



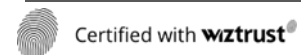
Making progress become reality

THE BOUYGUES GROUP LAUNCHES REJENEO, ITS CLIMATE CONSULTANCY BRAND

PRESS RELEASE

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In order to tackle the climate emergency, the Bouygues group launched a Climate Strategy in 2020 aimed at reducing its greenhouse gas emissions throughout its value chain and helping customers and users of its products and services to reach their decarbonisation targets.

Alongside this overarching approach to reducing its carbon footprint and the impact it has on biodiversity, the Bouygues group is launching **Rejeneo**, its brand specifically dedicated to **protecting and restoring natural ecosystems**.

SUPPORTING FUNDING FOR NATURAL CARBON SINKS

Many factors (regulatory constraints, the deterioration of natural spaces and the Paris Agreement objectives) mean that it is necessary to rapidly reduce greenhouse gas emissions and commit as soon as possible to restoring carbon sinks that can absorb residual and irreducible emissions. Companies must be supported as they develop a strategy to contribute to carbon neutrality. This support must be given through technical, financial and ethical advice.

Rejeneo therefore aims to:

- **provide greater transparency and understanding to voluntary carbon markets** and promote the development of projects that benefit the environment in a real and measurable way.
- **offer customers diversified portfolios of projects that contribute to this cause with** the best cost/quality/benefit/location imperative, with a particular focus on biodiversity criteria and providing strong arguments.



In order to address the “Net Zero” targets of many companies, Rejeneo seeks to advise its customers on their strategy for contributing to climate neutrality. Its purpose is to round off the wide range of services already offered by the Bouygues group.

To this end, Rejeneo partners up with project developers who are specialised in ecosystem restoration and setting up projects eligible for carbon and biodiversity certificates on the voluntary market.

Reforest'Action and *Agoterra* are amongst the first companies to team up with Rejeneo. They both have an international presence and are specialised in the forestry and agricultural sectors respectively.

Rejeneo is supported by the consulting firm Elan (a Bouygues Construction subsidiary), a project management and environmental engineering specialist.

A digital platform to be made available in the first quarter of 2024 will help identify local opportunities certified with labels and build a portfolio of projects and track how they contribute to biodiversity and the climate, from the funding phase right through to measuring the grassroots benefits.



“It is essential to be able to rely on trusted partners to roll out a carbon-neutral approach. Rejeneo provides companies with the necessary advice for choosing the most viable opportunities and for increasing transparency and understanding for voluntary carbon markets and making it possible to track the funded projects over the long term,” said **Edward Bouygues, Deputy CEO of the Bouygues group.**

“All companies must protect and restore the ecosystems on which they depend. They are vital if we are to reach our shared objective of carbon neutrality. Rejeneo is a trusted partner for the roll-out of initiatives that contribute to the environment whilst avoiding some of the pitfalls of voluntary carbon markets. Together, let’s protect what’s truly important!” said **Arthur Pasquier, Director of Rejeneo.**

Learn more: contact@rejeneo.com - <http://www.rejeneo.com/>

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.

PRESS CONTACT:

presse@bouygues.com • Tel.: +33 (0)1 44 20 12 01

BOUYGUES SA • 32 avenue Hoche • 75378 Paris CEDEX 08 • bouygues.com      