

Press Release - London, 22 September

idverde, Europe's leading green services company and a key provider of nature-based solutions, today unveils its Purpose and an evolved brand identity, marking an important milestone in its development.

idverde unveils its Purpose and evolved brand identity

10,000 colleagues. One shared Purpose: We make everyday lives better through nature, together.

The Purpose is the outcome of a collective journey involving more than a thousand colleagues across Europe. It puts into words what has long been at the heart of idverde's work and the impact its teams create every day:

“We make everyday lives better through nature, together.”

The Purpose reflects two convictions at the core of idverde: that nature plays a fundamental role in improving everyday lives and that greater impact comes from working together – as partners in greener living. It also reflects idverde's model: strong local teams, deeply rooted in their communities and connected across regions and countries, combining local knowledge with the expertise of national champions and the scale of a European Group.

More than a statement, the Purpose sits at the heart of a broader framework linking why we exist with how we grow and how we work together. It connects our Purpose and identity – as partners in greener living – with our strategic priorities, the way we make them happen and the behaviours that guide our teams every day. Together, these elements help turn our Purpose into action across all countries.

“At idverde, we create and care for the places where life happens. Through our Purpose, we wanted to express what unites us beyond our businesses, countries and expertise: the conviction that nature has the power to improve people's everyday lives and help build more resilient and sustainable communities. And our ambition goes beyond defining our Purpose. We have connected it to how we grow, how we make it happen and how we behave every day. ‘We make everyday lives better through nature, together’ therefore reflects both who we are today and how we want to build idverde for the future.” François GILBART, Group CEO

Alongside its Purpose, idverde is unveiling an evolved visual identity and new Group and country websites, creating a more consistent and recognisable brand across Europe. The evolution retains idverde's heritage and strong connection to nature, while better reflecting the breadth of its expertise across green and environmental services.

“This Purpose was shaped by the voices of our colleagues and reflects what they experience every day: a shared commitment to nature, to local communities and to each other. ‘Together’ is especially meaningful because it captures something distinctive about idverde – the combination of strong local roots and the ability to connect and grow as one Group. Our people, their expertise and their diversity are at the heart of the positive impact we create for our clients and society.” Lionel BEYLIER, Group CHRO

About idverde

idverde is Europe’s leading provider of green and environmental services, with €1.2 billion in revenues, 10,000 colleagues, more than 200 branches across seven countries, and over 14,000 public and private clients. As partners in greener living, our teams create, improve and care for the places where life happens. Guided by our Purpose – “We make everyday lives better through nature, together” – we combine local expertise and European scale across urban greening, tree care, water management, climate adaptation, biodiversity, sustainable sports fields, nursery operations and advisory services.

For more information, visit: [idverde.com](https://www.idverde.com)

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