

ROULARTA MEDIA GROUP BUILDS SOLAR PARK WITH ALMOST 3,000 PANELS



Roularta Media Group has started the construction of a new solar panel park in Roeselare (HQ). The 2,933 solar panels will cover a total of one-fifth of the site's total electricity consumption. With this investment, the company is investing in a green and sustainable future.

The new solar park covers an area of approximately 20,000 square meters, of which approximately 9,000 square meters will be used for the solar panels themselves. These will generate an annual electricity production of 1,980 megawatt hours, which is the average consumption of around 565 households. The peak capacity is 2,083 kWp.

The preparatory groundwork has already been completed, the frames and afterwards the panels will be installed in the coming months, and the solar park should be operational in March 2026. Roularta Media Group already had around 2,000 solar panels installed, spread across its sites in Roeselare and Brussels.

"We will consume about 75% of the generated electricity ourselves, mainly for the printing plant, but also for the offices and to charge electric cars," says CEO Xavier Bouckaert. "The new installation represents a significant investment of around one million euros. Moreover the solar park does not mean the end of investments. For example, we are looking into whether it would be appropriate to install batteries in the future."

Sustainability strategy

According to Bouckaert, the solar panel project is fully in line with Roularta Media Group's sustainability policy, in which the company explicitly supports four of the United Nations' Sustainable Development Goals (SDGs). *"We are focusing on four priority goals. This investment is closely aligned with SDG 12, which revolves around sustainable production and consumption and working with partners who endorse this vision, and with SDG 13, in which we strive for responsible energy and resource management to reduce our ecological footprint and become CO₂ neutral by 2040. Examples of previous steps in this direction include reusing heat from the printing plant for the offices, installing energy-efficient drying ovens, and gradually electrifying our vehicle fleet."*

With the new installation, Roularta Media Group also complies with the legal PV obligation whereby large electricity consumers must install a certain number of solar panels. *"In 2026, 2030, and 2035, that number will be increased each time," says Bouckaert. "But we have chosen to take all those intermediate steps at once. In concrete terms, this means that today we are already installing more than twice as many solar panels as will actually be required in 2035. So we are taking a huge lead right away and showing that we really believe in a green future."*

Finally, Bouckaert points out that the construction of the new solar park also takes nature and the neighborhood into account. *"The new panels will be installed at the back of the printing plant to minimize disruption to the neighbors. We are also placing them as high as possible so that there is no negative impact on the natural activity below."*

FACTSHEET



**Roularta
Media Group**

⚡ 75%

⚡ 25%



**Solar park
2,933**

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



⚡ 1,980 MWh/year

€ 1 million

= ⚡ 565 households