

SUSTAINABILITY STRATEGY

Sustainability is one of the core starting points for the Media Park. Structurally it will be taken into account as part of the physical and programmatic transformation.

A smart energy grid will be created based on an energy analysis. It will allow an energy change towards sustainable energy.

Thus, it will contribute to sustainable energy.

The sustainability strategy for the Media Park identifies three long-term key goals:

1. Reduction of CO2 emission by 90% in order to achieve climate neutrality by 2050. The aim is to introduce renewable energy networks that will offset energy generation with energy consumption. With a considered energy management scheme, the Media Park may transition into exporter of energy, rather than a consumer.

2. Build an energy efficient Media Park by neutralizing redundancies in power supply. Due to rapid transfer to cooling-demanding server parks, redundancy in cooling has become a key challenge. With the use of a smart grid and battery power supplies peak time consumption could be better managed and improve the energy management of the Park as a whole.

3. Achieve label C accreditation. This goal should include all Media Park buildings and public spaces as well as energy and ICT networks.

Starting now demands:

- An overall energy analysis;
- Using present and future rooftops for harvesting energy;
- Flexible energy hubs where needed as a basic start for an energy grid;
- Using leftover heat from data centres for heating buildings on and around Media Park;
- Collecting the experience as an input for perfecting sustainability strategy;
- Building circular.

All of this is also according to Energieneutraal 2050 as part of the Coalition Agreement.

