



**In the context of the first Digital Green Growth awards, Bouygues Immobilier's GreenIT Factory® was singled out from among over 100 submissions and awarded the top Digital and Sustainable Development prize.**

The prize was organised jointly by the employer's federation Medef, the small business development agency OSEO, the Ministry of Ecology, Energy and Sustainable Development, the Ministry of the Economy and Finance, the General Directorate for Competitiveness, industry and services, the State Secretariat for Digital Economy, the environment and energy management agency ADEME, the French Telecoms Federation, Alliance TICs, an information and communication technology industry body, the electrical, electronic and communication industries federation FIEEC and the software industry body Syntec Informatique. Bouygues Immobilier's GreenIT Factory® concept is an innovative, practical and pragmatic packaged solution that is both economical and environmentally responsible, since the capital cost is 20% lower than for a comparable conventional solution and it consumes 30% less energy. Intended for existing data centres or facilities under construction, it meets a definite demand in a strategic sector for France, that of digital competitiveness.

The GreenIT Factory® concept fits perfectly into Bouygues Immobilier's sustainable development strategy, especially in relation to the construction of environment-friendly buildings. A strategic choice, it incorporates an eco-design approach to data centre construction, ranging from the choice of equipment to the management and monitoring of energy consumption.

Data centres alone account for 1% of French energy consumption, and IT will represent 50% of the energy consumption of low-energy buildings if no action is taken.

In Europe, the surface area of data centres is likely to double over the next five years,

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growing by 23% a year until 2012, with a strong tendency towards outsourcing. New centres will have to comply with stricter environmental regulations.

Bouygues Immobilier's main partners in the project are Dell, Intel, Minkels and Prosodie.

#### **About Bouygues Immobilier**

Bouygues Immobilier is a leading private property developer in France and Europe, with 1,908 employees at 31 December 2017 and sales of €2,712 million in 2017. With 39 branches in France and four outside France, Bouygues Immobilier has nearly 60 years' experience in developing residential, corporate and commercial projects in more than 250 towns and cities. Bouygues Immobilier has a strong commitment to innovation and sustainable development and therefore seeks to provide better quality of life over the long term for all its customers by making their experience of the buying process and the use they make of the living spaces and services created for them as pleasant as possible. Bouygues Immobilier is the first developer to be certified ISO 9001 in France, NF Habitat HQE, and Top Employer France 2017, and to win the 2016 prize for the best customer relations awarded by the French Customer Relations Association (AFRC).

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