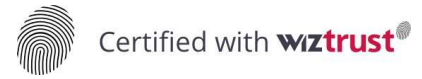




PRESS RELEASE

Tuesday 12 September 2023



BOUYGUES CONSTRUCTION INVESTS IN THE REUSE SECTOR, LAUNCHING CYNEO AND THE FIRST TECHNICAL CENTRE FOR THE REUSE OF MATERIALS

Bouygues Construction has launched Cyneo, a new subsidiary dedicated to the reuse of construction materials, with the aim of developing the circular economy in the building sector. Bouygues Construction is in the process of setting up the first Cyneo centre for the reuse of materials in Vitry-sur-Seine, near Paris, which is due to become operational in Autumn 2023. The Cyneo network will then be extended throughout France.

A project that will expand the circular economy in the construction industry

46 million tonnes of waste are produced annually by the construction industry in France. According to the French Ministry of Ecological Transition, 80% of this waste could have a second life, but only 1% of it is actually reused. Cyneo will enable Bouygues Construction to massively increase the reuse of materials from the circular economy. The first Cyneo technical centre, occupying 2,700 m², will be located on the Ardoines site in Vitry-sur-Seine, in the outskirts of Paris.

A network of local centres working closely with businesses, local authorities and community organisations

The Ardoines site will be the first of a vast network of centres in the French regions, which will encourage the development of the re-use sector, raising the awareness and involvement of businesses, local authorities and community organisations.

Joanna Ferrière, Director of Cyneo, said: “Our aim is to deliver a more structured supply of quality reused materials by bringing together a community of economic and institutional players.”

Cyneo will target companies supplying reused and new materials, curers and de-constructors, contractors and owners, reuse consultants, local authorities and associations working to develop the circular economy.

Many outlets for reused materials

Because of its large number of construction sites, Bouygues Construction will provide many outlets for reused materials and will offer to sign supply contracts for projects involving sectors that are interested. Cyneo technical centres will offer dedicated shared areas for the production, storage, prototyping and display of products. Those benefiting from these services will remain independent and free to sell their reused materials.

Cyneo will provide solutions with respect to insurance and legal advice, exchanges of best practices, monitoring of regulations and training courses. Its digital platform will make it possible to match up the availability and need for reused materials.





Committed partners

Companies that have already signed up to Cyneo include Remake (joinery), Tricycle (furniture, doors and sanitary fittings), Textifloor (carpets and flexible flooring), Wasterial (tiling) and Circouleur (paints).

To provide the best possible support for the development of Cyneo and its community, six partners have been selected for skills and resources that are essential to the sector:

- SMABTP: insurance assistance
- BTP Consultants: technical inspection
- Premys: supply of materials from demolition sites
- Booster du Réemploi
- Elan: integrating materials into new or refurbished projects
- Valobat: EPR (extended producer responsibility) eco-organisation

Philippe Jouy, Deputy CEO of Bouygues Construction, commented: “Reuse is a vital lever for reducing carbon emissions. Our environmental commitments, our customers’ expectations and the numerous regulations are driving us to further develop the circular economy, which is currently insufficiently structured. A change of scale is needed. Cyneo will help players in the reuse sector to work together.”

About Bouygues Construction

With 32,400 employees working in 60 countries, Bouygues Construction designs, builds and rehabilitates the infrastructures and buildings that are essential for a sustainable society. All over the world, the Group’s teams support the development of low-carbon energy production and public transport infrastructures and provide their expertise in the design, construction and renovation of buildings and neighbourhoods essential to life (health, education, work, tourism, leisure, public services, defence, etc.). The teams’ commitment is based on three top priorities: safety culture, respect for human rights and ethics.

In 2022, Bouygues Construction generated sales of €9.3 billion (excluding Energies & Services businesses, transferred to Equans on January 1, 2023).

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