aim of our job. We provide a vital service to people. The main things we want to improve are the technology and also to generate as little disagreement as possible. For example, we have created the "info SMS": Apa Nova provides a convenient option to receive details about your water supply and/or sewage invoice directly to your mobile phone. This service is available for contractual customers of Apa Nova Bucharest. We all provide a non-stop call center to our customers. We also provide our customers a service for repairs (for example, leakages) in less than 24 hours. By innovating constantly, we will tend to forget our "real job".

- **Is Bucharest tap water drinkable?**

When the water leaves the purifying station, it is. But, some installations and buildings are very old so the water quality decreases when delivered. It is not our job to change the old (or rusty) water pipes inside the buildings. I live in a modern building and I drink tap water daily.

- **Does global warming affect water?**

It affects the water cycle so yes, it does.

- **Are there problems concerning water in certain countries/parts of the world?**

Yes, for example, in Madagascar there are purifying and distribution problems, in Morris, there are resource problems and in Africa, there are access problems.

- **Is Apa Nova/Veolia present in other countries?**

Yes, it is. Veolia is present in 39 other countries.

- **What do you do when there are problems in the installations?**

We purge and if the installations are very old and the problem is really bad, we change the installation.

- **What do you like the most concerning your job?**

The feeling of joy, of doing a good thing to all the people by giving them water.

- **What does Veolia do?**

Veolia is occupied with the great environmental problems in the world.

- **What do you do? What is your job?**

My job is to make other people work, not to work, to have meetings, discussions, to direct the Direction Team...

- **When did you get the job of Administrator and General Manager Bucharest?**

In 2008.

- **Have you got any assistants?**

I have got a secretary and three assistants ("adjoints").

- **What are the nationalities of your employees?**

There is one French-speaking African, four French people and the rest of the staff is Romanian. There used to be more French employees a few years back but these people came and trained people here. Now, Romanian employees seized our methodology. They are really good at their job and they now go abroad train Veolia employees in other countries.

- **Are you also the manager of Veolia?**

I am also the Manager of the Romanian section of Veolia.

- **Have you visited many other countries? If so, how many and which ones?**

I have visited more than ten countries: Mauritius, Turkey, the USA, Canada, Equator, South Korea...). In a few weeks, I'll be going to South Korea and after to Columbia for my job. Next summer, I'll go to New York City, but this time, it will be for a holiday.

- **How many foreign languages do you speak?**

I speak English, German and of course, Romanian.

- **Have you got a favorite employee in the company?**

No, because I think that we must be fair and impartial in our job.

- **What are your impressions of Romania?**

Romania is my home. It was my decision to accept the job here and to decide to stay here. It was my own choice and I've here for more than ten years. I live in a building full of Romanian people. It was also my choice not to live where all the French expatriates live. For me, Romania is a bit like France: there are some good parts and bad parts; its culture is very close to the French one. Romania is an extraordinary country. I love living here.

- **Have you got any free time?**

Not too much because I am also President of the Romanian-French Chamber of Commerce, and it occupies a lot of my time. But I try to have some free time because I think it is very important to have some time for yourself for your well-being.

- **How much holidays do you have every year?**

About five weeks per year.

- **How old are you?**

I am 47 years old.

When I was your age, in the 6th grade, my English teacher was absolutely horrible, and we didn't work on interesting projects like you are doing now.

At the end of the meeting, we watched the film that we have made about the Arcuda Plant. Bruno Roche congratulated us about the film.

We really had a great time and learned a lot of things during that meeting.

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