


# Sustainable Buildings approach: Improving the energy and environmental efficiency



Vivendi has implemented a “Sustainable buildings” program aimed at improving the energy and environmental efficiency of its buildings, thereby reducing the carbon footprint of the sites.

<b>Starting date of the project</b>	2015	
<b>Project Localisation</b> Places of implementation of the project at this stage and targeted geography if replicable.	<ul style="list-style-type: none"> <li>- Project initiated at the group's headquarters in Paris.</li> <li>- Approach transposed to Havas Villages in Puteaux, London and Madrid.</li> <li>- Process currently rolled-out to other subsidiaries, and can be adapted to all of the Group's tertiary sites.</li> </ul>	
<b>Project objectives</b> Type of climate innovation of the project with a description of the problem/issue addressed	<p>The objectives of the "Sustainable buildings" approach are to reduce the environmental footprint linked to the use of sites via:</p> <ul style="list-style-type: none"> <li>- Raising employee awareness about “green” energy practices (and generally good environmental practices), in order to fully involve them in the process;</li> <li>- The guaranteed optimal compliance with environmental regulations, and in particular those relating to infrastructure equipment (lighting, air conditioning systems, heating);</li> <li>- Optimization of the site's operating processes and equipments in order to reduce the associated energy consumption (electricity, steam, etc.) and reduce the greenhouse gas emissions generated by them.</li> </ul>	
<b>Detailed project description</b>	<p>The “Sustainable buildings” approach deployed at the Group's headquarters consists of a set of actions aimed at guaranteeing optimal use of energy on the site. This is reflected in particular by the following actions:</p> <ul style="list-style-type: none"> <li>- Implementation of a dual ISO 14001 (environmental management) &amp; ISO 50001 (energy management) management system, including the deployment of an environmental and energy policy accompanied by indicators allowing a thorough management of the energetic performance ;</li> <li>- Establishment of an environment and energy "Green Team" (also composed of site service providers) whose role is to lead and continuously improve the efficiency of the environmental and energy management system;</li> <li>- Launch of regular information campaigns for site employees related to eco-gestures (poster campaigns, creation of an e-learning module dedicated to the environment-energy approach, events, etc.);</li> <li>- Implementation of actions on infrastructure equipment: relamping campaigns, more precise control of heating and air conditioning, implementation of sub-metering systems to improve the tracking of energy consumption, optimization maintenance actions (removing sludge from circuits, etc.), removing or replacing obsolete equipment with more efficient devices, etc.</li> <li>- Optimization of waste sorting channels ;</li> <li>- Systematic integration of an analysis of the potential energy gain in the specifications of all works carried out on site.</li> </ul>	
<b>Main project's drivers for reducing the greenhouse gas emissions</b>	<b>Reduction levers</b>	<b>Details on the aspects of the project</b>
	<input checked="" type="checkbox"/> Energy and resource efficiency (including behaviour)	<ul style="list-style-type: none"> <li>- Implementation of more precise control of air conditioning and heating in the building</li> <li>- Installation of presence detectors in traffic areas and building parking lots</li> <li>- Awareness of eco-gestures for employees (creation of a dedicated e-learning module for example)</li> </ul>
	<input checked="" type="checkbox"/> Energy Decarbonisation	<ul style="list-style-type: none"> <li>- Installation of energy-efficient equipment (for example, LEDs can be up to 7 times less energy-consuming than a halogen lamp).</li> <li>- Thermal renovation of the building</li> </ul>
	<input checked="" type="checkbox"/> Energy efficiency improvements	<ul style="list-style-type: none"> <li>- Longer life of LEDs than halogen lamps</li> <li>- Optimization of printing equipment and greater use of digitization of documents (reduction of paper consumption)</li> </ul>
	<input type="checkbox"/> Improving efficiency in non-energy resources	
	<input type="checkbox"/> Emissions absorption: creation of carbon sinks, negative emissions (BECCS, CCU/S, ...)	
<input type="checkbox"/> Financing low-carbon producers or disinvestment from carbon assets		

	<input type="checkbox"/> Reduction of other greenhouse gases emission																															
<b>Emission scope(s) on which the project has a significant impact and quantification of GHG emission reductions per emission scope</b>	<table border="1"> <thead> <tr> <th data-bbox="472 409 815 607"></th> <th data-bbox="815 409 1145 607">Aspects of the project contributing to the reduction of emissions by emission category</th> <th data-bbox="1145 409 1540 607">Quantification of associated GHG emissions by emission category  Please follow the quantification methodology used in <a href="#">the Afep guidelines</a>.</th> </tr> </thead> <tbody> <tr> <td colspan="3" data-bbox="472 607 1540 636"><b>Reduction of the company's carbon dependency</b></td> </tr> <tr> <td data-bbox="472 636 815 712"> <b>Scope 1</b>  <i>Direct emissions generated by the company's activity.</i> </td> <td data-bbox="815 636 1145 712"></td> <td data-bbox="1145 636 1540 712"></td> </tr> <tr> <td data-bbox="472 712 815 1077"> <b>Scope 2</b>  <i>Indirect emissions associated with the company's electricity and heat consumption.</i> </td> <td data-bbox="815 712 1145 1077">           - Optimization (process and material) of site equipment            - Relamping         </td> <td data-bbox="1145 712 1540 1077"> <b>Scope 2 emissions:</b>            Electricity and steam 2015: 336 tCO<sub>2</sub>eq / year            Electricity and steam 2019: 263 tCO<sub>2</sub>eq / year            or a reduction of nearly 22% in CO<sub>2</sub>eq / year emissions in absolute value.             NB: the figures for 2020 are considered not to be representative, the COVID situation having led to the closure of the site for several weeks.         </td> </tr> <tr> <td data-bbox="472 1077 815 1227"> <b>Scope 3</b>  <i>Emissions induced (upstream or downstream) by the company's activities, products and/or services in its value chain.</i> </td> <td data-bbox="815 1077 1145 1227"></td> <td data-bbox="1145 1077 1540 1227"></td> </tr> <tr> <td colspan="3" data-bbox="472 1227 1540 1256"><b>Increase of carbon sinks</b></td> </tr> <tr> <td colspan="3" data-bbox="472 1256 1540 1330"> <b>Emissions Absorption</b>  <i>Carbon sinks creation, (BECCS, CCU/S, ...)</i> </td> </tr> <tr> <td colspan="3" data-bbox="472 1330 1540 1359"><b>GHG emissions avoided by the company at third parties</b></td> </tr> <tr> <td colspan="3" data-bbox="472 1359 1540 1503"> <b>Avoided Emissions</b>  <i>Emissions avoided by the activities, products and/or services in charge of the project, or by the financing of emission reduction projects.</i> </td> </tr> <tr> <td colspan="3" data-bbox="472 1503 1540 1601"> <b>Clarification on the calculation or other remarks:</b> Electricity emission factor from the network in France = France - Electricity - 2018 - average mix - consumption &gt; 0.0571 kg eqCO<sub>2</sub> / kWh         </td> </tr> </tbody> </table>			Aspects of the project contributing to the reduction of emissions by emission category	Quantification of associated GHG emissions by emission category  Please follow the quantification methodology used in <a href="#">the Afep guidelines</a> .	<b>Reduction of the company's carbon dependency</b>			<b>Scope 1</b> <i>Direct emissions generated by the company's activity.</i>			<b>Scope 2</b> <i>Indirect emissions associated with the company's electricity and heat consumption.</i>	- Optimization (process and material) of site equipment - Relamping	<b>Scope 2 emissions:</b> Electricity and steam 2015: 336 tCO <sub>2</sub> eq / year Electricity and steam 2019: 263 tCO <sub>2</sub> eq / year or a reduction of nearly 22% in CO <sub>2</sub> eq / year emissions in absolute value.  NB: the figures for 2020 are considered not to be representative, the COVID situation having led to the closure of the site for several weeks.	<b>Scope 3</b> <i>Emissions induced (upstream or downstream) by the company's activities, products and/or services in its value chain.</i>			<b>Increase of carbon sinks</b>			<b>Emissions Absorption</b> <i>Carbon sinks creation, (BECCS, CCU/S, ...)</i>			<b>GHG emissions avoided by the company at third parties</b>			<b>Avoided Emissions</b> <i>Emissions avoided by the activities, products and/or services in charge of the project, or by the financing of emission reduction projects.</i>			<b>Clarification on the calculation or other remarks:</b> Electricity emission factor from the network in France = France - Electricity - 2018 - average mix - consumption > 0.0571 kg eqCO <sub>2</sub> / kWh		
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<b>Modality of verification of the quantification.</b>	<b>Calculation standard used (ADEME base, GHG protocol, etc.):</b> ADEME Base  <b>Verification of the calculation (internal or external):</b> Primary data (energy consumption) are verified as part of the annual ISO 14001 and 50001 monitoring audits by the certification body (Bureau Veritas until 2020 then the LNE from 2021) as well as by the independent third-party organization. EY in the context of the publication of the declaration of extra-financial performance. CO <sub>2</sub> eq calculations are carried out using emission factors from the ADEME database																															
<b>Other environmental and social benefits of the project</b>	The "Sustainable Buildings" program contributes to the following SDGs: - SDG 7 Clean and affordable energy by improving the energy efficiency of the building stock; - SDG 9 Industry, innovation and infrastructure: making more rational use of resources and environmentally friendly materials; - SDG 11 Sustainable cities and communities by improving air quality; - SDG 13 Measures relating to the fight against climate change.																															

<b>Project maturity level</b>	<input type="checkbox"/> Prototype laboratory test (TRL 7) <input type="checkbox"/> Real life testing (TRL 7-8) <input type="checkbox"/> Pre-commercial prototype (TRL 9) <input checked="" type="checkbox"/> Small-scale implementation <input type="checkbox"/> Medium to large scale implementation  <b>Remarks:</b> <a href="#">click here to enter the level of maturity of the project</a>
<b>Capacity and conditions of the project reproducibility, with associated climate impact mitigation potential</b>	<p>The "Sustainable Buildings" program, based on internationally recognized management standards, can be reproduced on all of the Group's sites. The environmental benefits and the ROI may vary depending on the size of the site, the operational control status exercised (owner or tenant) and the initial energy performance of the site.</p> <p>Its deployment also requires a strong commitment from Management as well as the designation of a dedicated resource to oversee the action plan.</p>
<b>Amount of investment made (in €)</b>	Over € 200,000
<b>Economic profitability of the project (ROI)</b>	<input type="checkbox"/> ST (0-3 years) <input checked="" type="checkbox"/> MT (4-10 years) <input type="checkbox"/> LT (> 10 years)  <b>Remarks:</b> <a href="#">click here to enter the information</a>
<b>Engaged partnerships</b>	No
<b>Open comments from the project owner</b>	-
<b>More about the project</b>	
<b>Contact the company carrying the project</b>	<a href="mailto:Philippe.maesen@vivendi.com">Philippe.maesen@vivendi.com</a>
<b>Project URL links</b>	-
<b>Illustrations of the project</b>	 <p>The image consists of two parts. On the left is a poster titled "Toutes et tous green !" with the subtitle "Faciliter votre démarche de développement durable en 2013 avec nos 6 axes de travail. La green building". The poster lists six categories: "Circuit électrique", "Circuit de vapeur", "Concession de CO2", "Circuit d'eau", "Circuit de papier", and "Déchets". Each category has a small icon and a brief description. On the right is a photograph of a modern office hallway with a blue carpet, white walls, and a perforated ceiling with recessed lighting. Large windows are visible on the right side of the hallway.</p>

