Working together to ensure digital technology is good for the planet

Paris, 25 May 2021 – Having introduced an environmental policy in the early 2000s, Bouygues Telecom has now clarified its 2020-2030 Climate Strategy to reduce its carbon emissions by more than the Paris Agreement commitments. In a context where digital technology has become essential and data traffic is constantly increasing, we want to offer our customers consistent access to a high-quality service while continuously and significantly improving our environmental footprint.

Bouygues Telecom's 2020-2030 Climate Strategy is based on three priorities, subdivided into nine drivers:

- Working together to make infrastructure more energy-efficient and less carbon-intensive,
- Working together for more sustainable products and services,
- Working together for more responsible use.

It has set itself three major measurable targets with deadlines:

- A 50% reduction in direct emissions by 2030 (Scopes 1 & 2)[1], with the aim of contributing to overall carbon neutrality by 2040,
- A 30% reduction in indirect emissions (Scope 3)[2] by 2030,
- Financing renewable energy sources equivalent to over 50% of its consumption from 2021.

As proof of its commitment, Bouygues Telecom is today announcing that it will switch to 100% renewable energies for 2021, 2022, 2023 and 2024[3].

"The Bouygues group unveiled its environmental roadmap at its Climate Market Day in December 2020. Each of the Group's business segments was then tasked with drawing up a detailed strategy for the following ten years, with ambitious pledges and targets. I am proud of the strategy we are unveiling today and firmly believe in its impact," **said Richard Viel, Bouygues Telecom's Chairman and CEO.** "We wanted to mark the occasion by sending a strong message that reflects our ambition. So I am delighted today to inform our 25.3 million customers that, with the help of our energy partners, Bouygues Telecom is switching to 100% renewable energies. Backed up by the dedication of our 9,000 employees, they can be sure that together we will successfully shape a greener digital future."

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[1] Referring to the origin of carbon emissions, Scope 1 corresponds to direct emissions and Scope 2 to the indirect emissions generated by energy consumption.
[2] Scope 3 corresponds to other indirect emissions.
[3] All energy supplied by our electricity suppliers.

PRIORITY 1
Working together to make infrastructure more energy-efficient and less carbon-intensive

Bouygues Telecom pledges to work with all its suppliers and service providers to make its infrastructure more energy-efficient and to **improve its energy management system.**

Driver 1 – Make infrastructure more energy-efficient

Telecom sites

Bouygues Telecom regularly invests in new generations of less energy-intensive equipment to make its mobile network more energy-efficient. This is backed up by two further measures: the installation of smart meters so that energy consumption can be tailored to requirements in real time, and the roll-out of software to optimise energy consumption by switching certain items of equipment to standby mode when there is less demand for them. These measures help to keep a tight rein on consumption at a time of exponential growth in data traffic, reducing electricity consumption per gigabyte transported on the mobile network by 29% between 2019 and 2020.

Data centres

Bouygues Telecom currently operates three data centres, the largest of which has had ISO 50001 certification since 2012. The second data centre in the world to obtain such certification for its energy management system, it also follows the EU Code of Conduct for data centres. Operational best practices to improve energy efficiency that will be rolled out in Bouygues Telecom's data centres include:

- incorporating sustainable development requirements into building design,
- optimising the siting of equipment in machine rooms to manage airflow, creating cold corridors and avoiding hotspots,
- optimising the switching on and off of power inverters,
- adjusting equipment settings to external weather conditions and using cold air from outside to cool the servers (free cooling).

Offices

Over the last 10 years or so, Bouygues Telecom has sought HQE® (High Environmental Quality) and ISO 50001 energy management certification for its buildings. The Technopôle office complex and the customer relations centre in Bourges have had ISO 50001 certification since 2011 and HQE® certification since 2015. Best practices developed for these buildings are rolled out at all sites.

Driver 2 – Choose greener equipment and optimise the infrastructure lifecycle

The environmental impact of Bouygues Telecom's activity depends to a large extent on the emissions of its value chain, and especially the impact of its purchasing. That is why the company has decided to work hand-in-hand with its suppliers to reduce the environmental footprint of the products and equipment they offer. That means sharing its challenges, introducing new criteria into calls for tender and fostering dialogue in order to build new solutions together.

In 2020, the company started to organise workshops for fixed-product and network-equipment suppliers, providing a forum for discussing the environmental impact and lifecycle assessments of their products. These workshops will continue with the aim of identifying ways to limit environmental impacts, especially from a decarbonisation standpoint. Bouygues Telecom will extend the initiative from 2021 and invite all its suppliers to join it in shaping a more sustainable digital future that addresses the new ecological challenges.

The manufacture of electrical and electronic equipment has a very significant environmental impact. That is why Bouygues Telecom is acting to extend the lifetime of its equipment. This includes a pre-emption policy for its telecoms and IT equipment: when the operator has to dismantle a site, the equipment is assessed in order to identify what can be reused. Items that are not reused are refurbished and sold. If they cannot be sold, they are recycled through specialist companies in Europe.

Driver 3 – Invest in renewable energy sources

For Bouygues Telecom it is doubly important to use renewable energies:

- because green power is produced from renewable energy sources and does not emit CO_2 in the consumption phase,
- to contribute to the development of renewable energies in France and play a genuine role in the ecological and energy transition.

Bouygues Telecom has opted for wind and hydro power because the emissions associated with their manufacture and end of life are lower than for other sources and they are available in France.

Priority 2
Working together for more sustainable products and services

Bouygues Telecom pledges to optimise the lifecycle of its products, embed eco-design, optimise the lifecycle of its routers and network equipment and increase the use of second-hand equipment. Bouygues Telecom is also working with its suppliers to increase information about the products it sells.

Driver 4 – Optimise the lifecycle of mobile handsets

Repair
Bouygues Telecom helps to extend the lifetime of handsets, introducing a simple and inexpensive repair service in 2019 in partnership with WeFix, with a satisfaction rate of over 90%, and insurance that covers repairs in case of an incident.

Recover
Bouygues Telecom now leads the field in Europe with its handset trade-in programme launched in 2010, available to everyone, whether customers or not. The company pledges to continue and step up the programme.

Refurbish
Bouygues Telecom sells refurbished mobile phones. The handsets have been on offer on the company's website since 2011 and have been also available in all its stores for a number of years, with a wider range of products every year.

Recycle
In 2004, Bouygues Telecom launched an in-store service to collect mobile phones for recycling. The company also offers the service online to small and large businesses, local authorities and community organisations. Nearly 900 collection points are now available for anyone to use in Bouygues Telecom stores across France.

Driver 5 – Promote eco-design in partnership with our suppliers

Bouygues Telecom routers **are eco-designed**, using features such as passive ventilation and clip assembly to significantly reduce their environmental footprint, extend their operational lifetime and improve end-of-life recycling. Easy disassembly, hard-wearing materials and appropriate packaging are encouraged. Refurbishment for reuse is another priority.

Eco-design also helps us to make our routers more energy-efficient. It is something we are always working on and our efforts in recent years, focusing on aspects such as the choice of components and passive ventilation, have helped to cut the power consumption of TV decoders by 30% and of modems by 20%.

Bouygues Telecom intends to go further, strengthening its requirements for **sustainability, recyclability and scalability**, increasing the use of second-hand equipment and **promoting eco-design with all its suppliers and service providers.**

To embed this approach, Bouygues Telecom has set up an eco-design awareness-raising and training programme, with one module available to all employees and one for those with more expert knowledge.

Driver 6 – Extend the lifetime of products and improve their recyclability

Bouygues Telecom has also rolled out procedures which encourage as far as possible the reuse and end-of-life recycling of its fixed products for consumers and businesses. Equipment is collected, tested and assessed, then refurbished for reuse.

Equipment that cannot be reused is sent for recycling to specialist companies in France which comply with environmental regulations.

Priority 3
Working together for more responsible use

Bouygues Telecom believes that it has a responsibility to bring all the players in its ecosystem together in a movement to encourage digital sobriety. Convinced that such a move will be useful, the company wishes to promote it in order to decarbonise other sectors, while ensuring that it is always accessible to everyone.

Driver 7 – Raise stakeholder awareness of digital sustainability

For **its customers**, Bouygues Telecom pledges to continue to offer a trade-in and collection service for used handsets and to raise awareness of reuse and recycling, as it has on various occasions in the past, such as:

- the national awareness-raising campaign in 2017 in partnership with WWF France, Suez, Samsung and ReCommerce Solutions,
- the "Second Chance" campaign in 2019, involving the installation of new collection points in Bouygues Telecom stores.

For **its employees**, Bouygues Telecom regularly carries out campaigns **to raise awareness of climate-change issues, digital responsibility and handset recycling**. Through its corporate foundation, it also gives its people opportunities to take part in grassroots actions to protect the environment. These initiatives are supplemented this year with a **training programme in eco-design**.

For **suppliers**, environmental criteria will be strengthened in purchasing contracts and climate-related issues will be included in supplier assessments, providing an opportunity to discuss progress with them and work together to build new solutions.

Driver 8 - Innovate to develop climate-friendly digital technology

Now more than ever, digital technologies have become an essential part of everyday life in France. They are also proving to be a crucial contributor to ecological transformation.

Digital technologies support energy optimisation and sustainable mobility and help to reduce the carbon footprint. That is why Bouygues Telecom, through its Objenious subsidiary, is helping businesses and organisations with their digital and environmental transformation by proposing suitable IoT solutions.

Driver 9 – Continue to develop responsible digital technologies that are accessible to all

Digital technology must contribute to both ecological and social transition. In the firm belief that it is a useful resource for society, Bouygues Telecom intends to make it a driver of social inclusion for all while respecting the individual. To do so, it is incorporating accessibility criteria into its products and services and rolling out initiatives with players in the non-profit sector to combat exclusion and promote digital accessibility.

Find out more about Bouygues Telecom's commitments to digital responsibility (in French only) on www.corporate.bouyguestelecom.fr

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About Bouygues Telecom
As a full-service electronic communications operator, Bouygues Telecom stands out by providing its 25.3 million customers access to the best technology has to offer on a daily basis. The very high quality of its 4G and 5G mobile networks and of its fixed and Cloud services provides customers with simple solutions, enabling them to fully enjoy their digital lives, regardless of their location.
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