



**LEADER
FIELD**

APPROACH OF DIGITAL SOBRIETY

Leaderfield - CSI

Conseils, Sondages et Interviews

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Preamble

CSI is a telephone data collection company for market research, which is committed to acting ethically and responsibly in all its activities. As such, it has gradually committed since 2020 to a digital sobriety approach that is itself part of a global approach reducing our carbon footprint, reducing energy consumption and limiting the use of computer and electronic equipment to what is strictly necessary since 2019.

Concrete actions implemented

- **Drastic reduction of IT infrastructure :**

- in October 2021 CSI abandoned its old infrastructure in its Nice headquarters at the time consisting of more than 30 servers as well as a 420-port Alcatel Lucent Omnipcx PABX to allow for its switch to VoIP telephone technology in September 2019. In fact, CSI only kept two HPE ProLiant DL380 servers in addition to a very large HPE BladeSystem C7000 10 U server with 16 blade servers, going from a consumption of 32 KW for the IT and telecoms teams to 7500 W while hosting this equipment at Equinix in Paris (which we will discuss later);
- On the one hand, because the HPE BladeSystem C7000 was reaching the end of support for security updates at the end of 2022 and to complete the virtuous approach, CSI invested in a new, very powerful but ultra-compact Dell server measuring only 4U and allowing it to manage with VMs all the infrastructure necessary for the efficient operation of CSI while being very energy efficient, not exceeding 2000W at full load and generally consuming around 1000W and dropping to less than 200W in the evening when it is not in use (apart from during backups which are done in the evening).

- **The use of teleworking and the reduction of the surface area of premises:**

- CSI has been involved in an approach to encourage the practice of teleworking since 2019. This paid off with the advent of Covid and the first lockdown on March 17, 2020. The next day, CSI was working remotely at 80% of its capacity and at 100% on March 19. Having had time to properly experiment with the work and having perfected its methods of organizing operations and perfecting the exploitation by its management of the methods of assistance and monitoring of the work of investigators and having obtained very encouraging results both qualitatively and quantitatively, CSI generalized the approach which also allowed it to recruit the best resources without limiting itself to the Nice area, which greatly improved the level of its resources and no longer experiences tensions on this aspect during periods of high workload. Since 2021, CSI has worked more than 85% remotely;
- From 850 m² occupied since 2000, CSI has gone down to 520 m² in 2019 and currently only occupies 70 m² for its staff who do not have the possibility or do not wish to work from home, which remains very low;
- The energy savings that have been made are very significant (around 80 KW).

- **Reducing paper use to the bare minimum**

- All exchanges between staff members are now done electronically and on-screen. Paper printing has become marginal and limited to administrative documents. In addition to savings in paper consumption, CSI has gone from 7 printers/scanners in 2016 to 5 in 2019 and only 1 currently in the administrative department.

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- **Installation of all equipment at the Equinix Paris Data Center**
 - Equinix is the world leader in data centers with the highest standards of quality and continuity of service. But CSI chose Equinix because this company offers many advantages in line with the objectives that CSI has set for itself.
 - Equinix is certified for the following standards, the first of which are consistent with our digital sobriety objectives:
 - **Climate Neutral Data Center Pact**
 - Cyber Essentials
 - **EU Code of Conduct**
 - HDS
 - **ISO 14001**
 - ISO 22301
 - ISO 27001
 - ISO 45001
 - ISO 50001
 - ISO 9001
 - PCI DSS
 - SOC 1 Type II
 - SOC 2 Type II
 - But the benefits offered go beyond these certifications and are specific to the commitments made detailed below:
 - **Climate Neutral Data Centre Pact**
The Climate Neutral Data Centre Pact is a commitment by industry players and trade associations of cloud and data centre infrastructure services in Europe to achieve climate neutrality by 2030;
 - **EU Code of Conduct The Code of Conduct has been created to inform and encourage**
data centre operators and owners to reduce their energy consumption in a cost-effective manner without compromising their vital function. It aims to improve understanding of energy demand within data centres by raising awareness and recommending best practices and targets for energy efficiency;
 - **Green Mark**
The “BCA Green Mark 2021” (GM: 2021) is an internationally recognised green building certification system designed for tropical climates. It encourages industry and professionals to collaborate and develop green building solutions to improve the sustainability standards of Singapore’s built environment;
 - **Eco-friendly roofs**
Data centers such as AM3, ZH5 and PA6 have green roofs. This practice helps keep buildings cool, reduce cooling costs and runoff water that is commonly responsible for flooding and polluting lakes and rivers;
 - **23% reduction in**
Scope 1 and 2 operational emissions (market-based emissions) compared to the 2019 baseline;

- **Use of laptops**

The corollary of the use of teleworking is that the work that was previously done on desktop computers is now done mainly on laptops, which are more economical and better monitored, naturally, and switched off when they are no longer needed, reducing the energy consumption linked to the production of our surveys;

- **The digitalization of HR processes from A to Z**

From the submission of applications, to their processing, to selection, to the submission of the administrative file, to the generation of employment contracts, to their electronic signature and sending by email, to the retrieval of staff working hours, to the generation of pay slips and their sending by email, there is no longer any paper linked to the entire HR process. In addition, we are at the final stretch of setting up digital safes which will eliminate the need to send emails;

- **staff**

of the aspects mentioned in this document Raising awareness among new recruits of the aspects described in this document is integrated into the initial training process. It is also planned to provide a reminder of these principles twice a year. Programming is currently being set up for the

In conclusion

For almost 5 years, CSI has been aware of the importance of digital sobriety initiatives and the concepts of reducing energy consumption and carbon impact in relation to the exercise of its various functions. It has implemented various actions that we believe are significant and that are part of this framework. That being said, we are always on the lookout to identify other possible actions and implement them.