

#3

INSIDE

THE STORIES FROM THE MARKET:
storytelling of the consequences
of a bad choice



THE STORY

FIRE INCIDENT

In Strasbourg, a “major fire” in a data center occurred.

A major fire occurred on **March the 10th**, in a data center **affecting huge numbers of computer servers**.



THE EFFECTS



- After the fire, many national education services were disrupted.
- The fire caused malfunctions on many third-party websites and services using the company's hosting solutions. Bugs were noted on digital work environments.
- This incident caused multiple local data centers to go offline, and it has also impacted global websites.
- Many of the major customers stated that their web services were no longer accessible.
- It is said that the incident caused total unrecoverable data loss to many customers.

OUR WORLD

We are more and more critically dependent on electrical availability and consumption! Why?

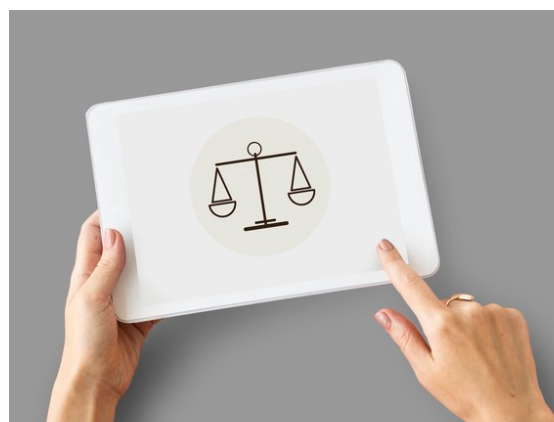
1. New Technologies & installation

- Residential photovoltaic generation is increasing.
 - Residential energy storage in Europe is set to grow 500% by 2024.
 - Large, medium & small heat pumps replacing gas and oil for heating and hot water.
 - Dual electricity supplies: regular AC and low voltage DC.
 - Power over data lines, smart & connected buildings.
- Increase of electrical equipment in dwellings.



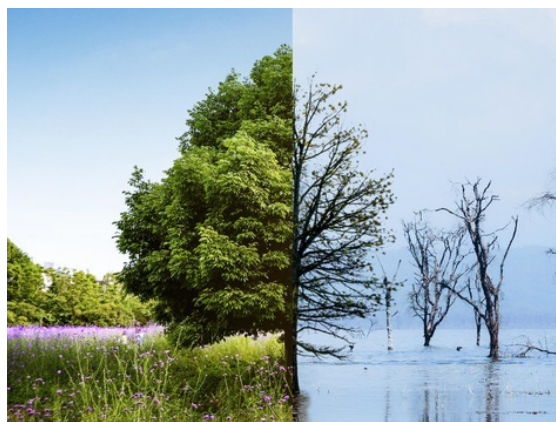
2. Legislative Trends Across Europe

- Directives and Regulations: Energy Performance of Buildings, Energy Efficiency, Renewable Energy.
 - CO₂ emission standards for vehicles.
 - Circular Economy (Reconditioned Electrical Equipment).
 - Improve consumer product information about energy consumption.
- All these initiatives increase the pace and scale of electrical renovation of residential buildings.
- Newer homes can burn 8 times faster than older homes.



3. Climate Change

- Increase of summer temperatures → more Air Conditioning Units.
- More serious flooding → what to do for electrical installations?
- High ambient temperatures (e.g., 45 to 50° C) will increase temperatures in insulated roof spaces.



4. Social Changes

- Ageing population, assisted living, increasing numbers living alone.
- Increasing focus on eliminating Energy Poverty.
- Providing Safe Access to Electricity for all.



HOW YOU CAN CONTRIBUTE

1. Proper **design** of the installation.
2. **Compliant** cables.
3. Professional **installation**.