

*Le Président*

## **Declaration of support for the Global Compact (October 2010)**

Bouygues Immobilier, a subsidiary of the Bouygues Group, is a major property development company in France and Europe.

Present in France, Belgium, Spain, Poland, Romania and Portugal, Bouygues Immobilier carries out residential, corporate property, and business park projects.

Bouygues Immobilier employs 1,343 people and has 35 regional offices in France and five subsidiaries elsewhere in Europe. Its sales totalled €2,989 million in 2009.

Since 2006, Bouygues Immobilier participates in the United Nations initiative that brings companies together with labour and civil society to support ten universal principles in the areas of human rights, labour standards, the environment and anti-corruption. This initiative brings meaning and values to an increasingly globalised and interdependent world.

Economic performance, ethical business practices, and strict control of risks related to our activities are the defining elements of Bouygues Immobilier's strategy. Our participation in the Global Compact furthers this commitment.

Besides being an instrument of development, this initiative helps us to be more attentive to our customers and stakeholders and to provide better service. It is a means of improvement for the company and all its employees, reflecting our dedication to innovation and architectural quality.

I believe that technology and innovation are a possible response to the environmental challenges facing us and it is also for this reason that we support the Global Compact.

As Chairman and Chief Executive Officer, I am firmly behind our commitment to this progress initiative, which is one of our most important priorities.

  
François BERTIÈRE

Having embarked on a proactive sustainable development policy in 2006, Bouygues Immobilier stepped up its efforts in 2009 and was the leading property developer in the Novethic<sup>1</sup> sustainable development league table for the second year running.

Aware of the challenges of sustainable development in the property development sector, Bouygues Immobilier is pursuing an ambitious policy with four major strands:

- designing and marketing environmentally friendly property development programmes and supporting customers in the responsible use of their housing and offices;
- promoting the green economy by creating a new generation of buildings and related services;
- reducing the environmental impact of its activity and controlling its carbon footprint;
- encouraging diversity and the well-being of the company's employees.

The first French property developer to seek comprehensive H&E<sup>2</sup> and HQE®<sup>3</sup> certification, creator of the Green Office® concept for positive-energy office buildings and prime mover of the Positive Energy Consortium, Bouygues Immobilier continued to roll out its initiatives in 2009 in order to confirm its positioning as the standard-setter in sustainable development.

<sup>1</sup>Novethic & Ademe survey about eco-efficient building ([www.novethic.fr](http://www.novethic.fr); under heading "Baromètre\_2009")

<sup>2</sup>H&E - Habitat & Environment <sup>3</sup>HQE® - High Environmental Quality

## Anticipating to stay ahead (Principle 7,8)

### Anticipating energy efficiency regulations

Implementing the laws and regulations that have flowed from the Grenelle Environment Forum will imply a transformation of the property development business. Although the regulatory requirements and deadlines are known (BBC<sup>1</sup> - low-energy by 2012, Bepos<sup>2</sup> - positive-energy by 2020), Bouygues Immobilier has already set itself a number of objectives: to anticipate regulatory changes, to set the industry benchmark in a period of transformation, to prepare staff to deal with the issues, and to rethink purchasing policy in order to select suppliers and service providers capable of responding to the new requirements. Bouygues Immobilier started out along this road in 2007 by systematically seeking Habitat & Environment certification for its residential developments and HQE® certification for office buildings.

If the company has been able to get ahead of the game, it is thanks to the determination of its management, which among other measures in 2009 created a research and sustainable development committee to ensure the in-house coordination of innovation in key areas like building energy management, carbon balances and renewable energy sources.

<sup>1</sup>BBC - Bâtiment Basse Consommation (Low Energy building)

<sup>2</sup>BEPOS - Bâtiment à Energie Positive (Positive Energy Building)



## Speeding up the transition to BBC<sup>1</sup> housing

Anticipating low-energy standards means mastering complex types of know-how that are still relatively unfamiliar in France. Design, development, construction and operation all have to be rethought from a sustainable development standpoint. 14% of building permit applications filed in 2009 were for BBC residential buildings, representing over 1,500 housing units.

<sup>1</sup>BBC – Bâtiment Basse Consommation (Low Energy building)

## Combining thought and action in the cause of innovation (Principle 9)

### Green Office®: setting new benchmarks for positive-energy offices

In 2006, with the aim of structuring its future strategic thinking, Bouygues Immobilier embarked on the Green Office® project in Meudon, the first large-scale positive-energy building in France. Work on the 23,000-sq metre project began in mid-2009 for delivery in the first half of 2011. A technological showcase which anticipates French environmental regulations by ten years, the building will produce more energy than it consumes in a year thanks to 4,200 sq metres of photovoltaic panels and a biomass combined heat and power generation system. Another Green Office® project with a net floor area of 35,000 sq metres is being developed in the Paris suburb of Nanterre.

Bouygues Immobilier has also laid the foundation stone of a retail park in Orange that will have the biggest photovoltaic power plant incorporated into a public building in Europe. More than 12,000 photovoltaic panels distributed over the 27,000 sq metres of roof will generate 2.5 GWh a year, equivalent to the annual domestic power consumption of a town with 3,500 inhabitants.

### Using industrial expertise to optimise energy consumption

In 2008, Bouygues Immobilier created the Positive Energy Consortium, a grouping of eight major industrial firms, each a leader in its particular field (energy management, lighting, office equipment, catering, etc.). The consortium's aims are to reduce the energy consumption of future office buildings in the operating phase, to help increase their capacity to generate energy from renewable sources and to optimise the carbon balance of such buildings over their entire lifecycle. The consortium, which recently celebrated its first birthday, has published its first recommendations in a White Paper available online (in French) on the website [www.enjeu-energie-positive.com](http://www.enjeu-energie-positive.com). Two new members will join the consortium in 2010, Intel and Tenesol, Total's photovoltaic energy subsidiary. Five new subjects will be explored, namely the integration of photovoltaic energy, health, comfort and quality of life, the carbon footprint in the operating phase, green mobility and network convergence.



### **Rehagreen®: rehabilitating existing commercial buildings**

Residential and commercial buildings account for 46% of energy consumption and 25% of greenhouse gas emissions in France. The property industry is experiencing a green revolution that makes existing buildings even more obsolescent. To help institutional owners enhance the value of their property assets, in 2009 Bouygues Immobilier introduced a service package baptised Rehagreen®. The approach involves providing a methodological framework that will enable value creation through greater energy and thermal efficiency as part of a more comprehensive approach to property assets. The aim is to assess the development potential of the property in order to enhance its value in a sustainable and environmentally responsible way using green rehabilitation methods.

### **Designing sustainable neighbourhoods**

The Ginko eco-neighbourhood, part of the Berge du Lac development in Bordeaux, is representative of Bouygues Immobilier's sustainable neighbourhood ambitions. The fruit of cooperation with the urban community and city of Bordeaux, the neighbourhood, on which work will begin in 2010, will ultimately comprise 2,150 housing units, 20,000 sq metres of public buildings, 25,000 sq metres of office space and 32,000 sq metres of retail space. It is distinctive in taking account of all aspects of sustainable development, including social diversity, mixed usage, quality of life, preservation of biodiversity, energy-efficient building and soft mobility. In November 2009, the project won the "Energy efficiency and renewable energy prize" awarded by the Ministry of Ecology, Energy, Sustainable Development and the Sea. In 2009, Bouygues Immobilier also won a contract to develop a future eco-neighbourhood in Joué-lès-Tours, near Tours, scheduled for completion in 2015. It will include 150 homes, two serviced residences, four local shops, a hypermarket and local and public amenities.

Priority will be given in 2010 to structuring proposals for sustainable neighbourhoods based on objective and measurable criteria.

## **Assuming our environmental and social responsibility (Principle 1, 3, 6, 8)**

### **Raising customer awareness of energy savings**

Bouygues Immobilier introduced educational initiatives targeting customers in 2009, including the production of a manual of green behaviour and an online eco-calculator<sup>1</sup>. As well as highlighting the potential energy savings of new homes, the calculator enables users to evaluate the impact of simple things they can do to reduce their environmental footprint. The aim is to spread best practice and help customers to analyse their own behaviour.

<sup>1</sup><http://developpementdurable-bouyguesimmobilier.com/fr/eco-calcullette.html>



## Locking in responsible purchasing

The Bouygues group's responsible purchasing policy, implemented with the help of EcoVadis, was rolled out at Bouygues Immobilier in 2009, where a CSR<sup>1</sup> assessment of part of the panel of suppliers was carried out. The processes of 20 suppliers were analysed, with a further 20 to follow in 2010. In addition, Bouygues Immobilier has committed itself to a new product-based approach, evaluating the health and safety impact of the materials used in its developments. The approach initially applies to finishing materials in direct contact with users, such as adhesives and flooring. Bouygues Immobilier is also continuing to systematically incorporate CSR<sup>1</sup> clauses in its contracts with suppliers and subcontractors.

## Sponsoring solidarity initiatives for the community

Through its corporate foundation created in 2009, Bouygues Immobilier aims to help make the urban environment more human by placing architecture and urban planning at the service of the environment and the community. Endowed with a five-year budget of €1 million, the Foundation will focus on three main priorities: promoting architecture and planning to the general public, encouraging expert discussion of future urban life in a sustainable development perspective, and promoting solidarity in urban communities by helping young people in difficulty to integrate.

One of the first projects to benefit from the foundation's support was the *Habiter Ecologique* (Living Ecologically) exhibition held at the Cité de l'Architecture et du Patrimoine from 13 May to 1 November 2009. As one of its solidarity initiatives, the foundation formed a partnership with Unis-Cité, an association that promotes community service among young people aged 18 to 25. As part of its *Mediaterre* project, Unis-Cité aims to give families from disadvantaged neighbourhoods six-month training in green behaviour, subsequently measuring the effect of such behaviour on their electricity and water bills.

<sup>1</sup>Corporate Social Responsibility

## Making diversity a genuine opportunity for the company

An awareness-raising seminar and discussion for all human resources managers was organised in 2009. The aim was to reach a framework agreement spanning all aspects of diversity, modelled on existing agreements on the employment of older people. An in-house study of gender equality begun in late 2009 will provide the basis for framing a proactive gender equality policy in 2010. Women are already well-represented in the company, since 33.1% of managers and 20% of general management committee members are women.



### **Disability: strengthening partnerships with firms in the sheltered sector**

In 2009, Bouygues Immobilier stepped up its cooperation with firms in the sheltered sector. All staff were informed of the policy and almost all entities now have a disability correspondent. Services purchased from firms in the adapted and sheltered sector include mail shots, routing and the recycling of computer hardware. The aim for 2010 is to subcontract certain services for the company's development projects, such as cleaning, security and gardening.

### **Older employees: going beyond regulatory requirements**

Going beyond new regulatory requirements, the agreement on the employment of older people concluded with the social partners in late 2009 places the policy implemented by Bouygues Immobilier for a number of years on a formal footing. The group has a hundred or so employees aged over 55 and undertakes to maintain those numbers for the next three years. Priority is given to two aspects: the well-being of older people in the workplace (stress prevention, listening, training, etc.) and the transmission of their know-how and expertise to newcomers through mentoring. 50% of employees aged over 45 attended at least one training course during the year and 15% of training hours in-house were dispensed by older people. Mid-career interviews have been introduced for older people and those who wish can ask for a skills assessment.

### **"BI&Me": encouraging the right work/life balance**

Following an in-house survey in 2007 and a consultation exercise in 2008, Bouygues Immobilier prepared an action plan in 2009 to ensure respect for its employees' work/life balance. Training in how to prevent stress and manage unhappiness in the workplace will be introduced for managers in 2010, and all staff will be given training in time and priority management. Rules on the conduct of meetings will also be introduced. The project, called "BI&Me", aims to change people's attitudes and behaviour so that everyone works in the best possible conditions from a psychological standpoint.