



## Obtaining the Men-Women Equality Label

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

- > Action 4.5: improving the company's level of feminisation

 **Entity:** Bouygues Entreprises France-Europe

 **Operational unit:** Quille

## Overview of the Initiative

- > **Objective:** to promote equality of the treatment between men and women in terms of recruitment, salaries, professional career development and integration of parentality.
- > **Description:**



Quille has just obtained the Men/Women Equality Seal of Approval awarded by the AFAQ AFNOR (French Quality Standards Association) for the first time in France to a major construction firm located in Normandy.

### **Men / Women Equality Seal of Approval: the reward for strong commitment on the part of Quille**

Quille signed an agreement with its social partners fixing the objectives and means to be implemented in terms of a balance between private and professional life (individualisation of working hours, choosing to work part time, child care, etc.), equal pay, career path development and the provision of training.

Backed by this commitment, Quille applied to obtain the Men-Women Equality Seal of Approval from AFAQ AFNOR. The aim of this Seal of Approval is to enhance the value of men-women equality and a professional mix in the heart of companies, public services and associations. The certification organism examines the action taken by applicant firms in three areas: professional equality, human resources management and the management of parentality within a professional framework. The Seal of Approval is awarded for a period of 3 years with an intermediary verification after 18 months.

### **A commitment applying to all aspects of diversity**

Apart from Men-Women equality, which has now received the Seal of Approval, Quille has concluded 3 other agreements with its social partners concerning the integration of the handicapped, diversity of origins and the employment of seniors:

- ➔ Approved by the French Department of Employment, the agreement aimed at the integration of the handicapped lays the foundations for an action plan covering four specific areas: hiring, insertion and training, maintained employment and/or continued employment within the company in the event of incapacity and collaboration with the protected, adapted work sector. In this context, Quille has

already taken on 6 higher education trainees and 5 professional training trainees with handicapped status. 13 employees have been maintained in employment and retraining is also under way. For autumn 2008, a professionalisation contract has already been signed and another is being examined. Since 1 January, the number of handicapped workers at QUILLE has risen from 24 to 50.

- ➔ Promotion and respect for ethnic, cultural and social diversity were evidenced by the signature of the Diversity Charter in April 2007. To date, Quille has over 28 different nationalities on its payroll. This approach brings the company greater performance and higher quality in its social relations. The objective of the Diversity Charter is twofold: firstly, to ensure promotion and observance of cultural, ethnic and social diversity in teams and in the organisation and, secondly, to tangibly publicise corporate action in terms of diversity.
- ➔ On 29 May 2008, Quille concluded a proactive corporate agreement on the employment of seniors. A natural part of the company values, a variety of age groups is an element of competitiveness and long-term durability for Quille. The agreement signed is based on two major themes: career and skills management, as well as support when retiring.



**Partner:** Upper Normandy Préfecture (regional administration body).

**Start date:** Not given

**Financial cost of the action:** AFAQ: €8,650 ex-VAT. Technical support from a specialist firm: €8,000, 50% of which was met by the Upper Normandy Préfecture associated with the approach.

**Indicator:** Quille employs 235 women

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