



# REACHING OUT TO SOCIETY

Responsible  
*and committed!*

11 SUSTAINABLE CITIES AND COMMUNITIES



- Design and build sustainable living spaces meeting the needs of all

In a world where things are constantly accelerating and changing, the role of an international group like Bouygues Construction is to effectively understand how the world around us is evolving, to exchange views with our stakeholders and to use these discussions as an ongoing basis to better fulfill their expectations.

Ecological transition, digital transformation, changing uses, population growth and urbanisation are all major trends that are shaping the future and bringing new challenges to Bouygues Construction in our role as designer and builder of the cities of tomorrow. Our responsibility is not only to be receptive to and understand these major transformations, but also to leverage our experience to share this knowledge with our ecosystem. Co-constructing involves sharing and interacting with local players such as inhabitants and communities, schools and universities, innovative ecosystems, start-ups, researchers, and NGOs, working together to bring on the solutions of tomorrow.

## WORKING IN "CO" MODE

How can we imagine a city or neighbourhood tailored to the way people use it, that encourages the creation of economic activities and nurtures social life within the city? How can offices, universities and schools be designed in such a way that people can talk to each other while at other times have space to concentrate? How can we design and build hospitals in a way that takes on board the respective points of view of patients, nursing staff and administrative employees?

For years, Bouygues Construction has been working hand-in-hand with stakeholders and organising structured thinking processes that reach out beyond its own teams to encompass sociologists, designers, urban planners, architects, experts, etc. Together with local inhabitants, communities and stakeholders, it anticipates, imagines and helps to co-design the buildings and neighbourhoods of tomorrow. Our ground-breaking consultation methods show that co-construction is more than just a process for us - it is a whole culture of shared innovation that the Group fosters, both in France and abroad, every day.

Opting for open innovation is a way to strengthen our local presence. By opening up our innovation programme to local companies, partners and universities, working with incubators and investing in start-ups, Bouygues Construction is developing its knowledge of local ecosystems, its employees' talents and exchanging ideas with new players - all of which brings added value to our offers, projects, customers and end-users.

700

people involved in collaborative workshops or client events in 2018

25

LinkCity projects completed under the "CityPlay" collaborative scheme



*"To continue to bring greater value to our customers, we must put ourselves in the place of users to understand and then integrate their expectations with respect to all the various aspects of daily life (health, education, work, mobility, intergenerational links, and the relationship to physical spaces).*

*Reaching out to society means stepping outside of our comfort zone to explore the entire spectrum of what is possible - and desirable - with humility."*

**François Pitti**

Group VP, Strategic Marketing and Foresight



## OUR ACHIEVEMENTS

### L'ÉCHAPPEE BELLE

In Mont Saint-Aignan (Normandie), an entire real estate project, inspired by the ideal of creating a child-friendly city, was developed collaboratively, based on the collective creativity of over 30 participants of all ages from 7 to 77!



### FOSTERING COLLECTIVE INTELLIGENCE / FUTURE WORKSHOPS

Hand-in-hand with local and community structures, Linkcity, a real estate development subsidiary of Bouygues Construction, brings us ever closer to our vision of a collaborative urban factory.

In the summer of 2018, Linkcity hosted a small 'future' event in Aix-en-Provence, bringing together local players, residents, occupational therapists, innovators and others, to take up the challenge of inventing the habitat of tomorrow.



### EURÊKA CONFLUENCE, LYON (FRANCE)

In Lyon, Linkcity is experimenting with a new method of urban design: one which is piloted and constantly enhanced by a consortium of 14 ambitious industrial partners. This "generator of urban innovations" is also, with the "Eurêka Club", a real incubator of innovative community projects, from recycling to third-place renewable energies. Eurêka Confluence testifies to Bouygues Construction's capacity to create innovative, meaningful urban projects that serve end-users.

### LES FABRIQUES

This urban project, designed by Linkcity and UrbanEra, a subsidiary of Bouygues Immobilier, is part of the major Euroméditerranée renovation project for a neighbourhood of Marseilles. The goal is an ambitious one: to recreate a vibrant district that is attractive to residents, inspired by the city's traditions of craftsmanship and industry. An urban factory and a community of "makers", DIY aficionados and supporters of the sharing economy, have taken root there and are determined to bring the area back to life.







## OUR SOLUTIONS

### CITY PLAY

Act as a catalyst for civil society initiatives, ensure that citizens are once more genuinely involved in every urban project - this is a mission which means inventing an entirely new way of relating to real estate.

To meet this challenge, Bouygues Construction has designed "CityPlay", a hotchpotch of fun and serious solutions for a collaborative urban factory, including serious games aimed at co-designing a neighbourhood, homes imbued with the spirit of the project, participative budgets, appeals for local people to get on board, and more.



### "REINVENTING THE CITY"

Since 2015, Bouygues Construction has been a partner of WWF France and supported its "Reinventing the City" initiative, which aims to bring together businesses and communities around more sustainable urban lifestyles. Based on the ten WWF France sustainability principles, this partnership aims to generalise a systemic approach to cities and test it out in pilot sustainable neighbourhoods in France.

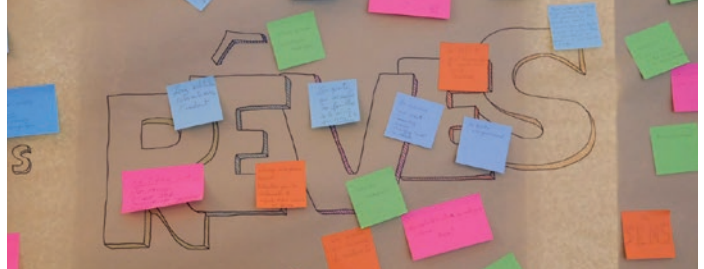
This approach is currently being rolled out on a larger scale through the integration of these ten sustainability principles into Bouygues Construction's tools. The aim is to raise the overall level of ambition of the Group's approach to redevelopment projects. This partnership fosters the sharing and promotion of best practices and innovative solutions with various stakeholders, through dedicated media and WWF France and Bouygues Construction events.

To find out more:

<https://www.wwf.fr/champs-daction/climat-energie/reinventer-villes>



Greencity eco-district (Zürich Switzerland)



### FUTURE AND COLLABORATIVE THINK TANKS

For several months, Bouygues Construction ran an open, collaborative scheme on the mobility of goods and people aimed at bringing key players and users together to co-produce an attractive vision of mobility for 2030. Supply and demand for mobility were studied based on how local people's current usage and what they would like to see happen in the future. Mobility operators, local authorities, institutions, businesses, start-ups, sociologists, and real estate players all contributed by sharing their visions and comparing their ideas with a sociological approach that included presentations by experts and future workshops.

The outcome of this work was to open up desirable future perspectives for multiple forms of mobility in order to meet societal expectations combining environmental and economic challenges.

For more information: [http://bycn.fr/Villes\\_et\\_Mobilites/](http://bycn.fr/Villes_et_Mobilites/)

### WIZOM OFFERS

With Wizom housing, Bouygues Construction brings a range of solutions to respond to the diversification of family situations, changing lifestyles and the specific needs of each individual.



Wizom Rehabilitation, for example, structures its approach around three pillars: improving the way people interact within the community, the sustainable renovation of our urban heritage, and enhancing the attractiveness of local areas.

Wizom Rehabilitation focuses on listening to the aspirations of local inhabitants, in all their diversity, and building projects around them. We bring local residents on board at all stages of the project - before, during, and after completion. We propose a range of tailored solutions to encourage a collective approach, and we reach out to local people through meetings and dedicated applications, as well as co-designing projects with residents.

For more information:

<http://offres-innovantes.bouygues-construction.com/logement/>

### CONSTRUCTION VENTURE

To support our open innovation approach, Bouygues Construction created Construction Venture in 2015. This is an investment fund dedicated to the financing of companies in seed and start-up phase.

We have participated in equity investments such as Hesus, Morphosense and Simsoft Industry.

The goal is to create strategic relationships by giving financial resources to partnering start-ups enabling them to scale up their solution or to co-create innovations with a view to transforming our business sectors.

### MATCHING UP

To accelerate the transformation of the company, the construction industry and real estate sector, Bouygues Construction has created "Matching Up", a programme to support joint open-innovation projects by start-ups and Group employees. By supporting subsidiaries in the geographical areas where we are present, and connecting up with their innovation ecosystem, we are creating conditions that enable us to determine the best start-ups to cooperate with to anticipate what tomorrow's world holds. Since 2015, more than 1,000 start-ups have been identified and 200 solutions have been trialled in the company.