



Shared innovation



Press release

Tuesday 13 October 2020

BOUYGUES CONSTRUCTION STEPS UP ITS INVOLVEMENT IN THE PEAK PROGRAMME TO SUPPORT THE INNOVATION OF ITS STRATEGIC SUPPLIERS IN THE FRENCH REGIONS

Bouygues Construction today announced that it is stepping up its involvement in the PEAK programme, dedicated to collaborative customer-supplier innovation, through a round of undertakings given to a second selection of companies. This programme is run by Thésame, a Centre of Expertise for technology and innovation, which is piloting the Auvergne-Rhône-Alpes Region's "Ambition Région Innovation : optimizing my Innovation Policy" programme funded by the Auvergne-Rhône-Alpes Region, with the support of the Lyon Métropole Chamber of Commerce and Industry (CCI).

Bouygues Construction's purchasing department joined this collaborative innovation programme with suppliers in 2018. A total of 16 SMEs in the Auvergne-Rhône-Alpes region have already received personalised support from Bouygues Construction.

Eric Bouret, Purchasing Director at Bouygues Construction, said: "Our suppliers are an integral part of our value creation chain and the development of our capacity to innovate for the benefit of our customers. This resonates particularly strongly in the current context, enabling us to support our strategic suppliers and ensure our collaborative and responsible approach."

Incorporated into the Group's innovation and responsible purchasing policy, this programme has helped us not only to select suppliers with a strong capacity for innovation, but also to ensure the effective monitoring of the approach, which is intended to develop SMEs that sign up to this process and wish to build a stronger relationship with the Group. Two representatives of the Bouygues Construction Purchasing Department have been tasked with monitoring these companies in order to improve their relations with the group, give them visibility with regard to their needs and identify innovation projects.

PEAK programme director Jean Breton said: "Our objective with the PEAK programme is to bring about new collaborative and cooperative innovation practices between customers and suppliers. We are setting up various tools for this purpose. As part of the arrangement that has been set up with Bouygues Construction, a consultant is also available to suppliers."

Early results from the programme, which demonstrates the strength of Bouygues Construction's territorial roots, are very positive. The SMEs chosen have developed innovation and development processes with the Group, and in some cases have experienced international expansion. On the strength of this successful experience, Bouygues Construction will continue to develop its commitment at regional level and with its suppliers in 2021, with the Pays de la Loire Chamber of Commerce and Industry in Nantes, supported once again by Thésame and the Lyon Métropole Chamber of Commerce and Industry (CCI).



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About Thésame

A Centre of Expertise for technology and innovation, Thésame has been a key player in innovation and economic development since 2000. Drawing on the dynamic potential of the Auvergne-Rhône-Alpes region, Thésame works with businesses of all sizes, including start-ups, SMEs, mid-caps and large groups. With a firm belief that businesses ensure their future through efficiency, innovation and openness to the world, Thésame combines an operational service offer with an innovation offer proposed within the framework of Labs, including PEAK, which is now France's leading Research-Training-Enterprise network for the development and promotion of collaborative innovation between customer and supplier. Every year, there are 250 companies involved in Thésame's action-training courses, 4,000 participants in its events, and 10 R&D programmes. Its start-ups regularly win international prizes.

PEAK designs, tries out and circulates new collaborative and cooperative innovation practices between customers and suppliers.

More information about Thésame: www.thesame-innovation.com

More information about PEAK: www.peak-purchasing.com

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About Bouygues Construction

Bouygues Construction is a global player in construction, with operations in more than 60 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 56,980 employees. In 2019, Bouygues Construction generated sales of €13.4 billion. Further information is available at www.bouygues-construction.com/

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Business case

3 questions for Romain Guidon, CEO of Revolubat

1. In 2019, Revolubat joined the Bouygues Construction support programme, backed up by the PEAK programme. What led you to take this step?

Revolubat specialises in innovation and industrialisation for the building industry. We are experts in the field of incorporating water pipe networks for domestic plumbing and heating into concrete slabs for new multi-unit housing sites.

The innovative solution we have developed, Incorpack®, is a prefabricated plumbing block. It includes installation instructions and a factory-produced “installation-ready” kit, which makes it possible to save time and improves the quality of construction.

This solution needed to be tested in the field with a general contractor. Bouygues Construction showed its confidence in us, and in the framework of the support programme, enabled us not only to validate the solution, but actually to optimise it.

2. Tell us about your current relationship with the Group.

Bouygues Construction supported us in finalising our solution as a genuine partner. It's very rare to be able to work with a customer who instils such a climate of trust. Today, we have just completed our first construction site, we have already started on our second and we have more lined up. It's very promising!

3. Beyond your relations with Bouygues Construction, what impact has this process has on your company?

Through the “Ambition Region Innovation” programme, we are receiving support from a consultant who is helping us to optimise our processes, particularly manufacturing methods for Incorpack® kits. This is allowing us to develop our know-how and to establish our innovations over the long term.