## 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 a energy analysis. It will allow an energy change towards sustainable energy.

Thus, it will contribute to sustainable energy.

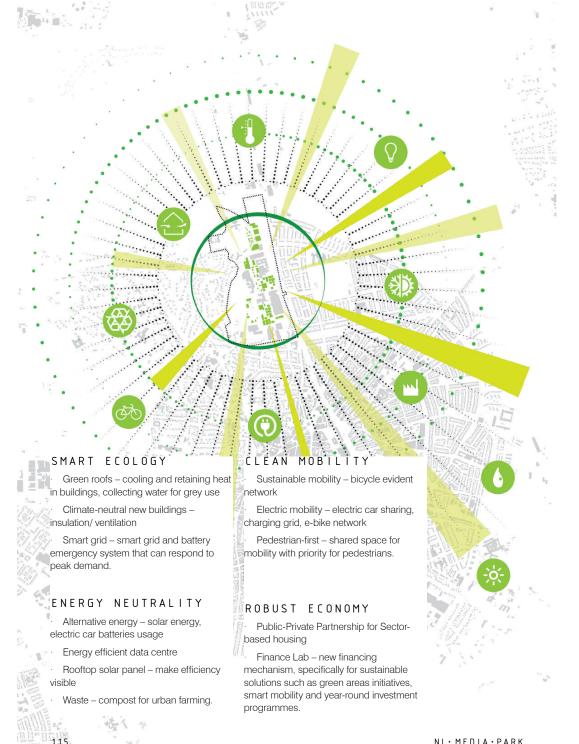
The sustainability strategy for the Media Park identifies three long-term key goals:

- 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.



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