



Making progress become reality



## Bouygues is launching "Future-shapers", its first global Employer Promise campaign



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The Bouygues group is launching its Employer Promise campaign, which will be rolled out simultaneously in France and the UK this autumn, then more widely in Europe and North America in 2026. This is a first in Bouygues' history. The campaign's ambition is to highlight the extraordinary diversity of professions within the Group and its ability to offer career paths that match everybody's aspirations.

This promise can be summed up in a few simple words: "We are future-shapers and we aim to match the diversity of our professions and projects to the myriad of future career paths of our employees and future recruits."

### ***"What do you want to do when you grow up?"***

The campaign is based on a film and a series of key visuals, produced alongside agencies Brandy Bandits and Jésus et Gabriel, that highlight the diversity of professions and career paths that Bouygues can offer. With a simple question - "What do you want to do when you grow up?" - Bouygues is demonstrating, by means of its many different businesses and geographies, that it can provide an endless number of answers.

This campaign will be rolled out online, across social media, video platforms, and connected TV — including TF1, TF1+ and Netflix.



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## **A distinctive approach to labour relations, a unique corporate culture**

Bouygues is above all about human endeavour. For over 70 years, the Bouygues group has built its success on a people-first philosophy, supported by a unique approach to labour relations. This approach is based on employee share ownership (almost 22% of the capital is held by funds representing a total of 68,000 employees), high-quality management-labour dialogue, and a robust corporate culture centred on people and grounded in four core values - respect, commitment, pioneering and sharing.

Through its lines of business, the Bouygues group meets essential needs for housing, transportation, low-carbon energy, communication, news and entertainment, thereby helping to make life better every day.

This approach fully meets the many expectations of young people such as variety of assignments, career opportunities, a high-quality working environment, competitive remuneration, jobs with a positive impact and a strong commitment to the energy transition.

## **A leading employer in France and around the world**

With over 200,000 employees worldwide, Bouygues is, for instance, ranked third in terms of hiring in France in 2025 (with 10,000 vacancies) and is the largest non-British employer in the United Kingdom (with 20,000 employees). In total, nearly **50,000 vacancies** are listed across more than 80 countries, within six business segments operating in construction, energies and services, telecoms and media.

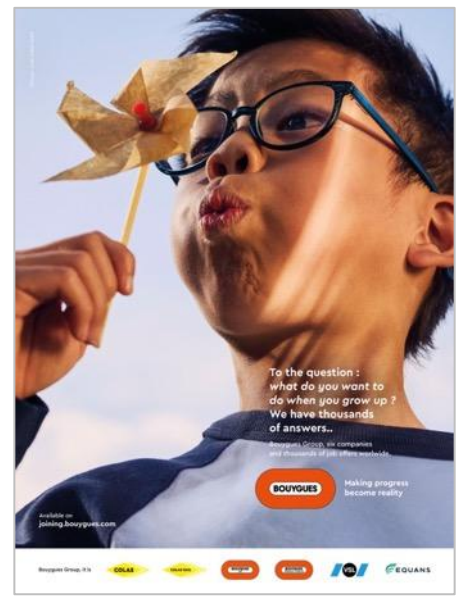
Jean-Manuel Soussan, Senior Vice-President and Director of Human Resources at the Bouygues group, said: "*Bouygues is undoubtedly one of the few global groups capable of offering such a wide range of opportunities and professions, to provide everyone with an engaging, tailored and fulfilling career path.*"

Maylis Çarçabal, Chief Communications Officer for the Bouygues group, said: "*With this campaign, which takes us back to the whimsical world of childhood, we are seeking to echo the dreams of each and every one of us and to highlight the deeply human dimension of the Bouygues group, reflected in the belief that our people are our most important resource.*"



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[Discover the full campaign here.](#)



## 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** (Colas, Bouygues Construction, Bouygues Immobilier), **energies & services** (Equans), **telecoms** (Bouygues Telecom) and **media** (TF1) are able to drive growth since they all satisfy constantly changing and essential needs.

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