

# Press release

Wednesday, December 14, 2016

## BOUYGUES CONSTRUCTION ORGANISES A DAY OF "SHARED INNOVATION" – THE AMBITION IT ANNOUNCES IN ITS NEW BRAND TAGLINE

Bouygues Construction held a Shared Innovation Day on December 14 at Challenger. There were two highlights: Matching'Up – a networking forum for start-ups – and the awards ceremony for the Group's 6th Innovation Competition. Discussions throughout the day focused on demonstrations of recent innovations by the Group and its partners, in-house competitions, talks on new uses and an emphasis on digital technologies.

The theme running through this special day for customers, partners and employees was "Shared innovation", an ambition now clearly stated by Bouygues Construction in its new brand tagline.



Speaking at the conclusion of the day's activities, **Philippe Bonnavé, Chairman and Chief Executive of Bouygues Construction**, said: "Bouygues Construction sees innovation as its primary source of added value: this is 'shared innovation' that benefits its customers while at the same time improving its productivity and the working conditions of its employees, particularly with regard to matters of health and

safety. In property development, in finance, in design and construction, in site management, in operation and maintenance and in deconstruction, we are surrounded by innovation. We encourage it at every stage of our projects. It makes us reinvent ourselves each day."

Matching'Up, a forum devoted to networking with the most cutting-edge start-ups in the sector, enabled twelve of them to present innovations for reinventing offices of the future. 170 start-ups and SMEs had submitted dossiers in which they imagined new work spaces.

Another highlight of the day was an exhibition organised on over 70 stands, which put the spotlight on internal and external innovations currently impacting the various stages of construction, from upstream (property development, 3D design, etc.) to downstream (facilities management, new uses, maintenance, services, etc.), not forgetting the heart of the construction site, which has been revolutionised by the advent of BIM and digital technologies.

Finally the Innovation Competition – now in its 6th edition – rewarded the best inventions by Bouygues Construction employees, both in France and in other countries. A shortlist compiled by a panel of experts from both inside and outside Bouygues Construction was presented to a jury made up of members of the Group's General Management Committee. 658 entries were submitted this year, out of which 24 received awards.

### Press contacts

Mathieu Carré (+33) 1 3060 6639 - [m.carre@bouygues-construction.com](mailto:m.carre@bouygues-construction.com)  
Caroline Maurey (+33) 1 3060 2805 - [c.maurey.ext@bouygues-construction.com](mailto:c.maurey.ext@bouygues-construction.com)

Bouygues Construction is a global player in construction, with operations in more than 80 countries. It designs, builds and operates projects in the sectors of building, infrastructure and industry. As a responsible and committed leader in sustainable construction, Bouygues Construction sees innovation as its primary source of added value: this is "shared innovation" that benefits its customers at the same time as improving its productivity and the working conditions of its 50,000 employees. In 2015, Bouygues Construction generated sales of €12 billion.



Shared innovation