

Consulting



#6

## OUR CHALLENGE

Responsible digital  
technology for  
resilient and  
attractive territories

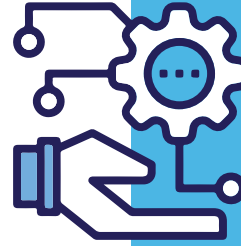


## Digital immersion at Victor's house...

Victor lives with his family in a charming house a few minutes away from the Porte des Deux-Moulins, in the heart of the vibrant urban city of La Rochelle, on the Atlantic Coast in Southwestern France.

For some time now, he has been wondering about the impact of the growing number of connected devices in his home. For sure, he notices that the last decade has been marked by a massive development of digital technologies that have opened the way to multiple innovations and applications. But what about their impact on the environment and on his city? What will happen in the years to come, as our consumption of digital technologies grows steadily?

Although Victor is wondering, one thing is certain: integrating digital sobriety into urban environmental transition is a necessity!  
For our future and for our children.



SUEZ Consulting supports territories and organisations in their responsible digital strategy



**An ambition reflected in the *Green for IT* approach and the development of *IT for Green* digital technologies to help preserve the environment.**

► Discover the responsible digital strategy deployed in La Rochelle!



# GOAL

Digital technologies require natural resources to operate and generate greenhouse gas emissions with a real environmental impact.

**20 years**  
to achieve **net-zero** carbon emissions,

mobilising all the urban territory's energies by involving citizens as broadly as possible

⇒ **Raising collective awareness of the environmental impact of digital technologies and deploying a dedicated action plan to minimise it.**

\*SUEZ Smart Solutions, Greenspector and Digital4Better

⇒ Working alongside the La Rochelle urban district and city councils, SUEZ Consulting's teams have developed a strategy for responsible digital technology with their partners\*. Fully aligned with the *La Rochelle Zero Carbon Territory* ambition, the strategy aims to reduce the territory's digital impact considerably.

⇒ Making digital solutions valuable drivers for territorial development, combining improved quality of life with more efficient urban services is one of our teams' areas of expertise.



# SOLUTION

## ⇒ SUPPORTING all local stakeholders with a responsible digital strategy:

- **Measuring** the impact of digital technologies with different tools: assessment of greenhouse gas emissions, life cycle analysis, a close collaboration with the Institut Numérique Responsable (INR) and tools development such as WeNR, a solution based on the qualitative and quantitative analysis of carbon footprint and responsible digital maturity
- **Raising** citizen and stakeholder awareness through conferences, workshops and interviews
- **Co-developing** a road map with concrete actions minimising the impact of digital technologies



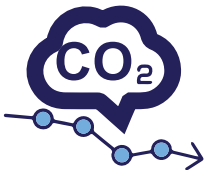
# DID YOU KNOW



4%

global greenhouse gas emissions generated by digital solutions, a figure that could double by 2025\*

\*Source: The Shift Project, 2020



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the urban territory's greenhouse gas emissions to achieve carbon neutrality by 2040



JANUARY 2021,

the French Senate adopts a draft law aiming to reduce the environmental footprint of digital technology in France

\*Source: French Senate

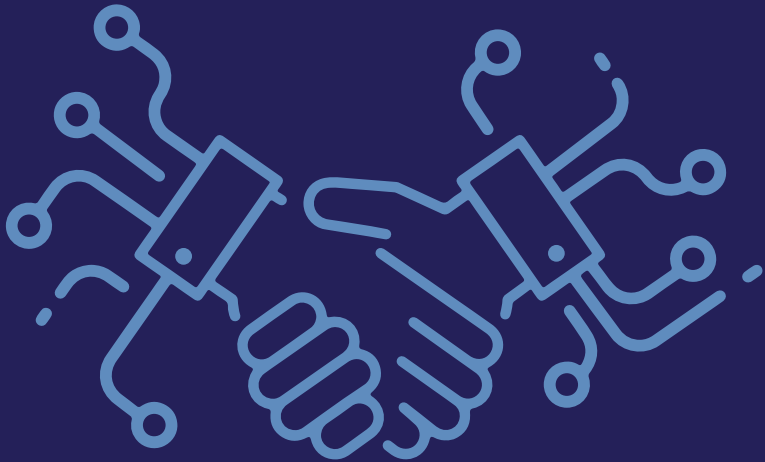


2019,

commitment by the La Rochelle urban district council to achieve carbon neutrality through the *La Rochelle Zero Carbon Territory*\* project

\*Source: <https://www.larochelle-zero carbone.fr/>

What actions have  
you been taking in  
favor of digital  
sobriety?



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