

Press release

**Bouygues Telecom plays an active role
in promoting sustainable development for all**

Caring for the environment is a challenge facing every sector of society, especially companies. Bouygues Telecom constantly strives to keep its 7,700 employees and 9.3 million customers informed of the challenge and involve them in its sustainable development initiatives. A testbed for state-of-the-art technology, Bouygues Telecom endeavours to favour environmentally-friendly solutions whenever possible for its equipment.

Nokia 3110 Evolve, the first eco-friendly mobile phone

Bouygues Telecom has launched the Nokia 3110 Evolve, an eco-friendly mobile phone. This exclusive offer is perfectly in line with the operator's sustainable development policy:

- Cover material is plant-based, non-polluting and 50% recyclable
- Energy-efficient charger with built-in alert to encourage users to unplug it when fully charged (94% less energy)
- Compact recyclable packaging made of 60% recycled content
- Ultra-compact owner's manual printed on recycled paper



Taking back and recycling mobile phones



In 2003, Bouygues Telecom set up a system to take back used handsets which has since been expanded to all its distribution channels. In 2007, more than 170,000 handsets were taken back.

The profits generated in 2007 by take-back schemes targeting business customers, employees and distance selling channels were donated to the Nicolas Hulot Foundation and will help fund 422 environmental awareness camps for children.

In 2008, Bouygues Telecom signed a partnership agreement with Ateliers du Bocage, a member of French charity Emmaüs, which provides employment for the socially excluded and entrusts them with the take-back, sorting and reconditioning of used handsets. The partnership enables disadvantaged people to buy a mobile phone and promotes social integration.

Itemised electronic billing – environmentally-friendly and practical

By requesting itemised electronic billing, Bouygues Telecom customers can view, download and archive their latest bills on a secure website. They receive an email each month informing them that their new bill is available.

This free, practical and environmentally-friendly service has attracted 1.2 million customers, thereby saving 84 tonnes of CO₂ and nearly 8 tonnes of paper each month (the equivalent of 160 trees).

Earth Challenge

The Bouygues Telecom Foundation has supported the Nicolas Hulot Foundation's Earth Challenge since its inception in 2005 by encouraging employees and customers to take daily actions to reduce their environmental impact.



The commitment of the Bouygues Telecom Foundation has led to very active involvement among employees – over half of whom have become Earth Challenge members. What's more, free resources (SMS service) have been provided to encourage the company's customers to join the project. Of the 831,000 Earth Challenge members, 160,000 signed up using a Bouygues Telecom SMS, which is nearly 20%. Other concrete actions help make the project a vibrant daily reality, such as arts competitions or the circulation of 120,000 "Green Books for the Earth".

Blending base stations into the environment



Bouygues Telecom's policy is to systematically blend its new base stations into the environment.

The company has 20 or so ways of concealing base stations and masts, including false chimneys, trompe-l'œil, artificial or preserved trees, false roof tops, etc. in order to install the necessary network equipment on all protected sites.

81% of base station sites had been audited by the end of 2007 and 84% of them are integrated into the environment.

Base station sites powered by renewable energy supplies

Bouygues Telecom carried out trials on two base station sites powered by renewable energy sources, which are both environmentally-friendly and safe, in south-western France in 2005:

- In Lagardelle-sur-Lèze, Bouygues Telecom installed a base station powered exclusively by energy generated on-site: 76 sq. metres of solar panels and nine micro wind turbines produce 65% and 35% of the electricity required to power the site, respectively;
- In Thil, a base station is powered by a fuel cell. A first in Europe, the fuel cell produces electricity from hydrogen stored on-site and oxygen in the air.

These trials won innovation awards from the French Environment and Energy Management Agency (ADEME). Bouygues Telecom is continuing its research in the area.

Environmentally-friendly buildings

Just like the Bourges customer relations centre opened in 2006, Bouygues Telecom's future offices in Paris (headquarters and technical centre) will be built to High Environmental Quality (HQE) standards. The label covers the building's entire lifecycle: from construction (choice of eco-friendly materials) to use (energy savings, maintenance) and demolition (materials recycling).

In order to save energy, Bouygues Telecom plans to reuse the heat produced by IT equipment (1,000W/sq. metre on average) to heat domestic hot water and fresh air, and recover the heat from computers to heat office areas.

Responsible communications



To underscore its commitment to the environment, a new icon now features on all Bouygues Telecom's marketing literature.

As part of an awareness-raising campaign among its customers to reduce the risk of pollution, cut energy consumption and help protect the environment, Bouygues Telecom gives out the following advice: recycle used handsets, switch off your mobile phone at night, unplug the charger once your phone is recharged, lower the brightness of display settings and backlight time, and opt for electronic billing.

At the upcoming Tour de France, the Bouygues Telecom publicity caravan will implement a number of initiatives to reduce its environmental impact: vehicles will be equipped with particulate filters and decorated with real grass and plant-based paints; attendants' and drivers' uniforms will be made from organic fabric; brochures handed out will be printed on recycled paper; the caravan's waste will be collected and recycled and 350,000 sunhats made from organic Fairtrade Cotton will be given away. This signals our membership of the UN Global Compact and guarantees Indian cotton growers fair working and living conditions. Bouygues Telecom will also offset all its CO₂ emissions for its entire organisation of the Tour de France (vehicles, production of floats, transportation and production of merchandising, etc.) by helping to finance a greenhouse gas emissions project in a developing country.

Press contacts

Julie Lejour: +33 1 58 17 97 06 – jlejour@bouyguestelecom.fr

Guillaume Stérin: +33 1 58 17 94 82 – gsterin@bouyguestelecom.fr

www.bouyguestelecom.fr
