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Press Release

Bouygues Telecom Entreprises launches ambitious “eco-responsibility” programme

Building on initiatives introduced in 2008, Bouygues Telecom Entreprises is making sustainable development a cornerstone of its strategy, helping its business customers meet their environmental responsibilities through a multi-tier programme of incentives.

A growing number of business leaders recognise the importance of sustainable development and protecting the environment at every level of their activity. Their commitment to addressing these issues extends beyond simple regulatory compliance.

Bouygues Telecom Entreprises is supporting its business clientele with a proactive programme designed to deliver concrete solutions to the fundamental ecological challenges linked to widespread use of mobile phones by companies. The programme will initially focus on mobile communications, with two key components: first, the introduction of a new attractive and eco-friendly service plan and second, a series of initiatives to mitigate the environmental impact of mobile phones.

Environmental impact of mobile communications

A study¹ by ADEME, the French Environment and Energy Management Agency, has shown that in the life cycle of a mobile phone it is the manufacturing and operating phases that have the greatest environmental impact. This means that business users can play a major role in reducing the environment footprint of their mobile phone. The first step is choosing “clean” handsets, meaning mobile phones that feature ecological design and/or lower energy consumption. Equally important, the charger should be unplugged once the phone battery is fully recharged and the operating life of phones should be as long as possible. Finally, phones should of course be recycled when they are no longer usable.

Bouygues Telecom Entreprises is helping both small businesses and large enterprises alike initiate or enhance their own environmental responsibility programmes through a series of initiatives.

Eco Amplitude, the first “eco-responsible” call plan in France

Eco-Amplitude is the first-ever “green” mobile phone offer, introducing benefits that encourage ecologically-responsible use. The new offer is aligned with the main recommendations made in recent international studies:

- Mobile conference calls are free and the plan includes unlimited calls to fixed numbers in Europe, French overseas departments and territories (DOM-TOM) and North America. These advantages are designed to limit travel² and thus reduce CO² emissions.
- Customers receive a free universal solar-powered mobile phone charger.

The *Eco Amplitude* subscription is 15% cheaper than the conventional *Amplitude* call plan offered by Bouygues Telecom Entreprises. The 36-month minimum subscription duration for the *Eco Amplitude* solution also reduces handset replacements, since phones cannot be changed until the end of the period, thus reducing the environmental impact of the devices.

New green phone in partnership with Samsung

Following the successful launch of the *Nokia 3110 Evolve* in June 2008, Bouygues Telecom Entreprises is the first operator to market the *Samsung E200 Eco*.



The E200 Eco is Samsung's first ecologically-friendly phone. The bioplastic case, halogen-free components and lead-free soldering all reduce natural resource consumption and limit greenhouse gas emissions during manufacturing.

Packing materials for the Samsung E200 Eco are made from recycled materials without coating, and the phone has a cellulose protective case.



In keeping with Samsung's general product policy, the E200 Eco also has an "intelligent charge" feature that prompts users to unplug the phone once the battery has been fully charged.

The E200 Eco charger has been awarded the European Union's latest Energy Star label.

Extended lifetime for mobile phones

To encourage new customers who sign up for the conventional *Amplitude* plan to keep their phones longer, Bouygues Telecom Entreprises is proposing an exceptional **half-price offer for as long as they keep their current phone.**

Recycling programme accelerates with Ateliers du Bocage

In 2008, Bouygues Telecom Entreprises restructured its process for collecting, sorting and recycling its customers' old phones, working with Ateliers du Bocage, an affiliate of the Emmaüs charity that promotes integration by providing jobs at its recycling facilities. The new programme significantly increases the number of phones collected for recycling thanks to **simple logistics with no added cost.** Business customers simply download a voucher from the Bouygues Telecom Entreprises website and Ateliers du Bocage collects the phones, erases all data and reconditions them. The service is tailored to the requests and specific needs of each company.

Results from this initiative in 2008 showed that the re-use rate for mobile phones from Bouygues Telecom business customers is remarkably high: **Ateliers du Bocage was able to recondition and resell nearly 90% of the mobiles.**

This enables businesses to have a significant positive impact on the environment by expanding their mobile phone recycling efforts.

Bouygues Telecom Entreprises is now extending this partnership to include collection and sorting of all SIM cards and USB 3G+ modems sold to business users (both SMEs and larger enterprises). What's more, Bouygues Telecom Entreprises is readying a major communications initiative to heighten awareness of recycling among its customers, aimed at **doubling the number of devices collected in 2009.**

Through this partnership Bouygues Telecom Entreprises is also helping fund jobs at the integration workshops³.

Voluntary compensation scheme

To go even further than the initiatives already in place, **Bouygues Telecom Entreprises is making a commitment to offset CO² emissions for any mobile phone** selected by new subscribers to the *Eco Amplitude* plan **for the entire life cycle of the phone**. To do this it is working with **EcoAct**, a major European player in carbon footprint reduction strategies and Bouygues Telecom Entreprises' partner during the Tour de France 2008 bicycle race. Carbon compensation values are calculated based on the average emissions generated by a mobile phone, from manufacture through recycling. The funds will go towards projects to reduce greenhouse gas emissions in developing nations.

Bouygues Telecom Entreprises will compensate EcoAct for all devices collected by Ateliers du Bocage from its customers as well.

¹Study completed in April 2008 by CODDE, the electrical and electronic industry environmental impact unit of French Environment and Energy Management Agency ADEME. This analysis of the life cycle of a mobile phone showed that the phase which has the greatest impact is manufacturing, followed by use. The environmental impact of transport was found to be virtually negligible. For more information: <http://www.ademe.fr/internet/telephone-portable/Site-web/index.html>

²According to the WWF, 50% of CO² emissions by businesses are related to business travel: business trips, travel between home and workplace, etc. Mobile technologies currently provide a means to significantly reduce this impact through teleworking, replacing face-to-face meetings with teleconferences and other actions.

³Collecting 1,000 mobile phones per month provides funding for one integration job.

www.entreprises.bouyguetelecom.fr

About Bouygues Telecom Entreprises

Bouygues Telecom set up a unit dedicated to businesses and SMEs in 1997. With call plans, per-second billing and unlimited data access, Bouygues Telecom Entreprises provides fixed, mobile and internet solutions to nearly 1 million SMEs and companies across France, in addition to over 200 major accounts (Council of Europe, Ecole du Ski Français (ESF), La Poste, BNP Paribas, EDF, the French customs authority, Nestlé, the City of Lyon, LVMH, etc.). Bouygues Telecom controls end-to-end service quality for businesses thanks to IP equipment installed and managed all over France.

Bouygues Telecom's mobile internet network combines Edge and 3G+ technologies to provide excellent coverage throughout France and very high speeds in major French cities, ensuring service quality tailored to customer needs. Bouygues Telecom Entreprises has 10 branches throughout France with a total of 750 employees dedicated to advising business customers on the choice, installation and follow-up of fixed-line and mobile calling and data solutions. Its distribution network is rounded out by 800 aftersales outlets and close to 200 authorised retailers in France.

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