

PRESS RELEASE

18 May 2026

“La transition des énergies, ça se passe ici” (The energy transition starts here)

NaTran is placing its employees firmly in the spotlight with a new immersive recruitment campaign aimed at attracting fresh talent.

On 18 May, NaTran, France’s national gas transmission operator, launched its first employer campaign under the NaTran name since its recent rebranding and the unveiling of the NaTran 2030 corporate project – a pivotal step on the journey to carbon neutrality by 2050. To engage new talent, the campaign highlights the latest areas of expertise within the company through the men and women actively driving the energy transition on the ground. Co-created internally, the campaign will be rolled out on digital channels, targeting major industrial hubs and NaTran sites, as well as in the local press.

One year since the rebrand – time to put words into action

In 2025, NaTran (formerly GRTgaz) embraced a new identity, reaffirming its public service mission and pivotal role in the energy transition. With a clear objective in sight, NaTran is committed to developing the transmission of all forms of gas - including biomethane, hydrogen and CO₂ - essential contributors to industrial decarbonisation and energy sovereignty across France and Europe. Central to this vision is the NaTran 2030 corporate strategy, which outlines five key goals to be achieved by 2030. These include allocating over 50% of investments to the energy transition and increasing the share of renewable gas in our networks fivefold.

A year on from the rebrand, NaTran is openly sharing its ambitions by showcasing the expertise, regions and people driving the energy transition. This initiative aims to attract new talent to support the company’s ongoing transformation. On average, NaTran recruits 120 external hires annually and welcomes 130 new work-study trainees.

In preparation, NaTran teams spent several months engaging directly with employees across the business - from technicians and engineers to researchers and digital specialists - exploring their career journeys and motivations.

One message was clear: NaTran’s strength lies in its deep-rooted connection to the energy transition at the regional level, powered by dedicated employees who are true ambassadors every day. Equally evident was the importance of giving these individuals a voice to highlight the company’s tangible achievements, its purpose and the specialist expertise that has transformed the business.

At the heart of this campaign is the yellow beacon - the emblem of the gas transmission network that interlinks the French territory. Prominently featured, it recalls last year’s [“energy transition pathway” campaign](#), which promoted the network’s transformation to accommodate increasing volumes of renewable and low-carbon gases.

A 360-degree campaign, from film to large-scale billboards, launching in May 2026

Filmed entirely in a studio with a clean and dynamic visual approach, the campaign features actual NaTran employees navigating an immersive setting that showcases the company's diverse operations and what it truly means to "work at NaTran".

From 18 May until the end of July, the campaign will be rolled out nationally, both externally and internally, through a multi-channel strategy:

- a 1-minute and 30-second master film broadcast across NaTran's social media platforms;
- a 20-second video promoted on LinkedIn and digital streaming services;
- a 6-second bumper ad on YouTube;
- an audio-digital spot;
- a poster campaign near major French industrial hubs and NaTran sites;
- as well as coverage in local press.

This campaign was developed in partnership with the agency TBWA\Corporate, produced by TBWA\Else and coordinated in media planning by the agency Biggie.

About NaTran

NaTran embarked on a new chapter in its history in 2025, rebranding from GRTgaz and updating its corporate project NaTran2030, focused on the energy transition and achieving carbon neutrality by 2050. The company has committed to allocating more than 50% of its annual investments to the energy transition by 2030. To reach its goals, the company is adapting its network and its practices to the evolving environmental, economic and digital landscapes. It provides infrastructure and logistics solutions tailored to gases that contribute to the energy transition (biomethane, hydrogen and CO₂). NaTran is Europe's second-largest gas transmission system operator. The Group has two subsidiaries: Elengy - the European leader in LNG terminals - and NaTran Deutschland, which operates the MEGAL network. NaTran fulfils a public service mission, ensuring the safety of gas transmission for all its customers. Its research centre NaTran R&I (previously RICE) has become an international standard in the field of research and innovation applied to the energy transition. NaTran Groupe key figures: 33,791 km of pipelines, 623 TWh of gas transported, 3,671 employees, and €2.5 billion in revenue in 2025. To learn more about NaTran and its initiatives, visit NaTrangroupe.com, [X](#), [LinkedIn](#), [Instagram](#).

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