



Press Release

**Bouygues Telecom is the first French company to secure the ISO50001 certification from Bureau Veritas Certification**

2 December 2011

Printania, Bouygues Telecom's customer relations centre at Bourges, has just secured the ISO50001 certification from Bureau Veritas Certification.

The ISO50001 standard provides private and public sector entities with management strategies that enable them to boost their energy efficiency and reduce their environmental impact.

All energy uses are concerned (heating, ventilation, office equipment). During the audit carried out on the Bourges site, Bureau Veritas Certification verified that the energy management system was efficient and that it was able to reduce energy consumption.

The audit highlighted a number of strengths, such as management's commitment, shown by Bouygues Telecom's active policy in terms of energy, the good results, the strong skills of the teams working on this issue, as well as the good practices used by employees.

Based on the audit's results, Bureau Veritas Certification issued a favourable opinion for this site, which already has the HQE certification for the quality of its construction and operation.

In 2012, Bouygues Telecom will ask for its Sequana (Issy-les-Moulineaux), Technopôle (Meudon) and Data centre (Montigny-le-Bretonneux) sites to be audited in order to secure ISO50001 standard certification.

Energy efficiency is a strong short- and mid-term driver for Bouygues Telecom's 3R policy (Reduce, Re-use and Recycle) and for its plan to reduce greenhouse gas emissions, which are measured in its annual carbon balance.

Bouygues Telecom has taken a number of initiatives to stabilise its overall energy consumption, despite the fact that energy uses have risen sharply, namely:

- purchasing teams now take energy performance criteria into account when buying equipment (a 30% reduction in the energy consumption of new technical solutions is required in all contracts),
- the optimisation of telecoms sites (retirement of certain equipment, the adjustment of the number of batteries),
- renewable energy solution testing, the construction of an eco-designed data centre (cooling using the "free-cooling" method, the installation of "cold corridors", etc.),

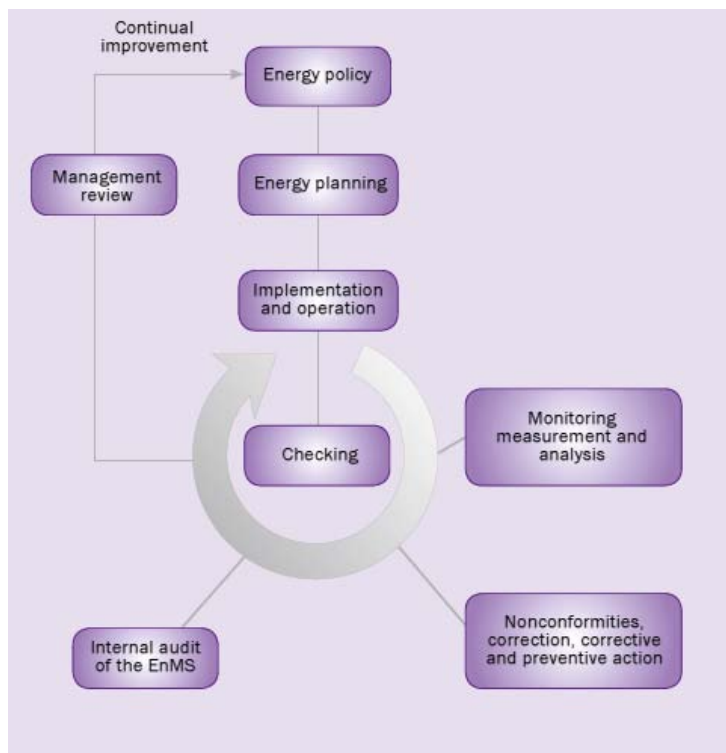


Figure 1: Energy management system model according to the current international standard

### **About Bouygues Telecom**

Founded in 1994, Bouygues Telecom has 11,217,000 mobile customers and 1,119,000 fixed broadband customers. Bouygues Telecom is committed to continually enhancing the customer experience for its mobile and fixed telephone, TV and Internet services: each day, the company's 9,200 employees develop solutions aligned with changing customer needs and deliver efficient support.

After pioneering the mobile talk-plan concept in France in 1996, Bouygues Telecom introduced groundbreaking unlimited call plans: Millennium (1999) and neo (2006).

Bouygues Telecom acquired its own fixed network in 2008 and became an Internet Service Provider (ISP), launching the Bbox broadband router. In 2009, Bouygues Telecom invented the "all-in-one" solution with ideo the first quadruple play offer in the market.

In 2010, Bouygues Telecom launched Bbox fibre, its very-high-speed offer, and began investing in Fibre-To-The-Home in high-density areas.

Bouygues Telecom's mobile network covers 99% of the population. Its 3G+ network provides mobile Internet access for 90% of the population.

Bouygues Telecom is the only operator to be awarded "NF Service Centre de Relation Client" certification from French standards agency Afnor Certification for all its consumer activities (mobile and fixed) and in 2011 it was also ranked No. 1 for its customer relations in both its mobile (the 5th year running) and fixed\* activities. Customer relations centres, a distribution network of 630 Clubs Bouygues Telecom stores and a website available 24/7 combine to ensure optimum customer service.

\* BearingPoint-TNS Sofres Customer Relations Quality League Table (April 2011)

Press contact: [presse@bouyguetelecom.fr](mailto:presse@bouyguetelecom.fr) – Tel:+33 (0) 1 39 45 39 96

### **About Bureau Veritas Certification**

Founded in 1828, Bureau Veritas is an international group specialised in the inspection, analysis, audit and certification of products, infrastructure (buildings, industrial sites, equipment, vessels, etc.) and of management systems (ISO standards, etc.) against regulatory and voluntary benchmarks.

Bureau Veritas Certification is the group's subsidiary responsible for certification and audit. Bureau Veritas Certification is a world leader and its services apply to the fields of quality, healthcare, security, the environment and Corporate and Social Responsibility (CSR). It has more than 80,000 customers and has issued more than 100,000 certificates worldwide.

To find out more, visit: [www.bureauveritas.fr/certification](http://www.bureauveritas.fr/certification)

Press contact: Laurence Massera - Tel. +33 (0) 4 37 59 88 76 - +33 (0) 6 08 04 38 21 - [laurence.massera@fr.bureauveritas.com](mailto:laurence.massera@fr.bureauveritas.com)