

Butagaz s'engage

People - The Planet - Ethics - Sharing



Foreword

Let's work together!

Cléopatre Darleux and Nikola Karabatic, multi-medal winners and Handball icons, need no introduction. Their achievements often make the headlines, but today they wanted to talk about their involvement in the Butagaz Group Foundation as part of their social commitment to the energy transition. Let's hear from the champions.

Nikola Karabatic:

"I am fully aware of how lucky I am to be able to live out my passion for my sport and to have been able to contribute to winning international titles for the French team. But life goes far beyond the court or the dressing room, no matter how strong the emotions we experience during a competition! It would be very limited and selfish to remain blind to the consequences of global warming. Like all world citizens, I am very aware of the climate emergency. My "ecological awakening" happened when my first son was born. Becoming a parent is a unique experience that really propels you into the future because it is your child's future! I think Cléopatre has been on a similar journey."

Cléopatre Darleux:

"Yes, it was when I became a mother that the issue of our deteriorating climate really hit me. As a mother, I realised that my daughter was part of the generation that would be most affected by the negative impacts of global warming. You only need to take on board a little information to understand that everyone is going to be reaping the consequences. By 2030, one in two people will have no access to drinking water, and over 60% of species and plants are already threatened with extinction! These are scientific realities that show us why it is so important for us all to act now, at our own level."

Nikola Karabatic:

"I learnt from my experience as a high-level athlete that excellence requires action, and that is why I have changed my everyday habits. I no longer use plastic bottles; I eat organic and local food; I avoid unnecessary travel, and choose to use the least polluting modes of transport, etc. It's encouraging that individual initiatives are being picked up by whole communities. I feel like I'm part of a collective movement, which reminds me a little of the competitive spirit you develop in team sports. Individuals are pushed to give their best, and at the same time benefit from shared momentum."

Cléopatre Darleux:

"It's a unifying feeling that is a lot like the experience of an athlete. For example, when the French Handball Federation and the Butagaz Group develop initiatives such as offsetting greenhouse gas emissions linked to international competitions, standing up for gender equality, and supporting sports for all, I feel an individual joy at getting involved in these campaigns. I am proud that my sport gives me the opportunity to set an example. As a top athlete, I know that I can inspire people to find a new vocation and change their behaviour. I want to be a good role model. This is also why I joined the Butagaz Group Foundation board."

"We are all teammates and we can all get involved!"

Nikola Karabatic:

"I agree with Cléopatre and that's why we have worked together on campaigns carried out by the Foundation. I have had to face reality, since joining the Butagaz Group Foundation Board, which aims to put the energy transition within everyone's reach. I meet people and contribute to improving their everyday life today, while maintaining the right balance for tomorrow. This is an operational dimension at a human scale, and I have a personal role to play in that..."

Cléopatre Darleux:

"In this struggle to preserve the planet for our children, we are all teammates and we can all get involved!"



Editorial

“CSR strengthens our development strategy”

In a challenging and complex environment, with multiple waves of Covid and a general increase in energy costs, we have stuck to our development strategy, and stayed focused on our values and on pursuing our investments in renewable energies. The recent acquisitions of Ekivolt, Soltéa and Solewa demonstrate our desire to expand our model.

Apart from the acquisition of our subsidiary Gazarmor, all our investments this year have been directed towards sustainable development. Our growth is exclusively built around renewables, including energy efficiency and renewable energies. Similarly, we are investing internally to manage Energy Savings Certificates (ESCs) more effectively and make them a strong focus for business development.

Every day, all Butagaz Group employees interact with their environment and are committed to rooting the energy transition in their region.

Their local approach is a key feature of our identity and contributes to both the financial and non-financial performance of our organisation. I would like to thank them here.

“All our investments have been directed towards sustainable development”

Florence de Noray

Vice President of Finance, Continental Europe



EcoVadis Gold medal!

For the second year in a row, the Butagaz Group has been awarded the Gold medal, with a 10-point improvement in its overall score.



Interview

Emmanuel Trivin

Butagaz Group CEO

Becoming a multi-energy specialist is a rational decision

We can often learn or find inspiration by looking back over history. On 21 March 1931, Mr Marcellin and Mr Delaplace filed the articles of association of the company URG (Usage Rationnel du Gaz - Rational Use of Gas), which later went on to become the Butagaz Group we know today. Think for a moment about the word “rational”, which characterises a corporate mindset that still continues to this day in our commitment to the local energy transition.

What advice could be more rational than telling our users to “consume less and more efficiently”? What greater management objective is there than to ensure equality and guarantee the safety of the women and men who work for and with our company? What better performance criteria than reducing our carbon footprint could we logically integrate into our organisation? Finally, what more reasonable commitment could we make for future generations than to develop new and sustainable energy sources?

This third edition of our CSR report reflects the many initiatives that demonstrate that times are changing and our company is evolving to become a multi-energy specialist, but that rationality still guides our collective energy.

“Rationality still guides our collective energy”

STANDARDS

The Butagaz Group has defined its mission around supporting its customers and stakeholders in their local energy transition. To meet its new long-term commitment, the company has transformed into a multi-energy, multi-service supplier. The CSR policy is the leading driver of this change and is structured around 4 pillars that form a roadmap for the entire organisation: Ethics, People, the Planet and Sharing.

In December 2020, the Butagaz Group strengthened its CSR approach by adhering to the United Nations Global Compact and incorporating the Sustainable Development Goals into its commitments.

Ethics

Our contribution to the SDGs



Making transparency and local approach an asset



As a popular brand widely known across France, the Butagaz Group is also a mid-cap company which implements a local management approach that holds itself to the highest ethical and control standards.

People

Our contribution to the SDGs



Making Butagaz a great place to work



As an industrial company that deals with specific risks and employs men and women of different generations, the Butagaz Group focuses specifically on human safety, well-being, equal treatment and skills development.

The Planet

Our contribution to the SDGs



Helping the energy transition and reducing our environmental impact



As a multi-energy supplier, the Butagaz Group feels that it has a responsibility and a role to play in fighting climate change and pollution, protecting the environment, preserving resources and encouraging its customers to consume less and more efficiently.

Sharing

Our contribution to the SDGs



Creating value and sharing it with our stakeholders



The Butagaz Group has traditionally had an active local presence, especially in rural areas, and is involved in regional planning in terms of job protection and development, and when it comes to access to energy for all. It uses its performance to serve shared economic development with its stakeholders.

The Butagaz Group and the Sustainable Development Goals

The Butagaz Group's actions are consistent with the United Nations agenda through the 17 Sustainable Development Goals (SDGs) and 169 targets. The company examined each goal and target with two questions in mind:

- How does this affect us?
- What can we do to take action?

The Group has identified 12 SDGs (see chart below) that resonate with its activities and the way it wants to do business in the long term. The Butagaz Group's contribution can be broken down into 3 levels of commitment. The most obvious are SDG 7 (Affordable and Clean Energy) and SDG 13 (Climate Action), which essentially express the Group's mission and purpose in and of themselves.





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Ethics

Pursuing ethical practices together

Regulatory compliance is essential but not enough. Since its inception, the Butagaz Group has regarded ethical practices as the common foundation for all the players in its ecosystem and as the best way to ensure business sustainability.

To foster this corporate culture, the Group has adopted dedicated tools and regularly organises awareness and training sessions for new hires and existing employees. The fundamental rules are also communicated to stakeholders through specific documents and the exemplary behaviour required of employees.



Ethics: creating long-term value

All Butagaz Group companies took part in Ethik Week, representing around 1,000 people across France, including 80 speakers. This week was organised around the theme of courage, and afforded the opportunity to reaffirm the Group's commitment to its corporate values. Discussion between colleagues also helped to strengthen cohesion and trust thanks to stories from employees, Executive Committee members and Christian Clot, explorer, researcher and founder of the "Human Adaptation Institute". A dedicated digital platform allowed everyone, including newcomers, to walk an ethical path.

OUR ACTIONS

Business ethics

Since the beginning, the Group has cultivated the values of respect and responsibility with all its stakeholders. All employees therefore receive and undertake to comply with the following reference documents: the Code of Conduct, Ethics Charter, Diversity and Inclusion Policy, Anti-Corruption Policy, Competition Law Handbook, Computer Resource Use and Data Security Charter, Social Media Charter.

A constant effort

Defending ethical practices is a constant concern that requires awareness on an individual level. Besides the various materials dedicated to the subject, the company has increased the number of multi-format actions to ensure that everyone is mindful of the values, rules and commitments that need to guide our behaviour.

For example, in autumn 2021, the Butagaz Group organised an "ethics and compliance week" along with other recurring actions such as:

- training modules on the Code of Conduct and the Butagaz Group's commitment to protecting and respecting human rights (mandatory for all employees),
- individual training seminars on competition law, regular presentations on topics related to the company's compliance programme.

Role and place of CSR

The CSR approach is implemented across the company's value chain. It is part of our culture. We share the CSR report with stakeholders (employees, customers, partners, etc.), carry out regular internal and external communication on CSR issues, and organise awareness-raising activities. In 2018, an internal working group was created to launch and structure the CSR approach. The members of the group changed in 2021 to involve new people from every area of the company and to increase information sharing. At the same time, a CSR Steering Committee (COPIL) was created and is led by Emmanuel Trivin, Butagaz Group CEO. This attests to the importance of CSR and its influence in the company's development strategy.

EcoVadis has been assessing Butagaz since 2018. In 2022, the company obtained a Gold medal, improving its score by

10 points compared to last year. This performance demonstrates the extent to which CSR issues have been instilled in the company's corporate culture.

Responsible purchasing

Butagaz has placed its policy of integrity at the heart of its ecosystem and chooses suppliers and partners that adhere to the same high ethical standards. All the company's suppliers are required to at least comply with the Code of Conduct incorporated into the Terms and Conditions of Purchase. Responsible purchasing is part of a concerted approach with all suppliers. They are asked to sign the Responsible Purchasing Charter and engage in dialogue on CSR issues. For example, in 2021, some subsidiaries tested the purchase of refurbished mobile phones. This experiment will now be extended to the entire Group.

Whistleblowing

Butagaz has implemented dual whistleblowing procedures that encourage employees and external stakeholders to report potential rule violations. Employees are able to report to the Ethics Committee, or through an independent Safecall service. Whistleblowing is always confidential and secure, and can be anonymous on request.



Our contribution to the SDGs



80/100

EcoVadis score in the ethics category



Olivier Fortun, Director of Operations of the "Butagaz à votre service" subsidiary.



Ethics

Ethik Week: everyone involved!

Ethics is one of the 4 pillars of the Butagaz Group's CSR policy, and it is committed to making daily progress on the issue with its teams. Ethik Week, held in October 2021, was one of the highlights of the year, designed to bring employees together to discuss a topic in which they are on the front line, requiring some perspective.

Against the backdrop of the health crisis, events throughout this ethics week were held remotely via the MS Teams platform and a dedicated intranet website. The Butagaz Group turned the requirement for social distancing into

an opportunity by allowing more employees to attend the webinars, with audiences sometimes exceeding 500 people, not including those who participated locally after the event. This more direct form of communication was appreciated by teams. The week began with a presentation by Emmanuel Trivin, and videos with the testimony of various employees

confronted with situations where they had to make an ethical choice. Ethik Week featured talks by members of the Executive Committee, employees and an external speaker - Christian Clot, a French Swiss explorer, writer and researcher, who brought new insights to the subject. He has led expeditions and research in the most extreme places in the world, meaning

that he has experienced crisis situations where ethical issues have played a crucial role in ensuring his own survival and that of his teams.

A systemic approach to the subject

The Butagaz Group decided to continue promoting the content created at this event by publishing it on the intranet and creating a platform to answer anonymous employee questions. To date, the platform has attracted 1,926 visits and 37 questions/answers. A digital platform has also been created to easily locate reference documents on ethics and

“For me, ethics in business is the only weapon that allows you to face a difficult situation with confidence and the knowledge that you are doing the right thing.”

compliance (Code of Conduct, whistleblowing, conflicts of interest, competition law, GDPR, etc.). Ethik Week provided a real opportunity to take a step back and reflect on ethical behaviour.

It follows on from actions already taken by the Group, which ensures that the subject is integrated into all its activities, thanks to the Ethics Committee. There are also regular training courses to strengthen team engagement.

Olivier Fortun, “Ethics at the heart of customer relations”

Olivier Fortun has been Director of Operations of the “Butagaz à votre service” (Butagaz at your service) subsidiary since July 2019, managing a team of 7 employees. He is one of the managers who shared their experience at this first edition of Ethik Week.

“Today I am aware that I represent a brand, with its intrinsic values, including ethics. When talking to a client, I speak on behalf of Butagaz. Poor behaviour on my part can have major consequences on the reputation of the company and therefore on my colleagues. When I joined the Butagaz group, I was impressed by the extent of its commitments.

As soon as I joined the company, I was made aware of ethics through the Code of Conduct and the Ethics Charter. I regularly receive training that helps me to adopt a different approach to complex situations. Because I have been made aware of this subject in advance, I am able to take a step back when talking to a dissatisfied customer, for example. I am able to defend the company's position, a business context or both at the same time. For me, ethics in business is the only weapon that allows you to face a difficult situation with confidence and the knowledge that you are doing the right thing.

I choose to be courteous and I am able to defuse difficult situations, calm people down and often successfully resolve the issue. Providing an unhappy customer with solutions is very rewarding!

Seeing my colleagues also doing the right thing is very reassuring. We are all moving forward in the same direction, and we are all engaged in making a difference at our own level. The company's efforts to promote ethical issues on a daily basis have helped me to take the topic on board as a manager, so that I, in turn, can guide my team on the path of ethics and compliance. Adopting ethical behaviour gives me peace of mind because I know that I am doing the right thing. I'm making progress thanks to the values of the Butagaz Group and it also guarantees the long-term future of our company!”



Ethics

The right to disconnect: better understanding for better application

The definition of the right to disconnect, how it is understood by employees, how it is applied, and its implications for managerial practices, have taken on a new dimension following the development of remote management. Nelly Hapdey, Head of the Butagaz Digital (IT) and CRM (Customer Relationship Management) team, secretary of the CSE¹ and CFE-CGC² union representative, and Céline Meyrignac, external HR consultant, shed light on the subject.

A case-by-case approach

For Nelly Hapdey, the right to disconnect is “the ability, at a given moment, to switch from work life to personal life, and to establish a boundary between the two spheres in order to be fully present in each of them”. This right comes with certain responsibilities, but is an integral part of ensuring the quality of working life. Céline Meyrignac provides an additional nuance by distinguishing between “the right to disconnect during the workday and outside of working hours.” Employees working from home may need time when they cannot be contacted so that they can focus and produce higher quality work. To provide a framework for the exercise of this right, Butagaz signed a company-wide agreement on the right

to disconnect in January 2021, with employee representative bodies. The agreement does not contain any inspection procedures. “It’s common sense and everyone’s responsibility to ensure that this right is applied,” insists Nelly Hapdey. The diverse range of situations makes it impossible to set a uniform rule (constraints, employee wishes). Every employee is able to apply their right to disconnect. If an individual wants to work outside of normal working hours for personal comfort, that’s fine, as long as it doesn’t generate stress for colleagues. “For people in more cross-cutting roles that involve travel, ambiguities may arise,” notes Céline Meyrignac. “The variety of managerial practices within the Group and the shift from an industrial culture to a more service-

oriented culture have also affected how people exercise their right to disconnect.”

“Managerial practice is also evolving thanks to this discussion.”

Encourage dialogue and training

The key to compliance with the right to disconnect is dialogue. “Employees, managers, trade unions, HR and the company as a whole are all responsible for making sure this works,” explains Nelly Hapdey. “It is through structured feedback that managers can adjust an employee’s



Céline Meyrignac, external HR consultant.

“The shift from an industrial culture to a more service-oriented culture has also affected how people apply the right to disconnect.”

practices. Managerial practice is also evolving thanks to this discussion,” says Céline Meyrignac. “When an employee’s colleagues identify a problem, such as working on

weekends, they can initiate dialogue to find out whether this approach is voluntary or forced. If it is the latter, they have a duty to report the information,” says Nelly Hapdey. The Butagaz trade unions (CGT, CFE-CGC, CFDT) are working to ensure that employees’ rights are respected by maintaining ongoing dialogue with management. “When an employee raises a problem, we ask for their agreement to discuss it during our regular meetings with management in order to find a solution,” says Nelly Hapdey.

Information sessions are regularly organised to raise awareness among all employees about their right to disconnect. Managers receive specific training. “Before the health crisis, the right to disconnect was covered as part of the annual review. Now, it is approached from the perspective of remote management,” explains Céline Meyrignac, who leads these training courses. We are now considering building a community of best practices for the managers who have received training in order to keep this area moving forward.

¹ - CSE: Economic and Social Committee
² - Confédération Française de l'Encadrement - Confédération Française des Cadres (French Confederation of Management - General Confederation of Executives)



Nelly Hapdey, Head of the digital (IT) and CRM (Customer Relationship Management) team at Butagaz, secretary of the CSE and CFE-CGC union representative.



People

Making Butagaz a great place to work

The Butagaz Group is committed to ensuring the safety of its employees who work in diverse facilities and sometimes high-risk environments. Positioning itself as a multi-energy specialist has led it to invest in new areas and integrate new staff. However, the company continues to uphold the roots of its management model, based on respect and mutual cooperation, through a rigorous QHSSE (Quality, Health, Safety, Security, Environment) policy.



Maintaining relationships

In 2021, despite the COVID crisis and the widespread use of remote working, Butagaz has maintained relationships between its employees by organising several online events: multiple presentations with question and answer sessions, interactive quizzes (in particular, on the topics of disability, responsible purchasing and handball), discussion with members of the executive committee, 6 Blue Day, Ethik Week and more.

OUR ACTIONS

Workplace health and safety

The Butagaz Group manages industrial sites subject to Seveso regulations, oversees dangerous goods transport activities, trains its travelling staff in road safety (defensive driving training), and also ensures the compliance and maintenance of its customer's facilities through regular technical inspections of tanks. Workplace health and safety is regularly addressed throughout the year to ensure that a zero risk culture permeates every level of the company. That's why the majority of training each year is dedicated to Quality, Health, Safety, Security, and Environment (QHSSE) and the company organises at least one national safety day every year for each site, whether they are industrial or tertiary sites.

Skills development and professional integration

The Butagaz Group leads a number of actions to launch careers or help improve the qualifications of its teams and maintain the employability of its staff. The company supports professional integration and offers a range of careers for people with or without degrees. It also cultivates partnerships with several external institutions, such as MyJobGlasses, a platform that brings together students and professionals.

Equal opportunities

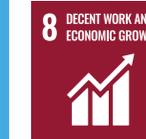
Gender equality is a reality across the entire Group, which has an overall index of 91 and a strict gender balance on its executive board (4 women / 4 men). Besides working to prevent harassment and discrimination, Butagaz also has an inclusion and diversity policy.

Disability

The company has begun to catch up when it comes to disability, with direct hiring, recognising the disability status of existing employees, and appointing three disability advisors. A specialised external consulting company is also helping the Butagaz Group to implement an action plan adapted to each subsidiary. Thanks to an extensive training and communication policy, Proxigaz went from 0 disabled workers to 6 employees recognised as disabled workers in December 2020. This initiative has been extended into various subsidiaries and a dedicated initiative is currently being carried out in Butagaz SAS.



Our contribution to the SDGs



1.05
LTI* in 2021

* The number of lost time injuries/accidents, which occur over a 12-month period per million working hours.



Employee engagement survey: a barometer of expression and action

In 2021, as part of an initiative by its shareholder DCC, Butagaz launched a survey to assess employee satisfaction. The results have led to various corrective actions across the Group and in its various entities. Trevor Smith, Butagaz Group HR Manager, who is coordinating the general action plan, takes stock of the initiatives taken to date.

Trevor Smith,
HR Manager
at Butagaz SAS.

A new format for a culture of feedback

To be as inclusive as possible, the survey was sent to all Butagaz Group employees: office staff and staff on industrial sites, as well as all subsidiaries (Logigaz, Distrinord, Proxigaz, Gazarmor, Gaz Européen and Butagaz à votre service). People with a work email address sent their responses via a unique link. Computers were provided for employees without work email addresses, who also received a longer deadline. DCC wanted to approach employee satisfaction in a cross-cutting way via various themes, including understanding of company targets and strategy, autonomy, workload and recognition.

The questionnaire was designed by DCC, taking into account the Group's values and the employee experience. The operational success and anonymity of the survey were guaranteed by an external agency called People Insight. The response rate across the Butagaz Group was 88%. The participation of industrial sites (86%) reflects good use of digital devices by operators. After analysis by the management committee, the results were shared in two stages: general communication of results from all departments, sent to all employees, and then more detailed data sent to the relevant entities and departments.

Immediate actions

The survey highlighted the fact that the value of respect is truly embodied within the Group, which is expressed through professional behaviour at all levels of the company. Another standout result from the survey is a good understanding of the company's challenges and its growth opportunities by employees. Participants also felt that the Butagaz Group makes the safety of its teams a priority. However, employees expressed the fact that they did not always have the right level of

the Group has created a real opportunity for discussion with Ethik Week. To deal with any doubts expressed about the future of remote working after the lockdown periods, there have been discussions, tests and even definitive implementation within the various Group entities. Finally, the survey revealed that employees had questions about their professional development within the company. An intranet page showing all available job offers now gives employees more visibility on internal mobility opportunities.

“The employee engagement survey is a good tool for improving Group cohesion.”

information about the activity of other departments in the Group, *“which seems a little paradoxical given that the employees claimed a strong understanding of the company's challenges”*, adds Trevor Smith. To promote inter-department communication, a two-hour webinar is held quarterly by the Executive Committee to provide a business update. *“This webinar has been very successful and gives employees the opportunity to access company news,”* explains Trevor Smith. Employees also acknowledged that they sometimes lacked the confidence to share their questions or concerns. In response,

The annual review campaign will also be reviewed in the near future. Other actions have been taken within the subsidiaries. For example, Proxigaz has launched renovations to improve the working environment of its teams. *“In view of the feedback we received and the actions we launched, the employee engagement survey is a good tool for improving Group cohesion while respecting each of its entities' identity and how they operate”*, concludes Trevor Smith.



People

Disability policy: a virtuous snowball effect

The law “for the freedom to choose one’s professional future” has put the professional inclusion of disability within the scope of the responsibilities of any company with more than 20 employees. The Butagaz Group has identified a significant need for progress in this area, and reached out to Handifeel’s, a consultancy company specialised in disability policy, in order to extend the approach launched by its subsidiary Proxigaz in 2019.

For two and a half years, Handifeel’s has supported Proxigaz in developing and implementing a tangible and lasting disability policy. “It was more than just meeting a nice client - Proxigaz was our very first customer and we really clicked with Bertrand Pujo and Anne Bouteille. Proxigaz had the values to properly grasp the issue. However, the company was forced to pay higher disability contributions and was not aware of its legal obligations”, note the co-founders of Handifeel’s, Angélique De Barros and Aude Rey. To raise the awareness of teams, Handifeel’s designed visual communication campaigns and interactive quizzes. Disability drop-ins gave employees a special positive space for dialogue. The CSE and executive management received training at the same time. “They are

very operational modules that give people the resources they need to approach the subject with confidence and adopt the right reaction to a given situation,” explain the two partners. Another area in which Proxigaz wanted to move forward was the recruitment of disabled workers. To support this, Handifeel’s assesses the skills of applicants, whether their

and expectations of all. We do not put forward more than 2 profiles per position”, explain Aude and Angélique. In the end, 4 people with disabilities joined Proxigaz, including the disability representative herself. Their integration has been successful. “We saw quick results from the first year. This proves that it was an integral part of the company’s values.

“The challenge for Butagaz is to work within an existing system that can be improved.”

health condition is suited to the job offer, and the possibility of making adjustments to the role. “Because we know the working environment and managers very well, we can be extremely precise in how we target a job offer in order to meet the needs

Today, Proxigaz manages its disability policy independently, which is always our end goal”, notes Aude Rey. On the basis of this conclusive feedback, the Butagaz Group asked Handifeel’s to consolidate its disability policy and deploy it on a larger scale.



Angélique De Barros and Aude Rey, Co-Founders of Handifeel’s.

“Unlike Proxigaz, where everything was built from scratch, the challenge for Butagaz is to work within an existing system that can be improved. Two disability representatives, Gabrielle Tessier and Juliette Vincelet, were appointed in 2019, but they need support and training on the subject, especially as this job comes on top of the responsibilities they already have in their respective roles. Other actions have already been carried out by Butagaz, but need to be reviewed. A broader scope needs to be taken into account, covering a wide variety of situations and professions.

The approach at Proxigaz is limited to one entity, but at Butagaz, it is multi-site and includes geographically dispersed industrial units and offices. In any case, the Butagaz Group’s management is just as committed to the subject. This drive is essential in order to create momentum”, explain Angélique De Barros and Aude Rey. The first awareness-raising actions were launched in November 2021 and tailored to the type of sites: “In an industrial environment, disability is often equated to production line constraints. The subject had to be reframed so that employees could

understand it from a non-restrictive perspective, and to encourage them to speak out. We have organised themed webinars and have seen a high participation rate,” say Aude and Angélique.

Training for managers working in Petit-Couronne, Levallois-Perret, Rognac and for the CSE has been completed. The Human Resources team is currently receiving training. The two disability representatives responsible for this issue will soon be trained on how to share best practices in the long term.

Amandine Besencourt,
Managing Director of
Logigaz Nord/
Distrinord Gaz.



People

“Our gender diversity policy is founded on sincerity”

The Butagaz Group has a high gender equality index. To understand the reality behind the figures, we asked Amandine Besencourt, Managing Director of Logigaz Nord /Distrinord Gaz, to talk about her career in the company. A woman talks about everyday life at work.

“I joined Logigaz Nord in March 2008 as a customer advisor. The subsidiary had just been created in Amiens and I had recently got married and wanted to start my career to ensure my financial independence. At the time, I took the risk of interrupting my studies as I was in my second year

of a Master’s degree in political science,” says Amandine Besencourt. “I was quickly promoted to the position of “team leader”, where I stayed for 7 years before becoming head of sales administration in 2017. At that time, my director was preparing for retirement and thought I might be able to replace him. For two years, he gradually

gave me additional operational responsibilities, alongside my administrative duties, and he acted as a mentor so that I could learn from his experience. In 2020, I became Managing Director of Logigaz Nord and Distrinord Gaz. I am proud and happy in this role, and feel very fulfilled.”

“I don’t think that I’m a role model or particularly out of the ordinary in the Butagaz Group. Equality between men and women is part of our DNA, and it is natural because it is sincere. The proof of the sincerity of the approach lies in the pay scale. At the two entities I manage, and in the Butagaz Group, each position requires a skill and not a gender! So whether you are a man or woman, if you have the skills, you have a shot. There are no barriers or obstacles. This is something I often talk about when we organise recruitment sessions - here, women can plan to have the same careers as men. That’s something that speaks to the younger generation. Similarly, 70% of the management team is promoted from within. I don’t engage in positive discrimination, but I do make sure that the opportunity I was given is also offered to other women in the company.

This sincerity is part of our DNA, and it’s worth fighting for every day. A lot is at stake when hiring new employees. We systematically give them the Code of Conduct with their employment contract and they have a mentor from HR or compliance to explain the rules and tools available to employees, such as numbers to call for help or the diversity charter. They also have mandatory training at Group level. Then, to ensure compliance with the regulations, I receive operational assistance from Isabel Roze, HR Director for the two Amiens subsidiaries, and from Céline Raux,

who works on both quality and compliance. She is in contact with the Butagaz compliance manager and ensures that we are in line with the Group’s policy on this subject. This is a new role that I launched in 2020 to ensure our neutrality in this area. I think that management style is a question of personality, not gender.

The only obstacle in career development for women is motherhood. Personally, I have always considered myself indispensable for my children. I have two boys, aged 7 and 12, and my role as a mother takes precedence over my career. I therefore organise my work life so that I am never indispensable at work.

“Each position requires a skill and not a gender!”

For example, when I took over as Managing Director of the two Amiens subsidiaries, I naturally took over the management committee, which included some of my former managers. To ensure a successful transition between my predecessor and me, we worked with an external coach; not to impose female-style governance, but to define a common working method that would strengthen our cohesion and collective decision-making.

Even though I have important responsibilities, I delegate and organise myself in order to meet my family’s needs. This need for personal balance has become an internal leitmotiv. We pay a lot of attention to parents’ requests and have a personal and attentive approach, for both mums and dads!”

Definition of the Gender Equality Index

The Gender Equality Index comprises 5 indicators to assess inequalities between women and men in companies, expressed as a score out of 100. These indicators are as follows:

- The gender pay gap
- The individual pay rise distribution gap
- The promotion distribution gap
- The number of employees receiving a pay rise on their return from maternity leave
- The number of men and women among the 10 highest earners

Source: <https://travail-emploi.gouv.fr/>



The Planet

Environmental policy overhaul

The Butagaz Group’s CSR policy is primarily seen as a way of improving and moving forward. In this respect, the environmental component of the CSR strategy has been subject to an in-depth review, in collaboration with external partners (Aktio and an external auditor specialised in ISO 14001 gap analysis).

In order to objectify the results already obtained and future initiatives, the assessment process combined the ADEME “Bilan Carbone” methodology and the requirements of the ISO 14001 standard, which was used to calculate a “gap analysis”* based on an audit of two of our industrial sites. This review has helped better structure the Group’s environmental policy and draw up an action plan, which was validated by the Executive Committee to set out precise targets for 2022.

By using this approach, Butagaz has been able to calculate its carbon footprint while extending it for the first time to the direct and indirect emissions of all its activities and subsidiaries (scope 1, 2 and 3), and then define a policy for reducing the Group’s emissions to a minimum and offsetting all emissions that will not be able to be eliminated by 2050.



Developing alternative energies

Butagaz supplies service stations with LPG fuel, which produces 97% less carbon monoxide than a vehicle running on petrol. The Group assists its customers in creating LPG fuel distribution points or adapting tanks and distributors. It also handles the maintenance of storage and distribution facilities, supervises measurement device compliance checks and performs dynamic monitoring of the product inventory and

automated deliveries. The company contributes to initial staff training on installation safety.

*A gap analysis is based on comparison between the current and projected situation, in order to identify the levers and tasks that need to be carried out to eliminate the gaps.

OUR ACTIONS

Carbon footprint

For the first time, the Group has calculated a carbon footprint certified by an external body, taking into account all its activities and subsidiaries across the three scopes of the Greenhouse Gas Protocol. Scope 1 refers to all direct emissions from its activities, Scope 2 to all indirect energy-related emissions and Scope 3 to any remaining indirect emissions upstream and downstream of its activities.

Energy transition

The greenest energy is energy we don’t use. That’s why in 2021, the Butagaz Group offered its private customers a series of webinars on saving energy in order to better understand and reduce their day-to-day energy consumption. The company also regularly shares “Bob’s Eco-tips” (Éco-gestes de Bob) on its website and social media, with the aim of helping

people consume less and more efficiently. The Group also provides its customers with initiatives that encourage responsible and sustainable energy consumption. These include the replacement of energy guzzling boilers, the installation of solar panels, thermal renovations, and the neutralisation and replacement of fuel oil tanks.

Alternative energies

Butagaz has become a multi-energy group that promotes biofuels for its traditional gas-related activities. These include biopropane for all types of users and biomethane for professionals. However, it is also developing alternative options with “Bob’s wood pellets” (*Granulés de Bob*) and green electricity contracts for private and professional customers. Finally, the Group has integrated two subsidiaries specialised in the installation of solar panel solutions.

Carbon offsetting

In 2021, Butagaz offset 100% of CO₂ emissions generated by private customer gas heating and the entire life cycle of its gas cylinders. This amounted to 700,324 tonnes of CO₂ that was offset by supporting positive impact projects involving carbon dioxide reduction or capture across the world. These projects are selected with the help of the

independent organisation, South Pole, and include solar and wind power in India, forest protection in Zimbabwe and alternative cooking solutions in Haiti. As part of its partnership with the French Handball Federation, Butagaz also offsets CO₂ emissions generated when the French national teams travel by air.

Environmental protection

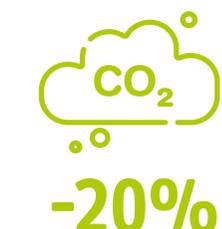
In its transport and logistics activities, the Group tries to replace its fleets with hybrid vehicles or helps its service providers choose “clean” vehicles (e.g. LNG trucks) in order to decrease fine particle emissions (85% less nitrogen oxide emissions and up to 20% less greenhouse gas emissions) and cut noise pollution in half. Fuel-efficient driving training is provided to all of the Group’s entities and partners.

Waste management

A waste recycling system has already been introduced at most of the Group’s sites. Mapping has been carried out to ensure that industrial waste is recycled and that local recycling channels are set up.

What’s more, we are working with partners to eliminate plastic from cylinder displays and to increase the lifespan of branded banners (lifespan extended by about 3 years). Studies are also looking into an eco-design for cubes.

Our contribution to the SDGs



-20%
(scopes 1 and 2)
Carbon footprint reduction for Butagaz SAS between 2018 and 2020. Reporting Accuvio.





The Planet

Soltéa's solar-powered solution for the Séqué eco-district in Bayonne

At the request of Bouygues Immobilier in the Basque Country, teams from Soltéa, a subsidiary of the Butagaz Group specialised in solar installations, fitted solar panels to 174 homes (including 37 detached houses) on an estate with the BEPOS Effnergie®* label. This exemplary achievement was initiated by the constructor out of the desire to successfully develop an exemplary project and is the fruit of a multi-year partnership of between the companies.



Sylvie Esnault, Project Manager at the Bouygues Immobilier Côte Basque agency.

“It all started with a call for tenders from the city of Bayonne to develop the last plot of land in the Séqué eco-district, located five minutes from Bayonne city centre,” explains Sylvie Esnault, Project Manager at the Bouygues Immobilier Côte Basque agency. “Our idea was to go beyond the specifications by targeting the strictest labels and to adopt an exemplary sustainable approach from start to finish. This commitment won over the municipal team!”

The Bouygues and Soltéa teams have a strong history of partnership on sustainable construction projects. Together, they won the Pyramides d’Or** award for the Odyssee programme in Anglet in 2016, which was the first residential building to receive the Bepos Effnergie® label in France. It was therefore natural to collaborate from the response to tender stage. Soltéa approved the feasibility of the recommendations in the tender documents produced by the thermal engineering office, thereby securing the construction and operational phases in advance. For example, the panels installed on the roofs of buildings were fixed in ballasted racking to eliminate any risk of infiltration in the waterproofing membranes covering the roofs. The installation covered a large perimeter with 1,169m² of solar panels across 37 private villas and 4 apartment buildings. For the villas, electricity production is mainly intended for self-consumption, with any surplus sold to EDF Obligation d’Achat (EDF OA). In the apartment buildings, all the electricity produced is fed back into the grid and used locally.

The proceeds from energy sales to EDF OA reduce condominium fees, while the expected savings for owners of detached homes are around €500 per year, taking into account cheaper energy bills and the sale of electricity. In the end, this saves 13 tons of CO₂ every year, which is the equivalent of two trips around the world by car or four return trips from Paris to New York by plane.

development of 4 shared vegetable gardens with composters and rainwater collectors... and even gardening workshops to introduce residents to permaculture!” As part of its support to new residents, Soltéa also worked with the apartment building property management company and homeowners to help them to sign up for EDF OA services. Finally, there is remote monitoring

“We know that the environment is a major issue for the housing of the future.”

“Energy performance represents an additional cost in the projects we complete, but it is not yet really a selling point,” says Sylvie Esnault. “Nevertheless, we put a lot of emphasis on supporting our customers to use and benefit fully from these installations, because we know that the environment is a major issue for the housing of the future. This is why we have implemented a whole range of initiatives, such as the installation of green fencing to encourage biodiversity, the creation of open-air water storage tanks, the installation of 2 electric vehicle charging points on the estate and the

of the green electricity injected into the network so that Soltéa’s teams can supervise the installations and intervene in real time if there are any problems.

*The Bepos Effnergie® label certifies new or renovated buildings that respect the quality of life and comfort, promoting real energy efficiency with a view to reducing environmental pollution.
**The Pyramides competition was created by the FPI, the Federation of Property Developers, and rewards real estate programmes that offer exemplary innovation, sustainable development and know-how in new housing and commercial real estate programmes.



Overview of the Séqué eco-district (South-West France).



David Monserand,
Head of Bob's Wood
Pellets Business
Unit.



The Planet

Bob's Wood Pellets - a renewable energy source

In 2017, the Butagaz Group launched "Bob's Wood Pellets" (*Granulés de Bob*), a renewable energy that is a wood processing product. This is now recognised on the market, reinforcing the company's position as a multi-energy specialist and providing private and professional customers with a way of optimising their energy bills, as gas and electricity prices soar.

"In late 2017, we were the only ones offering private customers natural gas, butane, propane, electricity and wood pellets," recalls David Monserand, who manages the Wood Pellet Business Unit. This comprehensive offer was created in just 4 months, and is now managed by 14 people at Butagaz and Logigaz. Wood pellets

are a by-product of wood processing. Sawdust and chips, which were previously unused, are sorted, dried and then compressed into pellets. The quality of this second-generation material is ensured by industry certifications¹. The Butagaz Group exceeds the criteria set by these standards.

"We ask the producers we work with to give us the best ash content,

moisture content and calorific value in their pellets. We regularly monitor this quality by testing and analysing production samples," says David Monserand. In addition to the intrinsic quality of the product, customers also care about price, whether it comes from a renewable resource and its origin. The Butagaz Group has built its supply chain by forming partnerships with 7 producers

in France, Spain and Belgium. *"We are forced to seek resources outside the country to meet our quality requirements and ensure security of supply. Nevertheless, we have mapped our sourcing to optimise the number of kilometres covered between points of sale during transport and delivery. We serve a large consumer base in the north of France from the Belgian factories located near the border. The challenge in the short and medium term is to guarantee product availability in a context of high demand,"* explains David Monserand.

and turning to other more competitive energy sources." Pellets are still cheaper to buy, and also offer energy savings and increased comfort. *"The better the pellet, the better it burns and the better its calorific value. This performance leads mechanistically to a decrease in the volume of fuel consumption,"* adds David Monserand. In addition to potential savings, private customers also value the quality of service. *"Currently, the customer satisfaction rate is 97%³. Butagaz is one of the top 3 suppliers in terms of aided awareness, which is a sign that our offer is*

"Cultivating this proximity and operational excellence is essential."

In 2017, consumption across France increased by 21% and pellet stove installation increased by 40%². This growth has been encouraged by the MaPrimeRénov' scheme, which encourages the conversion of oil or gas heating systems to pellets. *"Significant financial support is available for private customers. The government is counting on this energy to achieve its carbon reduction targets,"* notes David Monserand. 80% of consumers use pellets as their primary heating method, not as a supplement. *"People are reducing their use of gas, electricity and fuel oil,*

recognised on the market. We always try to meet our customers' needs as closely as possible, whether through special home delivery conditions or managing combustion problems, etc. Cultivating this proximity and operational excellence is essential," concludes David Monserand.

1- These certifications, including the Din Plus certification on which the selection of Bob's wood pellets is based, ensure that the pellets meet strict manufacturing standards (moisture content, ash content, density, mechanical durability, calorific value). They are checked throughout the manufacturing process, from the supply of raw materials to the actual manufacturing.
2 - 210,000 devices installed in 2021 compared to 150,000 in 2020.
3 - Satisfaction rate for customers joining within the past 6 months (BVA study of 500 respondents in March 2022).

Number of customers:
40,000
in 2021

97%
Overall customer satisfaction rate:
3rd brand for aided awareness



The Planet

Synasav and Butagaz: an irreplaceable partnership!

Since 1966, Synasav, the French National Federation for Maintenance and Energy Efficiency Services, has brought together professionals working in the maintenance of heating, air conditioning, ventilation, air treatment and domestic hot water production equipment for all types of housing. Roland Bouquet, acting president and manager of a company with 40 employees in Lyon and its outskirts, explains the importance of partnerships with Butagaz to support the everyday efforts of the whole profession towards energy transition.

How have maintenance professionals become key players in the energy transition?

“Our activity places us at the heart of the energy transition in several ways. First, we maintain our customers’ installations to guarantee operational safety and optimum performance. A study by ADEME has shown that a well-maintained boiler consumes between 8 and 12% less gas than a poorly calibrated one. In addition to the budget savings that it gives our customers, it also ensures significant energy savings because Synasav members provide annual maintenance to 12 million appliances of all types, 6 million of which are covered by a maintenance contract! We also contribute to extending the life of installations, which has a direct impact on the volume of waste and the consumption of raw materials in the industrial sectors we work in. Finally, maintenance also includes replacing equipment at the end of its life with more efficient solutions that are suited to today’s challenges. This is why

we replace old fuel oil-fired boilers with gas-fired condensing boilers or hybrid gas heat pumps.”

“The advantage of combining technologies is that you can combine the benefits of each.”

Let’s take a moment to discuss boiler replacement. Will the new French decree soon change habits in this area?

“Since 1 July 2022, installing boilers running on traditional fuel oil has been banned. We are therefore focusing on greener technologies, including high-efficiency gas boilers and hybrid heat pumps for renovation projects. The advantage of combining technologies is that you can combine the benefits of each. For domestic hot water, for example, gas is still a real advantage, as it offers rapid heating. For renovation projects, these installations are entitled to state aid,

such as MaPrimRenov’ or the Energy Savings Certificates. For some types of customers, this is sometimes a way of

getting themselves out of energy insecurity! Our partnership with Butagaz is going to be key during this period, because in some cases, the replacement of oil-fired boilers will go hand-in-hand with the neutralisation or removal of oil storage tanks, in accordance with the obligations imposed by Article 28 of the Decree of 24 July 2004. Thanks to the packages offered by Butagaz, our members can offer their customers the neutralisation or removal of their old tank and obtain a certificate of compliance with a simple call to customer service. Specialists manage the entire process!”

Roland Bouquet, President of the French National Federation for Maintenance and Energy Efficiency Services (Synasav).



saver for our companies, which can spend more time advising their customers instead of completing administrative procedures!”

How do you combine your expertise to support the energy transition?

“Relationships are built on a daily basis through our work, but we can also benefit from the company’s expertise to improve our own skills. Butagaz inviting companies to visit a local biogas manufacturing facility is also an incentive to promote the energy transition. We are a bit like “family doctors” for our clients’ installations. They know us and we see them every year.

At the end of the day, they put their trust in us and we have to live up to their expectations. 100% biogas is an area that people have been asking us about more over the last 4 or 5 years, but to talk about it, we need the right words and a proper understanding of the technology to share it with others. This is another area where consumer acceptance is important!”

What roles does Butagaz play with Synasav members?

“Butagaz is not an exclusive partner, because we work with all the industrial partners from our sector, but 80% of the equipment we maintain are gas boilers, so it is a central technology in our members’ everyday work.

Thanks to its experience, Butagaz is one of our organisation’s long-standing partners. We collaborate on many levels. First, Butagaz teams support us in our mission to advise users. In each region, Butagaz experts work alongside companies to facilitate their work through joint communication operations and by managing administrative procedures for applications to schemes such as

MaPrimRénov’. In line with this, as an energy company, Butagaz is required to help consumers make energy savings via the Energy Savings Certificate scheme. Our Butagaz contacts manage this area on behalf of our members. This is a major time

Synasav revises the professional baccalaureate

In close collaboration with the French Ministry of Education, Synasav has actively contributed to a revision of the professional baccalaureate which is the main entry point for young people entering the profession. It has become the M2E Baccalaureate (which stands for Maintenance and Energy Efficiency). The curriculum has been fully updated in light of feedback from the federation’s professionals, in order to create training better aligned with new technologies and an improved teaching approach. “Our business is evolving as equipment becomes more reliable, which gives us time to better explain how they work to our customers. The energy transition also requires that people use installations properly!” concludes Roland Bouquet.



Beauregard Chalet Refuge: natural comfort

The Beauregard Chalet Refuge sits in an exceptional location at an altitude of 1,300m, within an untouched valley in Haute-Savoie, one hour from Chamonix. What was originally a summer refuge for farmers climbing up from the valley to harvest hay in alpine pastures, has now become an eco-gîte combining technologies and energies to ensure the winter and summer comfort of residents and holidaymakers who are looking to recharge their batteries in this untouched site. Eric Augustoni, owner and mountain enthusiast with a strong scientific background, has made a renovation project the driving force of his new professional life.



Éric Augustoni in front of the Beauregard Chalet Refuge.

In 2019, Eric Augustoni, a former automotive engineer looking for a career change, saw the potential in this isolated dwelling and bought it. The site may offer the quiet he needs to practice his new

job as an organiser of wellness holidays, including retreats drawing on the practice of fasting, but it is located off the urban water and energy supply networks. This challenge is compounded by the fact that the sole access during the winter season is by a 1.5 kilometre walk!

In April 2020, work began on an eco-gîte with 7 comfortable guest rooms, 9 private bathrooms with showers, two kitchens, one of which is shared, and numerous wellness facilities, including a sauna and an outdoor jacuzzi. Alongside interior fittings and insulation work, the renovation programme included the creation of a solar-powered electricity plant, capable of generating 30 kWh every day, pressurisation of a drinking water source treated with ultraviolet technology, and the installation of a 35 kW wall-mounted gas boiler capable of heating the building and producing domestic hot water. *“The previous owners heated exclusively with the two fireplaces and used 45 steres of wood each year,”* explains Éric Augustoni.

“By replacing the wood-fired heating with a gas condensing boiler, we have increased performance and simplicity. The new system can control the temperature to the nearest degree and

performing better than expected! But we must always take our situation into account. We cannot predict the climate and the seasons at high altitude!” explains Eric Augustoni.

“Above all, we opted for a more environmentally-friendly solution.”

we have instant access to domestic hot water via a 500-litre tank. Above all, we opted for a more environmentally-friendly solution since Butagaz supplies us with 20% biogas and the rest is carbon offset. The solution is better value for money and also aligns with our Ecogîte label!”

Éric Augustoni wanted to preserve this exceptional site and has ensured that the installations providing energy for the chalet are discreet. 42 solar panels were therefore hidden out of sight across the 11 hectares of the property and the 3 gas storage tanks, each with a capacity of 2 tonnes, were buried behind the chalet! They are filled each summer by truck. *“According to our calculations, we should consume just over 4 tonnes of gas each year. Since opening in early August 2021 until now (May 2022), we have consumed a little over 2 tonnes of gas, so we are*

“One of the advantages of gas is also the low impact of combustion. Previously, with heating provided by fireplace, the ambient air in and around the cottage was saturated with combustion fumes. Today, we can sit quietly on the terrace admiring the landscape, with the boiler exhaust vent nearby! We now only use the fireplaces occasionally for a cosy evening around the fire.”



Sharing

Creating value and sharing it with our stakeholders

Historically, the distribution of butane and propane in bulk or in cylinders has structured the brand's network across France. Today, with the development of its multi-energy and multi-service offering, the Butagaz Group is contributing to the quality of life and energy transition of a growing number of rural and urban communities, whether professionals or private customers.



Sharing innovation

The Butagaz Group supports many innovative energy transition projects. The Group provides entrepreneurs with its internal resources, including its premises, staff and technical skills, and can invest in the capital of start-ups to secure their development. For example, the Ekivolt project (see pages 40-41) has become a Group subsidiary.

OUR ACTIONS

Local involvement and support

With 19 sites across France and 1,000 direct jobs, the Butagaz Group's activities generate many indirect jobs through its safety and transport interactions. The Group is committed to keeping its operations in France. The Butagaz customer service is based in France, in 4 different regions. Through its customer relationships, the Butagaz Group has created an initiative to provide support to help fight energy poverty. Twelve customer service representatives have received training in this complex issue and have gone on to raise awareness and train their colleagues. Some 200 employees are now well-versed in this new way of providing advice and support, which matches customers' energy needs with their financial resources. This initiative continues to be developed through new actions (monthly energy poverty meetings, seminars, role playing). The Group is also involved in supporting communities that are committed to more responsible energy use.

For instance, Gaz Européen helps building co-ops with collective energy efficiency renovation projects via Energy Savings Certificates (ESCs).

Commitment to the professional sector

The Butagaz Group wants to be a resource for tradespeople and their customers, in an energy transition approach. With its programmes Facilipass and Artiprimes, it develops support services that make it easier to access and obtain government grants and financing for energy renovation and energy transition projects.

Co-innovation

The Butagaz Group is the only player in its field to have its own research centre, located in Rognac in south-eastern France. It also encourages the emergence of innovative solutions through Zagatub, its open innovation laboratory, for exploring and testing technology trends and new business models.

Customer and civic culture

The customer experience, in other words, the quality of the relationship with its customers and partners, is of the utmost importance to the Butagaz Group. It is cultivated and evaluated in different ways, through open-door events at different sites, by sharing

customer feedback at every level of the organisation, and a satisfaction survey conducted regularly with 4,000 customers. "Blue Day" celebrates our customers and is the annual highlight of these initiatives. The Butagaz Group also encourages its staff to get involved in community initiatives and become socially engaged themselves. For example, Butagaz has given its employees the opportunity to donate jerseys to amateur clubs as part of its #AuPlusPrèsDesClubs operation. The Butagaz Group has been an official partner of the French Handball Federation since 2017. This collaboration has been further bolstered with the first ever naming of a women's sports league in France - the Women's Handball League: Ligue Butagaz Énergie.

The Butagaz Group Foundation

Created in 2020, the Foundation is designed as a laboratory for implementing the company's commitment to playing an active role in the local energy transition.

Our contribution to the SDGs



33,170

energy renovation projects financed by the Group under the Energy Savings Certificate scheme (2021)





Sharing

Combining proximity and local dynamics in customer relations

Created in 1998, the French Customer Relationship Management Association (AFRC) now has 3,500 members from 250 companies and 23 different business sectors. Its vision is to make customer experience a discipline in its own right and a lever for business transformation. It does this by showing that customer relations can generate value, growth and meaning, in particular through the development of ethical standards and relational excellence. These include the “AFRC 100% Relation Client France” and “Service France Garanti” certification, which was awarded to the Butagaz Group in 2021. **Éric Dadian, AFRC President, explains.**

Why did you create the “100% Relation Client France” and “Service France Garanti” certification?

“At the request of the French Ministry of the Economy, in 2019 we created working groups to analyse the challenges of the customer relations sector and identify ways forward. One group included members of the AFRC and the SP2C* to consider how to promote companies that are committed to local dynamics, whether through local integration, providing jobs or training. This led to the “100% Relation Client France” and “Service France Garanti” certification that we developed in 2020 in partnership with the Pro France association. It certifies that all customer interactions, in particular via remote channels (email, SMS, chat, social media, etc.), are carried out in France. Butagaz is one of the top 10 winning brands/service providers.”

What commitments does it promote?

“It is first and foremost a marker of the company’s strong commitment to a specific geographical location, at a time when keeping jobs in France is increasingly difficult. Customer relations jobs represent just 300,000 jobs in mainland France, compared to 800,000 in Germany and 1.2 million in the UK. For a company like Butagaz, this certification reflects a real effort to maintain local job creation, including in rural areas. These efforts are important to consumers, who are now looking for local providers and want to deal with brands that make concrete CSR commitments. The health crisis has accelerated an underlying trend. Proximity, short supply chains, transparency, sobriety, simplicity, recycling and the circular economy are the values that customers and employees, who are themselves consumers, are looking for. It is also

a long-term commitment. Companies that obtain this certification must comply with these criteria for 4 years and the integrity of their declaration is verified each year by an audit.”

What are the criteria?

“Certification is only issued if 100% of the company’s full-time equivalent customer services, whether in-house or outsourced, are located in France. This means using a workforce employed under French law. Before approval, companies are audited by AFNOR to ensure that they meet the criteria of the two associated standards - “Service France Garanti” and “100% Relation Client France”. Some criteria such as environmental responsibility actions like energy renovation or local integration actions for people with disabilities, are not yet mandatory but Butagaz already meets them!”

*SP2C: recognised by the French Ministry of Labour to represent the contact centre sector as a negotiator within the Service Providers Branch of the Tertiary Sector.

“Butagaz is one of the top 10 award-winning brands.”

Éric Dadian, AFRC President.





Sharing

IoT and energy: partnerships for value creation

The Tertiary and BACS decrees set ambitious targets for buildings in terms of energy performance¹. In 2021, EKIVOLT joined forces with the Butagaz Group to offer real estate companies and property managers an innovative solution that meets these new requirements, with an energy allocation and direct billing service for their tenants. To make its technical solution more reliable, EKIVOLT worked with Wattsense, a specialist in the Internet of Things (IoT).



Nicolas Scarano,
Director
of EKIVOLT.

The requirements for energy savings set out in the regulations need the implementation of powerful metering solutions that provide accurate data on building energy use by occupants. This is where EKIVOLT's expertise lies. This agile and innovative company, founded by Nicolas Scarano, equips commercial buildings with sub-meters fitted with sensors that collect consumption data in real time.

"With sub-metering, we can tell exactly how much an air conditioning unit is consuming on a specific floor. Customers can then target items where energy savings are possible. Data from remote meter reading means that action can be taken immediately. Above all, it ensures that tenants are billed fairly, based on their actual consumption. This is what our business promises. As an energy supplier, we also support our customers with power budgets and energy purchases," explains Nicolas Scarano, Director of EKIVOLT. In order to expand its expertise in energy supply, EKIVOLT contacted Gaz Européen, a Butagaz Group entity. *"This is a profession in its own right and we needed complementary skills and flexibility to stay in startup mode. Gaz Européen is able to adapt its business model to market changes. We also share the same sense of pragmatism and customer service*

with our teams. Cross-selling is definitely possible on the segments that we target together," observes Nicolas Scarano. *"Being part of the Butagaz Group secures our development while maintaining our identity. We participate in the Group's sales meetings and challenge each other on ideas that we test on the market,"* he adds.

"We also share the same sense of pragmatism and customer service with our teams."

To optimise remote meter reading and break away from traditional BMS (Building Management Systems) that are expensive to purchase and complex to install and maintain, EKIVOLT has formed a technology partnership with Wattsense, a Lyon-based startup created in 2017. *"We work with pragmatic engineers and technicians with a real innovative spirit. We wanted a reliable and customised property solution and we found the right partner in Wattsense,"* says Nicolas Scarano. Wattsense has designed a module that uses wire or radio connections to simultaneously connect all the sub-meters, equipment and some central building systems (such as a boiler room or a cooling unit). This module translates operating data into open languages (or protocols) to be collected and transmitted to a dedicated

management platform. Installation is simple, fast and affordable. *"With this universal gateway, a building can be connected in just a few hours without the need for an automation engineer or integrator. The system is interoperable and communicates with all types of equipment regardless of the brand or date of commissioning. Our solution is well suited to medium-sized buildings*

where traditional regulation is used and older and more recent systems co-exist", explains Romain Philipon, Accounts Manager at Wattsense. In terms of adaptability and integration, this technology is one of the most efficient ways of relaying sub-metering data. *"We are the transmitter; EKIVOLT is the brain. Our added value lies in connectivity and data collection, while EKIVOLT's expertise is in energy data analysis. Our combined solutions give their customers dashboards to help define action plans for consuming less and more efficiently,"* concludes Romain Philipon.

1 - The Tertiary Decree sets out the terms of application of the ELAN Act, which sets a target of reducing building energy consumption by 40% by 2030. The BACS (Building Automation and Control System) Decree requires all commercial buildings with an installed capacity of more than 290 kW in heating or cooling units to be connected and controlled remotely for energy saving purposes.



Sharing

Internal training and events as vehicles for combating fuel poverty



Céline Raux, quality and compliance coordinator for Logigaz and Distrinord.

In order to offer appropriate support to its customers facing fuel poverty, the Butagaz Group has trained a network of 12 advisors from different subsidiaries and departments. Céline Raux, Quality and Compliance Coordinator for Logigaz and Distrinord, became the fuel poverty representative and representative coordinator in 2020.

“In 2020, the Butagaz Group approached several employees from various subsidiaries to

find out if they were interested in spreading the word about the fight against fuel poverty at their sites,” explains Céline Raux, who is in charge of leading the fuel poverty committee at Group level. The representatives were trained by Bernard Saincy, President of the company Innovation Sociale Conseil and the association Stop exclusion énergétique, during a first seminar in May 2020.

In September 2020, the representatives discussed the assistance schemes for which customers may be eligible as part of a second training seminar. Training was then rolled out to the Group’s 200 customer advisors in a streamlined format. All of them received an e-learning kit, giving the fuel poverty representatives material to check their training and answer their questions. This training is updated regularly and is now part of the induction course for new employees. *“Once the representatives had been appointed and trained, they needed to be introduced to teams so that they could be easily identified,”* adds Céline Raux. For this purpose, interviews were conducted and distributed internally so that each representative could be clearly identified within the company.

In late 2021, after updated information on changes to assistance and fuel poverty as part of a third seminar, representatives took part in role-playing games based on real or imaginary customer cases. This learning method was designed to help distinguish between customers facing real fuel poverty and those who do not pay their bills. *“This event was an opportunity to strengthen group cohesion. We realised that we were facing the same difficulties.*

“It was important to build bridges and harmonise practices. Since the subsidiaries are geographically dispersed, the information needed to be framed so that everyone could reach the same skills level. This body has helped coordinate the approach, share best practices, collect and analyse customer cases, and discuss the difficulties encountered as a representative. Most representatives are themselves customer advisors so it is quite easy to spread the subject

“There is no ideal solution! Which means that everyone can contribute their own ideas.”

The customer cases and representatives are all different and there is no ideal solution! Which means that everyone can contribute their own ideas,” explains Céline Raux. At the same time, Céline Raux decided to bring together Logigaz representatives to discuss the issue as part of a fuel poverty committee*. With their encouragement, the committee eventually spread to the representatives of the other subsidiaries. A new group was born - the Butagaz Group’s fuel poverty committee, which Céline Raux has led every month for two years. It comprises seven employees from Logigaz, two from Gazarmor, two from Proxigaz and one from Socogaz.

around customer services departments”, says Céline Raux. Each member of the network exercises their role as representative alongside their permanent position. They manage the most complex customer cases and support advisors who are not experts in this field. *“Previously, having a good knowledge of how to tackle fuel poverty could be an added bonus. Now it’s essential in a context of rising energy prices, especially as an energy supplier,”* concludes Céline Raux.

*Today, fuel poverty committees have been replaced by a day of training and discussion with various players on the topic of fuel poverty.



Ceremony in which Bob presents young handball players from Le Neubourg club with their shirts (Normandy).



“Closer to the clubs” operation with the French Handball Federation

The partnership between the French Handball Federation and the Butagaz Group, launched in 2017, continues to this day. Butagaz sponsors the French national teams and has named the first women’s professional sports league the Butagaz Energy League. The two partners launched a new local operation in the first quarter of 2022. Philippe Bana, President of the French Handball Federation, explains.

We had the idea when clubs reopened after the Covid crisis that had kept sports halls empty for almost two years. To encourage young players to sign up or come back, despite the financial challenges everyone is facing, the French Handball Federation and the Butagaz Group decided to take the federation’s new motto and put it into practice: “Serving the clubs, working closely

“With Butagaz, we have created an inverted pyramid. The national level is serving the local level.”

with the people”. The first 40 amateur clubs to register on a dedicated website received 24 complete kits, selected from the catalogue of the official supplier to the French national teams - enough to fit out two junior teams! In just a few days, the 40 clubs had been registered and, in the spring, around 1,000 young people received a complete kit with bags, shorts and shirts in their club colours! And because sporting spirit is not confined to the court, French Handball Federation members enjoy special conditions on the Group’s energy offers throughout the year.



Philippe Bana, French Handball Federation President.

Three questions for Philippe Bana, French Handball Federation President

The French Handball Federation has developed numerous CSR initiatives. Could you tell us where this approach comes from?

“Paradoxically, while the achievements of the French teams are praised by the entire sporting world and institutions, we do not want to people to think that we are just a medal factory! Performance is obviously essential, and we have a training system for top-level athletes, but our role in society is important to us. Our roots are in schools, where our sport was created by gym teachers, and we are fundamentally linked to local communities. We want to be close to people and spend time with our members, and to do this, we have to create activities that make sense for those on the ground.”

How does this approach translate into your partnership with the Butagaz Group?

“Our contacts at the Butagaz Group have fully understood what we’re trying to do, and we share common values. For example, we wanted to stop energy waste linked to the French teams’ match schedules. In concrete terms, by offsetting carbon emissions from air travel, the Butagaz

Group offset 102 tonnes of CO₂ in 2021. But first, this involved reducing the number of matches played to reduce the travels of our national teams. This prevents premature exhaustion for athletes and gives them more time to invest in their own clubs and causes that are important to them.”

What are the main lines of development for your future partnerships?

“We don’t want to be selling ad space on shirts! Our approach is based on a shared commitment with manufacturers on the “little things” we have in common. We are all about people and want to be working closely with those who keep our sport moving forward. Instead of just working in sponsorship, we want to ask ourselves what we are doing together for society. The back office is more important than the front office! For example, in March 2022 we launched the HAND’Solidaire Foundation, chaired by Marie-George Buffet, to carry out actions to support solidarity, such as disability or education schemes. We want to serve, not just organise competitions.”



Flers (northern France): chronicle of a successful renovation

The Butagaz Group Foundation’s first project was dedicated to the village of Flers, in northern France. One year after launching the operation and receiving the results of thermal analysis, two architects took joint ownership of the project to define and lead the energy renovation programme for two private houses in the village. Read an overview of the details with two professionals committed to the comfort of the residents.

As a quick reminder, the Butagaz Group Foundation is dedicated to putting the local energy transition into practice. In Flers, after a selection process open to all of the town’s residents, two homes were identified for renovation. They were really poorly insulated, putting their tenants in energy poverty. *“This is what the Foundation is all about,”* explains Anne Stéphanie Pierry, Vice President of the Foundation. *“We provide concrete assistance at a human level. It’s a state of mind, leading to Butagaz Group employees getting directly involved in cases, and bringing meaning to what we’re doing. We carry out projects in the areas most prone to energy poverty*

and we work locally with professionals who are based close to our projects.” With the help of Flers council, two families have had their renovation projects selected to receive state subsidies and assistance from the Butagaz Group Foundation to finance the “remaining costs” - i.e. any work not financed by the subsidies. The results of the first stage, consisting of thermal analysis of the homes, were

«We provide concrete assistance at a human level.»

delivered in June 2021. Based on this assessment, two architects got involved to determine the programme of work and to manage the project.

Matthieu Marty and Sébastien Muteba, both of whom graduated from the Lille architecture school in 2006, submitted their application together and are overseeing the construction phase. Delivery is scheduled for autumn 2022. *“It’s quite rare for an architect to manage a renovation project for private homes,”* explains Matthieu Marty, who initiated this joint application.

“This type of work is often only considered from a technical perspective to offset a housing deficiency, such as a problem with



Matthieu Marty and Sébastien Muteba, architects.

insulation or door frames that allow too much heat to escape. Although our target could be summarised as energy performance - in this case obtaining a 35% energy saving for the first house and 18% for the second - a house is first and foremost a home and we need to take into account the comfort of residents. This is where our work is so important. We want to identify and understand how residents use their homes in order to optimise the work plan. Taking into account the family’s habits, scheduling the work so as to cause minimum disruption and selecting equipment adapted to their needs are fundamental to the vision and role of an architect.”

“It’s true that it’s rare to have a project manager for sites of this size,” continues Sébastien Muteba. *“But this approach will become more*

common in the future. Given the energy issues related to the climate crisis, most energy savings will be found through renovation work in existing housing, not only from new builds! A new build meets standards that limit its energy consumption. But when you look at the existing stock, where there are still a lot of poorly insulated buildings, there is 6 to 10 times more to gain in improving the energy performance of old buildings when compared with new builds!” *“By working together on this project, we were able to strike a balance,”* says Matthieu Marty. *“We are learning to focus on the essentials as there are still significant economic constraints even with the help of the Foundation. We therefore tailor our offer and make our choices according to the energy performance gains we can get and the comfort of the families. Sébastien and*

I came together on this project because we want to practice our profession in a way that makes it accessible to as many people as possible.” Sébastien Muteba continues, *“this project encourages us to rethink all our work habits. For example, we have revised and simplified our technical specifications. As state-registered architects (DPLG), we are liable for site management and have well-defined procedures. However, we need to work well local craftsmen who do not always have the same administrative skills as large construction groups. We must therefore adapt and spend a lot of time on site to ensure that the work is carried out in accordance with our specifications. Fortunately, our respective offices are located a few dozen kilometres from Flers, so we also met the regional criterion!”* The tender documents to calculate the cost of the works were sent to 4 local companies. A team was put in place and the work is scheduled for September 2022 so that the families will be able to keep warm next winter!

Methodology, approach and indicators

This third edition of the Butagaz Group CSR report covers the various Group entities at the date of publication.

This includes: Butagaz SAS, Butagaz À Votre Service, Gaz Européen, Distrinord, Logigaz-Nord, Proxigaz, Gazarmor, Solewa, Soltéa and Ekvolt.

New to 2022

Our CSR approach is intended to help us move forward and we are committed to constantly improving the transparency and readability of our indicators. There are therefore two major new features in the 2022 report:

- To make it easier for our stakeholders to understand our indicators, they have been calculated over a calendar year. This timescale is easier for all our partners to understand.
- The scope of calculation for the indicators has been reviewed to include all Group subsidiaries, including our most recent acquisitions.

This change may explain variations with the data provided in the previous edition.

Core principles

The Butagaz Group is a member of the UN Global Compact, which is the world's largest initiative to call on companies to align with the SDGs. It is therefore committed to publishing its CSR report in line with the principles set out in the Sustainable Development Goals (SDGs) and the requirements of the Global Reporting Initiative (GRI), which have particularly encouraged compliance with the general principle of offering a comprehensive and balanced overview of the issues relevant to the organisation and of associated impacts within a consistent scope. In the case of the Butagaz Group, according to the terms of GRI, "the organization discloses information from the guidelines, but does not comply with all the requirements." The carbon footprint has been completely overhauled, with the support of a third-party organisation, and now includes Scopes 1, 2 and 3 for all Group activities and subsidiaries.

Finally, the CSR group conducted more detailed analysis to ensure that the report highlights the substantial economic, environmental and social impacts of the Butagaz Group. This study led to the joint development of a roadmap with our owner, DCC, which publishes a Statement of Non-Financial Performance. The results of this work structured the contents of this report. This work has also helped us prioritise the development of certain indicators according to a selective approach that limits how many there are, while ensuring that they are relevant and monitored over time.

Regarding the survey phase for identifying and collecting content

This phase involved:

- in-depth interviews across the CSR spectrum (covering social, community and environmental issues),
- reviewing reporting practices in the profession,
- surveying customer queries.

Regarding the appointment of representatives for each theme

Each theme was assigned to a representative responsible for proposing and defining indicators according to their relevance and the availability of information.

Regarding indicator development

A number of indicators specific to the company's activity were created or adopted to ensure that the information disclosed is relevant. They are as follows:

- Number of projects funded through ESCs
- Biofuels
- Employees who recommend Butagaz as an employer
- Percentage of Compressed Natural Gas vehicles in the bottled gas fleet

Butagaz Group Indicators

The majority of indicators concern one calendar year.
It is specified if the Indicators are calculated for a financial year.



Total purchases from French establishments reserved for employing people with special needs (“secteur protégé”) or dedicated to social and professional integration

€ 29,362 (2021)
€ 37,651 (2020)

The decrease in investments in this sector is explained by the efforts made within the Group to improve its performance in the employment of workers with disabilities (see page 22 of this report)

Percentage of purchasing (excluding energy) from suppliers in France

98% (2021)
98% (2020)

Note: Butagaz SAS scope only - These figures are for one fiscal year (April 2021 to March 2022).

Percentage of buyers with CSR/sustainable purchasing targets

100% (2021)
100% (2020)

Note: (Butagaz SAS scope only). In 2021, 56 employees (focal points and managers) received responsible purchasing training from BL-Évolution. The course content was then made available to all Group employees via the intranet.



Safety

LTI *
1.24 (2021)
2.16 (2020)

Note: this data does not include the subsidiaries Soltéa and Solewa.

* The number of lost time injuries/accidents, resulting in an absence exceeding one day, which occur over a 12-month period per million working hours.



Parity

Gender equality index
91/100 (2021)
83/100 (2020)

Percentage of women in senior management positions
36% (2021)
36% (2020)

Employment

Tenure
Between 9 and 10 years (2021)
Between 9 and 10 years (2020)

Voluntary turnover rate
4% (2021)
2.46% (2020)
Note: data for a 12-month calendar year

Percentage of people on permanent contract
89% (2021)
92% (2020)
Note: given its specific industrial activities (Seveso and Atex classified sites) and the nature of its productions, the Group limits the use of temporary contracts and prefers stable employment.

Absenteeism rate
4% (2021)
3.35% (2020)

Employees who recommend Butagaz as an employer
74% positive responses (2021)
77% positive responses (2020)

Note: annual employee survey (Butagaz Group). The following question is asked: Would you recommend Butagaz to your friends and family as a place to work?

Progress target: reach 83% in 3 years

Training
8 hours (2021)
7 hours, including 3.5 dedicated to CSR issues (2020)
Note: average number of hours per year per staff member

Disability
2.26% (2021)
2.13% (2020)
Progress target: reach 3% in 3 years

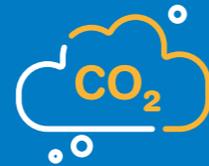
The majority of indicators concern one calendar year.
It is specified if the Indicators are calculated for a financial year.

THE PLANET

Emissions

Tonnes of CO₂ released
(BEGES: greenhouse gas emissions reports)

Scope 1: **2.9 kT** (kiloton) CO₂
 Scope 2: **0.3 kT** (kiloton) CO₂
 Scope 3: **3,372 kT** (kiloton) CO₂
 Total: **3,375 kT** (kiloton) CO₂
 (2021)



Note: in 2021, for the first time, the carbon footprint includes all the Group's activities (liquid gas, refrigerant gases, natural gas & electricity, pellets, solar power) and subsidiaries. This new calculation method does not allow for comparison with previous years, so only emissions for 2021 are shown here.

Biofuels

Green gas / total gas sales

1% (2021)
2.1% (2020)

Note: this decrease is mainly due to a shift in the billing of 2021 biomethane to 2022 (sales are recorded on the basis of the billing dates and not the customer consumption dates).

Green electricity / total electricity sales

17% (2021)
8% (2020)

Note: data from our subsidiary specialised in natural gas and electricity (Gaz Européen).

Consumption

Electricity consumption in MWH

7,182 (2021)
6,962 (2020)

Note: the increase in our consumption is mainly due to the recent integration of our two subsidiaries Soltéa and Solewa.

Water consumption of industrial sites

142,260 m³ (2021)
139,822 m³ (2020)

Note: Butagaz SAS scope only. The difference in consumption is explained by the work carried out on the pipeline at the Lucciana site.

Industrial waste

Non-hazardous waste (including metals)



1,246.6 t
(2020)



1,191.4 t
(2021)

Hazardous waste



299 t
(2020)



283.32 t
(2021)

Total: **1,474.72 t** (2021) • 1,545.6 t (2020)

Percentage of Compressed Natural Gas vehicles in the bottled gas fleet

1.5% (2021)
0.9% (2020)

Note: these figures are for one fiscal year (April 2021 to March 2022) and only concern Butagaz SAS

SHARING

Customers

Customer satisfaction rate

93% of which 42% are fully satisfied (2021)
92% of which 46% are fully satisfied (2020)

Note: these figures only concern Butagaz SAS (activities relating to bottled gas and gas in tanks (professionals and private customers) and pellet sales).

Customer effort score

69% (2021)
68% (2020)

Note: the customer effort score is the percentage of Butagaz customers who stated that it was easy to get a response to their request.

Partners

Number of projects financed by the Energy Savings Certificates (ESCs), 58% of which was used to finance insulation work in 2020 and 82% to finance heating work in 2021

33,170 (2021)
23,096 (2020)

Source: EMMY export

Number of MaPrimeRénov grant applications facilitated

6,166 (2021)
264 (2020)

Source: internal monitoring table

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CSR Steering Committee members:

Yves Branthomme
Natacha Cambriels
Sylvie Gallois
Emmanuel Mannoorettonil
Florence de Noray
Emmanuel Trivin

CSR Working Group members

Alicia Bettin
Laetitia Deltour
Olivier Eudeline
Christian Fayard
Claire Menant
Anne-Stéphanie Pierry
Laure Rinaudo
Trevor Smith

Contributors

Julie Audebert Lasrochas
Éric Augustoni
Philippe Bana
Amandine Besencourt
Alicia Bettin
Benoît Bichet
Roland Bouquet
Sophie Boyer
Éric Dadian
Cléopatre Darleux
Angélique De Barros
Florence de Noray
Sylvie Esnault
Olivier Fortun
Nelly Hapdey
Nikola Karabatic
Matthieu Marty
Céline Meyrignac
David Monserand
Sébastien Muteba
Romain Philipon
Céline Raux
Aude Rey
Nicolas Scarano
Trevor Smith

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