

Bouygues Immobilier creates a corporate foundation and sponsors the Habiter Ecologique (Living Ecologically) exhibition at the Cité de l'Architecture et du Patrimoine

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placing architecture and planning at the service of the environment and the community.

A property developer, Bouygues Immobilier has taken local and nationwide initiatives for a number of years in pursuit of an active sustainable development and sponsorship policy. Now, it has created a corporate foundation to coordinate those initiatives and give them greater coherence and visibility. Its aim is to help make the urban environment more human by

Endowed with a five-year budget of €1 million, the Foundation will focus on three main priorities:

- promoting architecture and urban planning to the general public;
- encouraging expert discussion of future urban life in a sustainable development perspective;
- promoting solidarity in urban communities by helping young people in difficulty to integrate and by strengthening the social fabric in sensitive areas.

From now on, the Bouygues Immobilier Corporate Foundation will support the company's partnerships with the Cité de l'Architecture et du Patrimoine in Paris, with Arc en Rêve in Bordeaux and with the Observatoire de la Ville. It will also favour the emergence of young talent by offering winners of the New Albums for Young Architects and Landscape Designers (NAJAP) competition opportunities to realise their projects.

The first project to benefit from the Foundation's support is an awareness-raising initiative, the *Habiter Écologique* exhibition held at the Cité de l'Architecture et du Patrimoine from 13 May to 1 November. Seeking to make both professionals and users more aware of sustainable and responsible lifestyles, the exhibition features eco-responsible alternatives to the traditional one-family dwelling as well as ideas for eco-housing.

About Bouygues Immobilier

Bouygues Immobilier is one of the leading private property developers in France and Europe, with 1,632 employees and sales of €2,924 million in 2008. The company, which boasts 35 branch offices in France and four in Europe, has been developing residential, corporate and commercial projects for its customers for over 50 years. Bouygues Immobilier has operations in more than 230 cities and towns. It was the first property developer in France to receive ISO 9001 certification. Since 2007, all its residential developments in France have had Cerqual Habitat & Environment certification.

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