



Servicios Medio Ambiente



INTERNAL REBRANDING CONTEST

Want to be part of the change?



With the aim of involving the entire workforce in the company's transformation, we are launching an **internal rebranding contest** in which the selected proposal will win a **trip for two people, with paid expenses, to Las Vegas (Nevada, USA) to visit the Waste Expo exhibition.**

All those **employed by FCC Servicios Medio Ambiente Holding and its subsidiaries** in any geographical location, whether they have a corporate email address or not, are eligible to participate.

Participants will submit a **brand proposal for the global group** that can be easily recognised and with which all its stakeholders, and especially the people of the company, can identify with, regardless of geographical location.

Please note that brands currently used in the regional business platforms (Atlantic, UK, CEE and Americas) cannot be proposed, will not be affected and will remain as they are now: FCC Medio Ambiente, FCC Environment, FCC Environmental Services, FCC Environnement...

The proposal shall consist of:

- 🌍 a **single word**, preceded by the term 'FCC' in order to leverage the power of the FCC Group's brand;
- 🌍 this word should ideally be **understandable** in several languages, at least and necessarily in **English and Spanish**;
- 🌍 this word must refer or relate to the environmental services activities of FCC Servicios Medio Ambiente (e.g. 'FCC Circular', term that is excluded from possible proposals).

The call for proposals will open on 10th February and close on 14th March 2025

All requirements and the Legal and Participation Terms and Conditions can be accessed by reading the QR code on this poster or at www.fcc-group.eu/rebranding-smah

Now it's your turn!



let's talk!

Working together towards new times



Read me!

TAKE PART!