



Making progress become reality

BOUYGUES SIGNS THE #STOPE INITIATIVE TO FIGHT “CASUAL” SEXISM



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This morning in Paris, under the patronage of Isabelle Rome, France’s Minister responsible for Gender Equality, Diversity and Equal Opportunities, the Bouygues group signed a joint undertaking in support of #StOpE (Stop Casual Sexism in the Workplace) that covers all the Group’s subsidiaries (Bouygues Construction, Bouygues Immobilier, Colas, Equans, TF1, Bouygues Telecom).

#StOpE (Stop Casual Sexism in the Workplace) is the first inter-company initiative to combat “casual” sexism in the workplace. Created in 2021 by the AFMD (French Association of Diversity Managers), #StOpE has 199 signatories (37 more in 2022 and 48 more in 2023) who are committed to pooling their resources and sharing best practices in the daily fight against this type of sexism.

#StOpE defines “casual” sexism as acts, gestures, words and behaviours that can insidiously destabilise, infantilise, delegitimise and even disqualify women and men in the workplace. The 2021 #StOpE/BVA survey carried out in France (64,000 participants) shows that:

- More than 8 out of 10 women feel that they are regularly confronted with sexist attitudes and decisions in the workplace; and
- 4 out of 10 men have already heard degrading remarks using sexist representations of masculinity.

“Respect is the Group’s core value. Nurturing it is therefore essential. By tackling casual sexism we create a workplace that is caring and open, enabling every individual to flourish to their maximum potential,” says Edward Bouygues, Bouygues group Deputy CEO and signatory to the initiative.

“After signing the Diversity Charter in April 2022, the Group is now reaffirming its commitment to equal opportunities and equality in the workplace. By signing this initiative on behalf of the Group, we are engaging all our employees by reminding them of the importance we place on fighting all forms of discrimination and casual sexism,” underlines Jean-Manuel Soussan, Senior Vice-President and Director of Human Resources for the Bouygues group.

The 8 priorities of #StOpE

By signing this foundational undertaking, Bouygues **commits to rolling out at least one of the eight priority measures in its six subsidiaries over the course of the year:**

1. **DISPLAY** and **APPLY** the principle of zero tolerance
2. **PROVIDE INFORMATION** that will raise awareness about sexist behaviours (acts, words, attitudes) and their impacts
3. **PROVIDE TARGETED TRAINING** on the obligations and good practices in the fight against casual sexism
4. **DISTRIBUTE** tools that will enable employees to confront sexist behaviour in the workplace



5. **ENCOURAGE** all employees to become involved, to prevent and identify sexist behaviour and to resist casual sexism
6. **PREVENT** sexist behaviour and offer personalised assistance to the victims, witnesses and decision-makers in the reporting and treatment of sexist incidents.
7. **SANCTION** unacceptable behaviour and ensure staff are informed about the associated disciplinary measures
8. **MEASURE** and implement metrics so that policies designed to combat casual sexism can be adapted and improved

A range of initiatives are already in place to combat casual sexism across the Group. For example:

- At **Bouygues Construction**, all employees have received an information guide on the company's "Speak Up" programme, a prevention and reporting initiative created in 2020 to combat hostile and sexist behaviour and all forms of harassment and bullying. Awareness workshops are also organised on Bouygues Construction worksites.
- At **Bouygues Immobilier**, as part of its Gender balance plan, the in-house collective "À Part Égale" pursues actions aiming to develop a gender balance culture within the company.
- **Colas** has implemented a worldwide system for tackling inappropriate behaviour in the workplace, with minimum standards and procedures. The anti-discrimination training module entitled "Living diversity together" is now mandatory for all managers and has been adapted for international activities. Colas also ran a worldwide communication campaign, as part of which it distributed a booklet entitled "Gender Discrimination: See it, Name it, Stop it".
- In France, **Equans** draws on a network of 80 Sexism officers to whom it provides resources and tools (an officer's guide, legal sheets, etc.). Training modules and personalised on-line courses for HR staff and line managers provide the latter with ongoing training on the themes of "Recruiting without discrimination" and "Achieving gender balance in everyday life".
- **TF1** considers casual sexism in the workplace as a micro-aggression that can damage the mental health and confidence of its employees. Since 2022, mandatory training on this subject is in place for all TF1 employees.
- At **Bouygues Telecom**, training courses are regularly organised. The training course "Sexual harassment and bullying in the workplace" is aimed at HR officers and employee representatives. All managers are required to follow an e-learning module on diversity and non-discrimination. This module will soon include the theme of "casual" sexism.

According to Cécile Monthiers, the Group's HR ethics and Employee Promise Director, "there is still a lack of understanding about what the term 'sexism' actually covers. Membership of the #StOpE initiative at the highest level of the Bouygues group will enable us both to clarify the concept of sexism and boost our efforts to raise awareness by insisting on the principle of zero tolerance, for the greater well-being of all our employees."

Bouygues group employees can report anonymously any unethical or unlawful behaviour at alertegroupe.bouygues.com. They can also use e-mail, the telephone or talk to any officer working in HR, ethics, compliance, etc.

ABOUT BOUYGUES

Bouygues is a diversified services group operating in over 80 countries with 200,000 employees all working to make life better every day. Its business activities in **construction** (Bouygues Construction, Bouygues Immobilier, Colas), **energies and services** (Equans) **media** (TF1) and **telecoms** (Bouygues Telecom) are able to drive growth since they all satisfy constantly changing and essential needs.

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