



# PRESS RELEASE



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## **BOUYGUES CONSTRUCTION LAUNCHES PHASE 2 OF ITS REGIONAL “SME INNOVATION” PROGRAMME FOR SUPPLIERS, WITH THE DINAMIC+ ACCELERATOR AND THE PAYS DE LA LOIRE CHAMBER OF COMMERCE AND INDUSTRY**

*Bouygues Construction is today announcing the rollout of its “Innovation SME” programme in partnership with the DINAMIC+ accelerator and the Pays de la Loire CCI. This collaborative customer-supplier innovation initiative has been run by Bouygues Construction since 2018 to meet the challenges of innovation faced by SMEs operating in the construction industry in the French regions.*

Seven companies based in the Pays de la Loire region have been selected to take part in a Design and Marketing programme with the DINAMIC+ accelerator. The support they receive will help them to develop new products, innovate through use and reconsider user needs. Companies taking part in the six-month programme will be able to develop their skills in innovation and differentiate themselves through a customer-centric approach. They will be supported by DINAMIC+ as well as by Bouygues Construction’s experts and buyers, and their innovative solutions will be trialled on Bouygues Construction sites.

The SMEs that have been selected have a strong capacity for innovation. The aim of the programme is to develop the SMEs that take part in this initiative and to strengthen their relationship with the Bouygues Construction Group. As part of its innovation and responsible purchasing policy, this programme also helps it to select innovative suppliers. The seven companies invited to take part in the Bouygues Construction DINAMIC+ initiative are: Bréhéret, Baudet, Sécurlite, LG Béton, Bignon, Actiled and Coffrafrance.

Gaëlle Saint-Drenant, manager of the DINAMIC+ accelerator, said: “Since 2007, the DINAMIC+ accelerator has been offering excellent support to SMEs in the Pays de la Loire region, enabling them to improve their performance and growth. The DINAMIC+ Design & Marketing programme gives them access to tailored consultancy and training to help them rethink their offer, innovate and remain one step ahead. This partnership with a large group like Bouygues Construction is very positive for the development of SMEs in the construction industry in our region.”

Eric Bouret, Purchasing Director at Bouygues Construction, added: “As part of our policy of collaborative innovation with suppliers, Bouygues Construction’s Purchasing department has already successfully supported 16 SMEs in the Auvergne-Rhône-Alpes region since 2018. Today, Bouygues Construction is continuing to apply this approach with a selection of medium-size businesses. We are pleased to renew this commitment in the Pays de la Loire region.”

Marie-Luce Godinot, Executive Vice President of Bouygues Construction with responsibility for digital transformation, information systems, innovation and sustainable development, concluded: “This project perfectly illustrates Bouygues Construction’s strategy of shared innovation: it is collaborative, concrete and pragmatic, and it will advance the transformation of the construction industry.”

Bouygues Construction will continue to develop its commitment to innovation with suppliers based in the Calais region in 2022.





### About Bouygues Construction

With 58,000 responsible and committed employees in more than 60 countries, Bouygues Construction designs, builds and operates projects in the sectors of building, civil works and energies and services. A leader in sustainable construction, the Group sees shared innovation as its primary added value and ensures that health and safety are its top priorities. It has pledged to cut its greenhouse gas emissions by 30% by 2030 and offers its customers a wide range of low-carbon solutions.

In 2020, Bouygues Construction generated sales of €12 billion.

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### About the DINAMIC+ accelerator

DINAMIC+ is a comprehensive and tailored acceleration programme combining consultancy, training and a network of excellence to improve performance. The Pays de la Loire Chamber of Commerce and Industry, with aid from the Pays de la Loire Region, the French government, the European Union and Bpifrance, has supported more than 1,500 companies since 2007. 96% of CEOs recommend the DINAMIC+ accelerator.

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