

THIS IS YOU*

You are determined to find better ways to manage water, mitigate the effects of climate change, and ensure a prosperous future for generations to come.

You've helped customers in 125 countries build, manage, and modernize their water networks. Your technologies disrupt the way things are done. You step up and move boundaries.

You hold yourself accountable for your actions. You take care of your colleagues, customers, society, and the environment.

You strongly believe that only through loyalty and collaboration you can build a future we can be proud of. You team up with colleagues and partners to tackle the world's water crisis.

You are professional and confident which is why you will be viewed as approachable and trusted.

You are Amiblu.

Amiblu[®]

*This poster is 70% blue. This is how much you are water.

Let's inspire people around the globe to value water as we should.



HOW TO INSPIRE PEOPLE TO VALUE WATER*

BE CURIOUS. Ask questions, look further and deeper. Interact with and challenge the people around you. Show your passion and be proud of your achievements.

BE BOLD AND COMPETENT in your opinion and the way you present yourself. Have a can-do attitude. Be a thought leader and stand out from the crowd.

BE RESPONSIBLE for your actions and encourage others to do the same. Uphold the highest standards no matter your job position. Think in solutions and show initiative no matter what your job role is.

Understand the goals and journeys of others, and always **COLLABORATE** to achieve goals. Have a team-first mentality.

Recognize, celebrate and promote the successes of your colleagues and partners.

BE APPROACHABLE, and show everyone how exciting water infrastructure can be.

Amiblu®



The small blue circle is 1% of the white area. That's how much of the planet's water is drinkable and accessible.

*Because your life depends on it.