

Press release

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Vattenfall sharpens its brand with new tagline: “There’s a way”

Vattenfall introduces a new tagline, “There’s a way”, as part of the next phase in our longterm brand development. “There’s a way” demonstrates an attitude we share with our audience and links it to our journey towards fossil freedom. The new tagline will be used across all markets reinforcing Vattenfall’s position as a European brand with a clear and consistent voice.

Following nearly a decade of communication built around fossil free living, Vattenfall is now shifting focus on ambition alone to include attitude and action. “There’s a way” reflects Vattenfall’s determination that progress is possible even when challenges are complex – and that solutions are found through collaboration, innovation and persistence.

“There’s a way” is not just a tagline, it’s a long-term creative platform for how we show up and present ourselves as a brand. Rather than focusing on fear or crisis narratives, we want to convey the feeling that when challenges seem complex or difficult, they are not impossible to overcome,” says Monica Holmviik Persdotter, Vice President Group Brand at Vattenfall.

The launch comes at a time marked by geopolitical uncertainty, volatile energy markets and increasing pressure on companies to demonstrate credibility and longterm commitment. So, the new tagline builds on strong existing brand associations linked to fossil freedom and the energy transition, while broadening the narrative to include resilience, problem solving, and optimism.

“We consider it our task to help people feel confident that there’s a way to move, make and live fossil free. When acting for the climate feels lonely or pointless as consumers believe that others don’t care, we want to be the voice that says: There is a solution to be found. There’s a way,” says Monica Holmviik Persdotter.

In an upcoming campaign we give examples of how Vattenfall have made use of the ‘There’s a way’ attitude in our business and operations – from fossil free electricity being the enabler for near-zero-carbon emission cement production in Sweden to building the first subsidy free wind farm in the Netherlands.

“We are not changing who we are or what we stand for. With “There’s a way”, we are sharpening how we express it. The tagline reflects an attitude that has always been part of Vattenfall – focusing on solutions, moving forward and showing that progress is possible,” says Monica Holmviik Persdotter.

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