

## Colas is launching a major recruitment campaign

**Colas, a leader in the construction and maintenance of transport infrastructure, is hiring over 6,000 new employees, including 3,000 people in France. To meet this target, Colas launched a major multi-channel recruitment campaign that highlights the family spirit that reigns in the company.**

### Developing your career at Colas

Colas needs to hire people in its traditional job sectors (site managers, superintendents, foremen and women, surveyors, etc.), but also in new digital, CSR and innovation-related professions.

For the project, Colas joined forces with the Babel and Zcomme agencies<sup>1</sup> to create a campaign that highlights the idea that people come to Colas for a job, but stay for a career, bolstered by the Group's longstanding family spirit and thirst for learning and transmitting knowledge, not to mention numerous opportunities for development. The multi-channel campaign is being rolled out on social networks, on the radio, on posters, and in the press in France.

The aim is to hire 3,000 new employees in 2022 in France, with a focus on diversity, be it background, origins, cultures, gender, etc. For example, the Group is taking steps to foster gender diversity across its teams, for instance by helping to promote careers in the construction industry among secondary school girls with the charitable association Elles Bougent.

Colas also draws on the recommendations of its employees: over 85% voice their pride in belonging to the Colas group<sup>2</sup> and help attract new talent through an introductory referral scheme, which encourages employees to recommend Colas to people they know.



*When a candidate joins us for a job, we hope they will make a career here. We strive to develop talent at Colas, and we give people who join the company the opportunity to reach their full potential. Our goal is to create an inclusive work environment where everyone can feel they are heard and valued. Our international footprint means we can offer opportunities locally, regionally and internationally, explains Amelia Irion, Group Human Resources Director.*



<sup>1</sup> The Babel agency for the campaign's creative design and Zcomme for the distribution.

<sup>2</sup> In-house Dialogue Survey carried out among the company's 55,000 employees in 2021.



### Colas ([www.colas.com](http://www.colas.com))

Colas, a subsidiary of the Bouygues Group, has one mission: to imagine, build and maintain sustainable transport infrastructure. Backed by a network of 800 construction business units and 3,000 material production units in more than 50 countries on five continents, the Group's 55,000 employees act locally to connect communities and foster exchanges for today and tomorrow. Colas' ambition is to be the world leader in innovative, sustainable mobility solutions.

In 2021, consolidated revenue at Colas totaled €13.2 billion (54% outside of France).

### FOR FURTHER INFORMATION:



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