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Vodafone today confirmed that its entire European operations - including mobile and fixed networks, data centres, retail and offices - will be 100% powered by electricity from renewable sources from 1 July 2021, marking a key step towards Vodafone's goal of reducing its own carbon emissions to "net zero" by 2030 and across the company's entire value chain by 2040.

Vodafone will celebrate the milestone across Europe and raise awareness of its green network with a simultaneous consumer campaign that will include Vodafone's iconic brand turning "green" across key digital and social channels in 12 markets.

In the last year, Vodafone has continued to make significant progress towards ensuring the greening of the company's own activities, whilst accelerating the role that Vodafone's digital networks and technologies play in helping to address climate change. In July 2020, Vodafone brought forward its plan to purchase 100% renewable electricity in Europe to July 2021 from its previous target of 2025 and is committed to achieving the same step-change in Africa by 2025.

96% of Vodafone's total energy use during FY21 was in the form of purchased electricity. Following today's announcement, 100% of Vodafone's purchased electricity in Europe is now from renewable generation sources including where Vodafone is a tenant on other landlord's sites.

In 2020, Vodafone set an approved 2030 Science-Based Target in line with carbon reductions required to keep global warming to 1.5oc, becoming the first major telecoms operator to follow the emission reduction pathway developed for the ICT sector.

During the last year, Vodafone reduced its total Scope 1 and 2 greenhouse gas emissions by 30% year on year, to 1.37 million tonnes of CO₂e (carbon dioxide equivalent), driven by Vodafone's ongoing focus on energy efficiency and an increase in the proportion of renewable electricity purchased in Europe from 33% in FY20 to 80% in FY21.

Vodafone's energy use has remained broadly flat during the last year, despite a 47% year-on-year increase in mobile data traffic over the same period from 7,983 petabytes (PB) in FY20 to 11,714 PB in FY21. This is due to increased use of more energy efficient mobile technology and analytics, including M-MIMO that is approximately 70% more efficient than 4G.

Vodafone has invested EUR65 million during the last year in energy efficiency and on-site renewable projects, leading to annual energy savings of 135 GWh. Key energy efficiency initiatives have also included sourcing and deploying more efficient network equipment, gradually switching off the relatively less energy efficient 3G network and decommissioning legacy equipment in our core network.

From October 2020, Vodafone introduced a 20% weighting for environmental and social criteria when suppliers tender for new work. Vodafone's updated process now examines whether suppliers have environmental policies to address carbon reduction, renewable energy, plastic reduction, circular economy and product life cycle.

Vodafone's efforts have been recognised by global environmental non-profit organisation CDP for its decisive actions and transparency on environmental impact, securing a place on CDP's climate change "A List".

In July 2020, Vodafone committed to helping its business customers reduce their own carbon emissions by a cumulative total of 350 million tonnes globally over ten years between 2020 and 2030 - equivalent to Italy's total annual carbon emissions for 2019. Most of this saving will be made through Vodafone's Internet of Things (IoT) service, which improves the efficiency of logistics and fleet management, smart meters, manufacturing and other activities.

The Carbon Trust has calculated that Vodafone enabled its customers to avoid an estimated 7.1 million tonnes of CO₂e during FY21, with more than 54% of Vodafone's 123 million IoT connections directly enabling customers to reduce their own emissions.

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Web: <https://www.sumthingtasty.co.za/contact-us/>

Email: energystorage2000@gmail.com

WhatsApp: 8613816583346

