



The Job Bus



Aim 4: Develop our employees' skills and promote equal opportunity

- > Action 4.1: Design action plans at every entity to enhance attractiveness

 **Entities:** Bouygues Entreprises France-Europe and Bouygues Travaux Publics

 **Operational Units:** Quille and GFC Construction

Overview of the Initiative

- > **Objective:** To charter a "job bus" to recruit job seekers with a variety of qualifications and skills.

- > **Description:**



Bouygues TP and Bouygues Entreprises France-Europe (Quille) introduced the job bus to recruit workers for the construction of the Flamanville EPR nuclear power plant on the north-western coast of France. It travelled around the Manche region to recruit 400 people for the three-year construction project.

The vehicle visited 19 towns (Cherbourg, Valognes, Saint-Lô, etc.) within 45 minutes of the site so that the new recruits would not have to relocate. The employment contracts, which include a mobility clause, may be renewed for other Group projects.

This initiative has boosted employment in rural and outlying areas. Bouygues Construction targeted unemployed people (so as not to poach employees from local SMEs) of all ages with few or no qualifications. The main recruitment criterion was motivation as construction training will be provided.

 **Partners:** EDF, the APEC and the ANPE

 **Start date:** March 2007

 **Indicators:**

1,800 people have climbed aboard the bus
Number of people recruited