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Press release

Bouygues Telecom wins 2009 Purchasing Trophy in the sustainable development category for its project with EcoVadis

Bouygues Telecom has won the 2009 Purchasing Trophy in the sustainable development category for its assessment policy on Corporate Social Responsibility (CSR) with EcoVadis.

Bouygues Telecom won the award for implementing a platform to rate the performance of its suppliers on 21 environmental and social criteria. The platform was rolled out in 2008 for all strategic purchasing families to evaluate suppliers accounting for more than 80% of purchasing costs.

The platform has since 2009 also been used for calls for tender. General services provided to the company are no longer assessed simply on the basis of cost and service quality, but also on sustainability, in other words maintaining and improving the cost/quality balance over time. By favouring eco-design, sustainable purchasing enables the company to lead a policy of continuous progress.

Bouygues Telecom was as early as 2007 one of the first to use the platform of EcoVadis, which today brings numerous businesses the possibility of assessing the CSR of their suppliers in over 50 countries and for nearly 150 purchasing families.

"The development of sustainable purchasing policies corresponds to a deep-seated change. We have set up a CSR charter for suppliers and we already include sustainable development clauses in our calls for tender," said Alain Chambon, Deputy Purchasing Director at Bouygues Telecom. "But we want to go further by supporting our suppliers and sub-contractors in a policy to continuously improve their sustainable development performance."

Pierre Pelouzet, head of the jury and Chairman of CDAF, a French association of managers and purchasers, added: "This prize shows that purchasing departments continue to innovate in sustainable development despite the economic crisis. Cost reduction is obviously a priority, but purchasers have not forgotten that the effective management of environmental and social issues is also a key lever for getting through the crisis".

Pierre-François Thaler, co-founder and Managing Director of EcoVadis, concluded: "We are pleased that this prize has gone to the particularly innovative policy implemented for two years by Bouygues Telecom. Bouygues Telecom has contributed to the emergence of a neutral platform for rating suppliers on environmental and social criteria, one that benefits all purchasing departments and improves the overall performance of suppliers".

About Bouygues Telecom

Created in 1994, Bouygues Telecom has more than 9.6 million customers, including approximately 7.2 million with contracts, and 8,650 employees. Its ambition is to become the "preferred brand of personal communication services" by further improving customer service.

After pioneering the talk-plan concept and free voicemail in France in 1996, followed by unlimited call plans (Millennium), in 2006 Bouygues Telecom launched Neo, the first call plan to offer unlimited calls to all operators every day after 8pm.

In 2008, the all-new range of Neo call plans lets customers select their unlimited calling time slot and includes unlimited Internet surfing. Bouygues Telecom has also become an Internet Service Provider (ISP), launching the Bbox broadband router in October on the fixed network it acquired in July 2008. Bouygues Telecom's mobile internet network combines Edge and 3G+ technologies to provide excellent coverage throughout France (94% and 75% respectively) and very high speeds in major French cities, ensuring service quality tailored to customer needs.

As the No. 1 in Customer Relations in the mobile phone sector* for the second year running, Bouygues Telecom is committed to direct customer service. Six customer relations centres in France staffed by 2,000 customer advisors, a distribution network of over 590 stores, and a website available 24/7 combine to ensure optimum customer service.

**BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2008)*

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About EcoVadis

EcoVadis operates the leading collaborative platform allowing companies to assess the environmental and social performance of their suppliers on a global basis. EcoVadis combines IT and a network of experts to deliver simple and reliable supplier scorecards, covering 150 purchasing categories and 21 CSR criteria, from carbon emissions to child labour. EcoVadis solutions help businesses reduce risk, and improve the performance of their suppliers.

Find out more: <http://www.ecovadis.com>

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