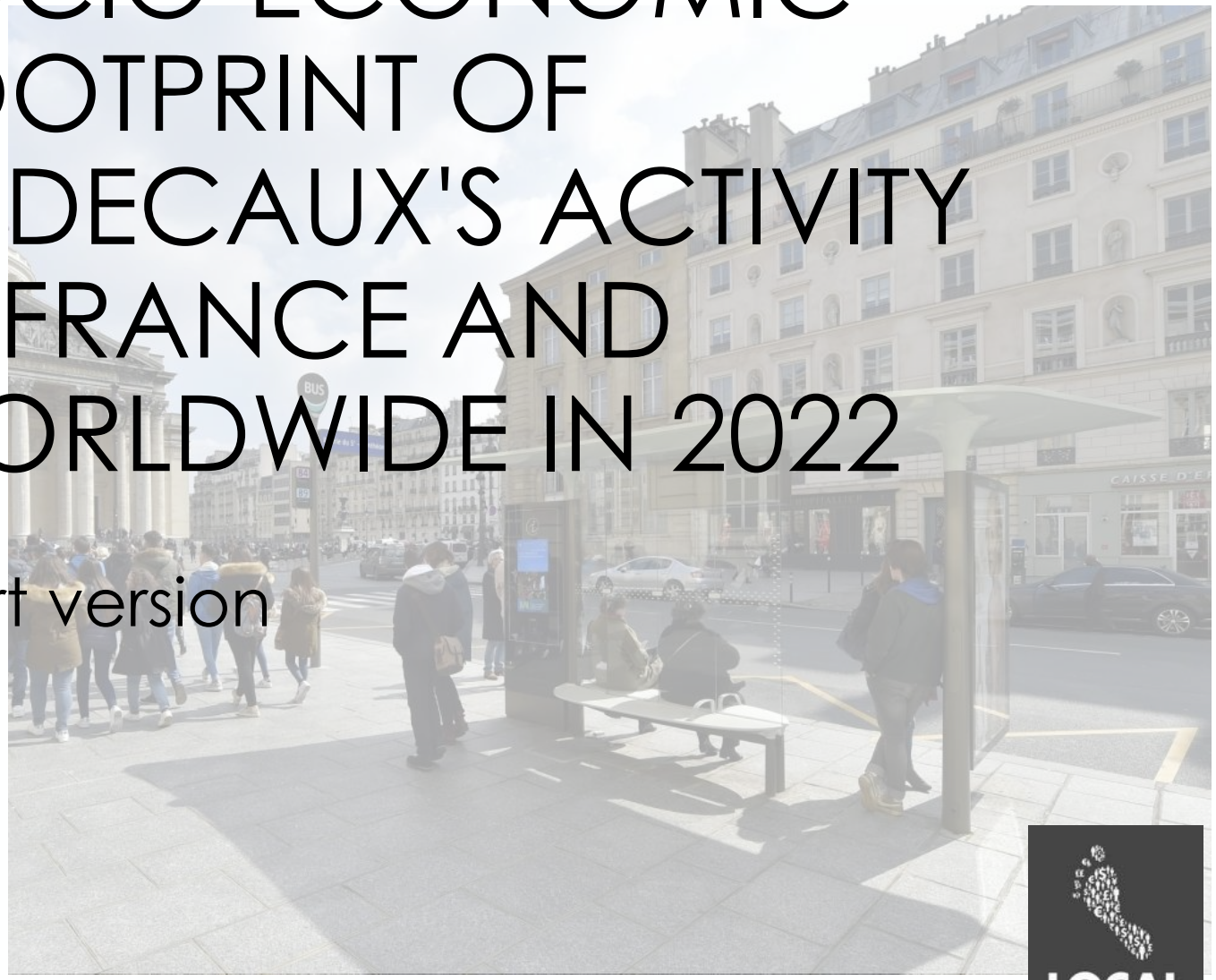
UTOPIES©

X

JCDecaux

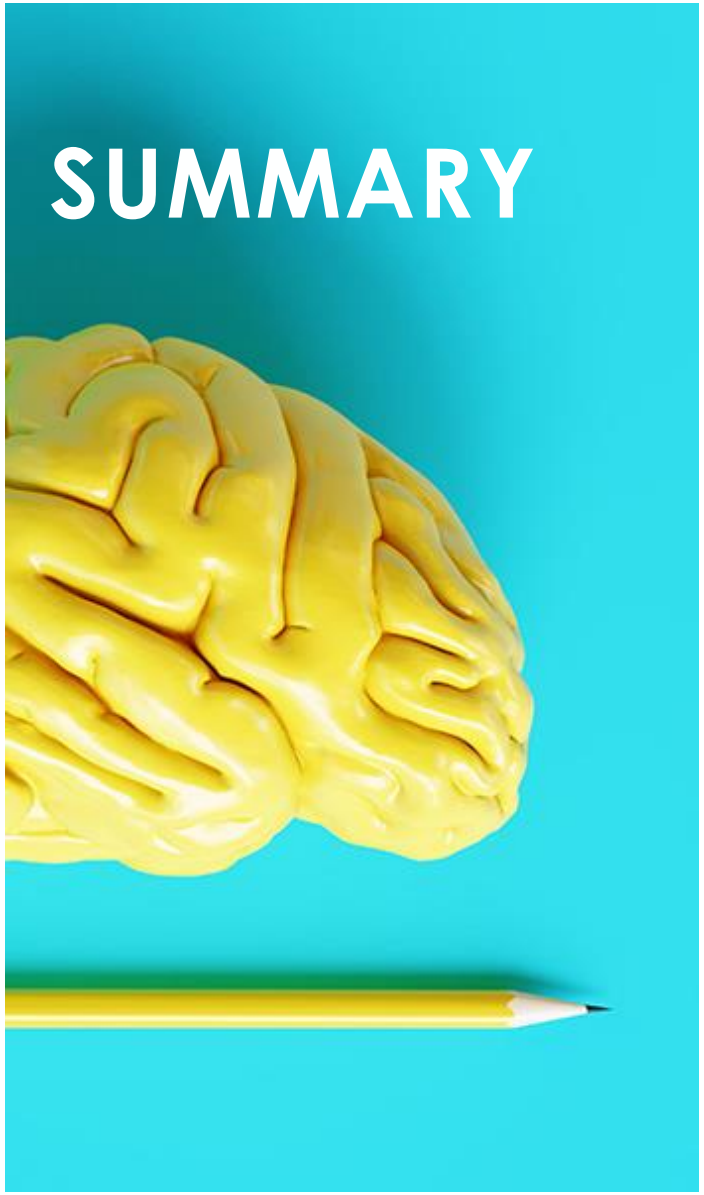
SOCIO-ECONOMIC FOOTPRINT OF JCDECAUX'S ACTIVITY IN FRANCE AND WORLDWIDE IN 2022

Short version



LOCAL FOOTPRINT MADE IN UTOPIES

SEPTEMBER 2023



1 OBJECTIVES, METHODOLOGY AND SCOPE OF THE STUDY

1 WHY MEASURE ITS SOCIO-ECONOMIC FOOTPRINT?

Tell the story of JCDecaux's activity beyond its services/products by quantifying its contributions to its ecosystem and the value it creates for its stakeholders.

Objectify Key Performance Indicators (KPI) relating to your contribution to employment and wealth creation in order to demonstrate your societal performance.

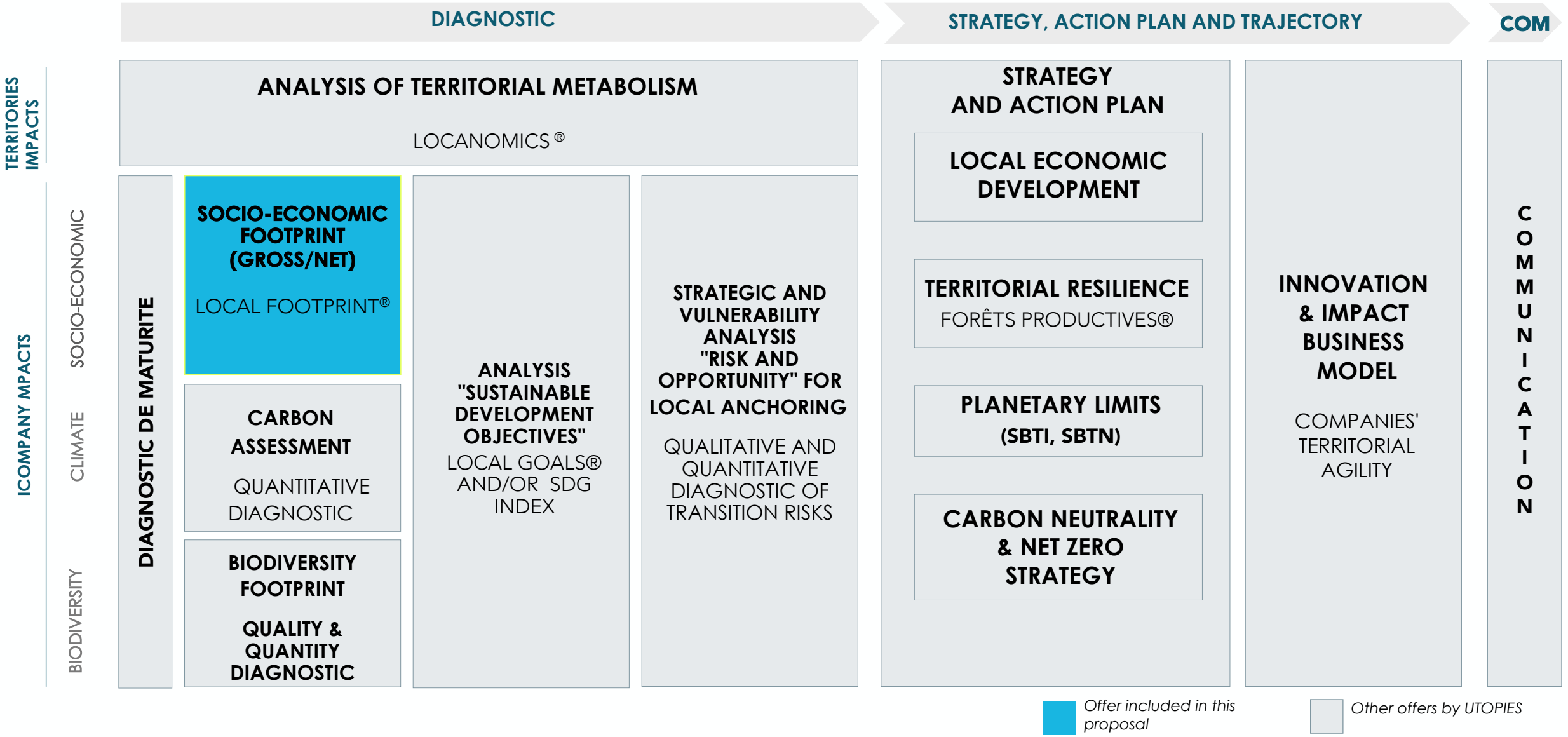
Respond to the expectations of territories that want to see a growing proportion of the added value of products and services generated locally, in order to contribute to their economic development.

Prove and quantify your local commitments (local purchasing, local employment, responsible taxation, etc.), especially if they are the subject of communication actions.

Offer your funders (investors, local authorities, etc.) the opportunity to demonstrate their local return on investment.

Meeting new CSR reporting requirements (ISO 26 000, Global Reporting Initiative: EC7-EC8-EC9, Article 225 of Grenelle 2, Integrated Reporting).

1 GLOBAL APPROACH



1 4 YEARS OF COLLABORATION BETWEEN JCDECAUX AND UTOPIES

2019 — Joint position paper « Brand Urbanism »

2019 — JCDecaux's socio-economic footprint in France

2021 — Review of CSR strategy & reporting

2021 — "360 Footprint" Calculator

2022 — DPEF drafting

2023 — JCDecaux's socio-economic footprint worldwide and in France

Analysis and strategy of JCDecaux's local anchoring in France

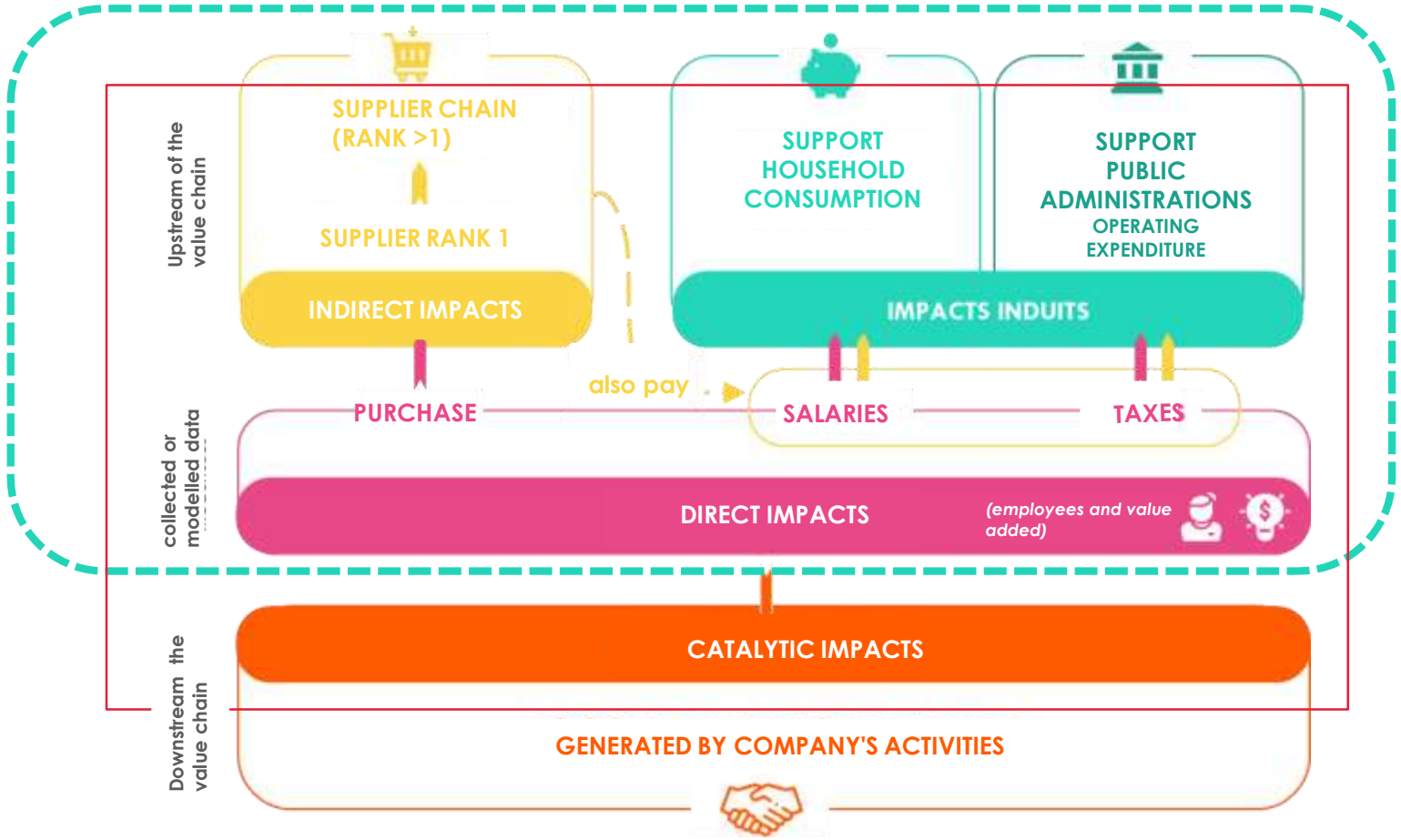
1 THE MECHANICS OF CALCULATING LOCAL FOOTPRINT®.

This study takes into account most of the economic flows injected by JCDecaux worldwide: payroll, purchasing and taxation.

LOCAL FOOTPRINT® gives a double reading of your socio-economic footprint, with indicators in terms of jobs supported on the one hand (in full-time equivalents) and wealth created (or GDP) on the other.

The footprint assessed with LOCAL FOOTPRINT® adds to the direct impacts (employees and added value) of JCDecaux, the indirect impacts linked to your chain of suppliers, whose salaries and taxes (of JCDecaux and your chain of suppliers) contribute to the induced impacts (household consumption and public spending).

SCOPE OF THE STUDY



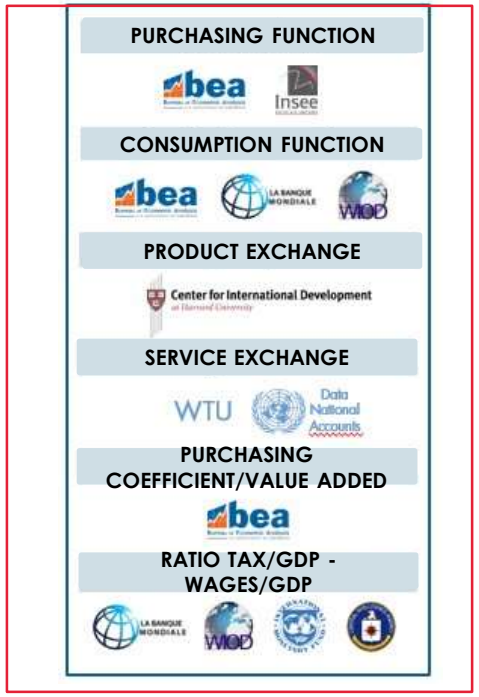
This study takes into account the direct perimeter (JCDecaux activity) and the upstream perimeter of JCDecaux, i.e. the chain of JCDecaux suppliers, but does not take into account the downstream impacts, i.e. the activities that have JCDecaux as one of their suppliers.

THE METHODOLOGICAL FOUNDATIONS OF THE LOCAL FOOTPRINT® MODEL

Reproduce the real economy as realistically as possible

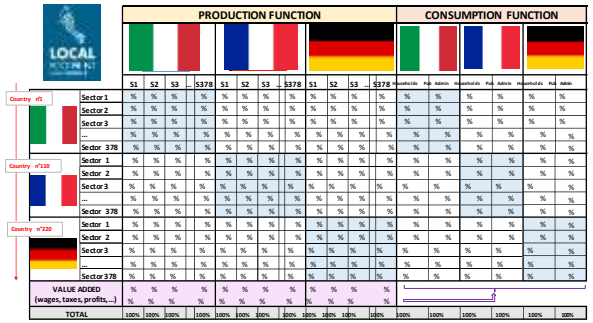
1

ANALYSIS OF NUMEROUS SOURCES OF GLOBAL AND LOCAL ECONOMIC DATA



2

CALIBRATION ALGORITHM BASED ON NATIONAL SPECIFICITIES AND TRADE (IMPORTS/EXPORTS)

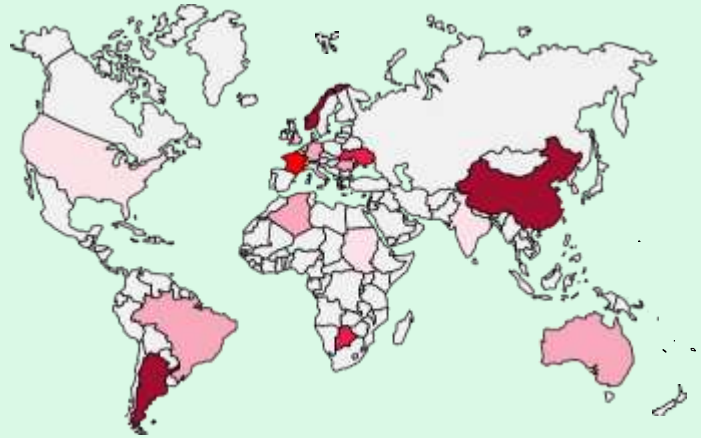


3

USE OF ENVIRONMENTAL AND SOCIO-ECONOMIC MONETARY EQUIVALENTS

LOCAL FOOTPRINT® covers **220 countries** (grouped by geographical area) and **380 sectors**.

A GLOBAL MODEL... (220 countries)



... AND REGIONAL MODELS (details by region, department, commune...)

1 THE METHODOLOGICAL FOUNDATIONS OF THE LOCAL FOOTPRINT® MODEL

Reproduce the real economy as realistically as possible

THE CONSTRUCTION OF A SINGLE MODEL FOR 380 SECTORS, CALIBRATED BY TERRITORY

The LOCAL FOOTPRINT ® WORLD model is based on national and sectoral statistics (INSEE), the world's most detailed input-output table for 380 sectors (BEA source) and work on regional economics by the University of Bristol.
Some of the sources used to build the model: INSEE Sirène database, CLAP, Esane, Customs, etc.

Economic data sources

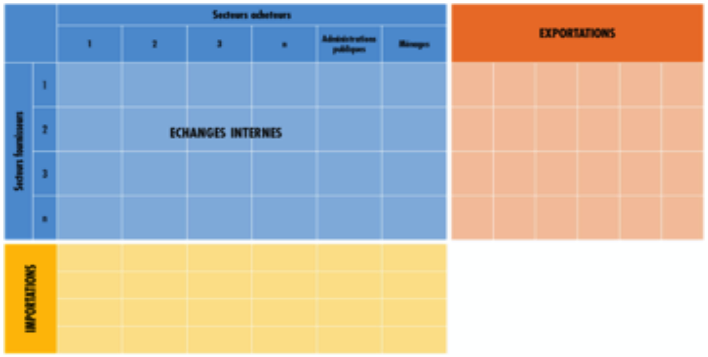
- INSEE — Countable data (production, added value, purchases, jobs, salaries, etc.)
- BEA (Bureau of Economic Analysis, U.S. Department of Commerce) — Input-output tables 380 sectors
- eurostat — 62-sector input-output tables, household consumption and public administration statistics, etc..

Territorialization algorithms

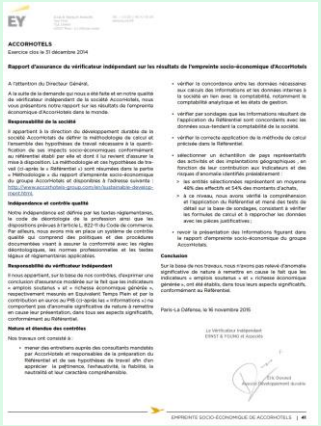
- INSEE — Employment by municipality
- UWE Bristol — University of West of England
- HWWI — Hamburg Institute of International Economics

The LOCAL FOOTPRINT® tool developed by Utopies simulates the impact of an activity on the economy, according to each territory and each sector of activity affected.
The repercussions of outgoing monetary flows from different companies are traced in 380 economic sectors and 220 countries.

LOCAL FOOTPRINT MADE IN UTOPIES®



AN AUDITED METHODOLOGY THAT INSPIRES OUR COMPETITORS



EY Building a better working world — ACCOR: AccorHotels study conducted with LOCAL FOOTPRINT® WORLD

KPMG — EDF: EDF study carried out with LOCAL FOOTPRINT® FRANCE

Insée Mesurer pour comprendre — GROUPE ADP: INSEE counter-expertise on the results of the ADP impact study

METHODOLOGICAL PRECAUTIONS
Limits

The complexity of the modelling involves certain assumptions made in the design of the LFP® model, the most important of which are presented here :

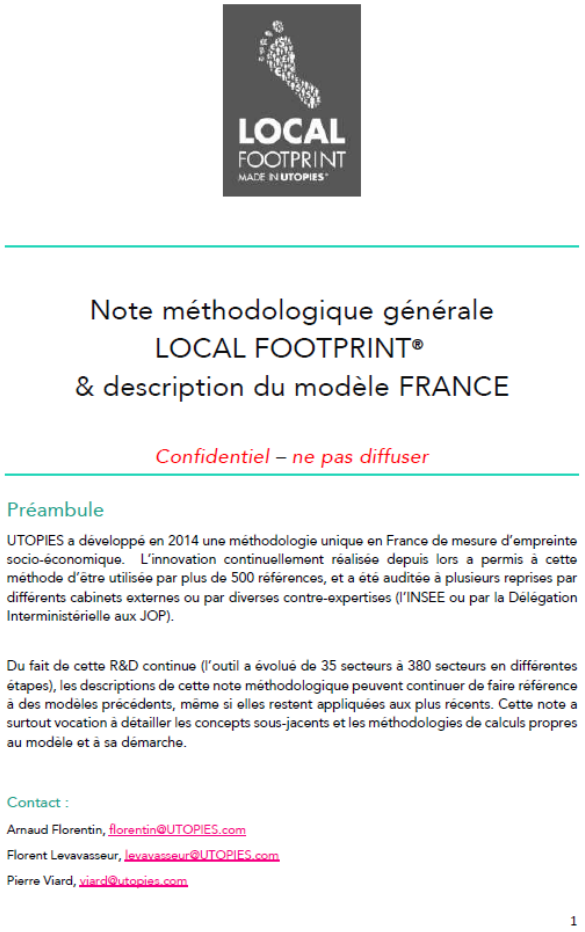
- Profit-sharing and dividends are not included in disposable income for consumption.
- To evaluate the amounts of tax per sector, we use INSEE's Esane database to calculate a ratio of tax per output for each sector, excluding agriculture (AGRESTE) and finance (Eurostat).
- The impact is calculated for year N, but the data used is from year N-1. This practice is accepted by convention, but does not take into account the chronology of actual expenditure.
- For a given sector, the same production function is applied to different countries, even if they are different in principle, rather than reducing the economic functioning of these countries to a few dozen sectors. This choice is based on a comparison of the impacts of the Eora and LFP® models.
- The amounts of purchases in a given year N for a given type of media are not necessarily representative of the investment made in that media over several years, as the model only integrates the flows for the considered year.

METHODOLOGICAL PRECAUTIONS
Assumptions made

In order to ensure that the data provided by JCDecaux coincide with the data required as input to the LFP® model, the following assumptions have been made:

- In the World Data file, the "Baltic countries" line is divided between Estonia, Latvia and Lithuania in proportion to the FTEs associated with each of these countries in the World FTE Database.
- In the World Data and World FTE Database files, "Reunion Island" line is counted as France. In the case of purchases, this World data is supplanted by the detailed data for France. The amount of purchases associated with Reunion Island (€500k) is therefore not taken into account in our analyses. This results in a slight underestimation of the impacts associated with Reunion Island.
- The Added Value is estimated for each country by taking the difference between the Turnover, taken from the "TOTAL REVENUE" column of World Data, to which is added the amount of the "Intercos" and "Management Fees" columns (in order to take into account the value generated locally by JCDecaux entities, even if it comes from sales to other JCDecaux entities), and the amount of purchases (excluding advertising fees) calculated for each country to which is added all the advertising fees paid to private actors by each country.
- With regard to HR data for the France footprint, as the France HR Database does not contain a department of residence, it is assumed that the department of residence is the same as the department of work provided.
- For the amounts of taxes per country in the World footprint, we combine the contents of the "Local property taxes" and "Taxes" columns in the "World data" file, as well as the "Street furniture" column in the "Détails redevances" tab in the "World data" file. In the specific case of France, all advertising fees ("RENTS & FEES IFRS 16", "R&F fix out of scope" and "R&F variables" columns) are treated as taxes in order to maintain the same methodological choices as in the previous study.
- The thin sectorisation of Purchasing in the World is based on the French one, according to the macro categories provided.
- The localisation of suppliers for purchases by entities outside France is based on the statistical coefficients of the LOCAL FOOTPRINT World model.
- The payroll figures provided include training costs, which could not be distinguished from the total. This leads to a potential slight overestimate of induced jobs and an underestimate of a similar order of magnitude of indirect jobs.

METHODOLOGICAL PRECAUTIONS
Audit



Note méthodologique générale
LOCAL FOOTPRINT®
& description du modèle FRANCE

Confidentiel – ne pas diffuser

Préambule

UTOPIES a développé en 2014 une méthodologie unique en France de mesure d'empreinte socio-économique. L'innovation continuellement réalisée depuis lors a permis à cette méthode d'être utilisée par plus de 500 références, et a été auditée à plusieurs reprises par différents cabinets externes ou par diverses contre-expertises (l'INSEE ou par la Délégation Interministérielle aux JOP).

Du fait de cette R&D continue (l'outil a évolué de 35 secteurs à 380 secteurs en différentes étapes), les descriptions de cette note méthodologique peuvent continuer de faire référence à des modèles précédents, même si elles restent appliquées aux plus récents. Cette note a surtout vocation à détailler les concepts sous-jacents et les méthodologies de calculs propres au modèle et à sa démarche.

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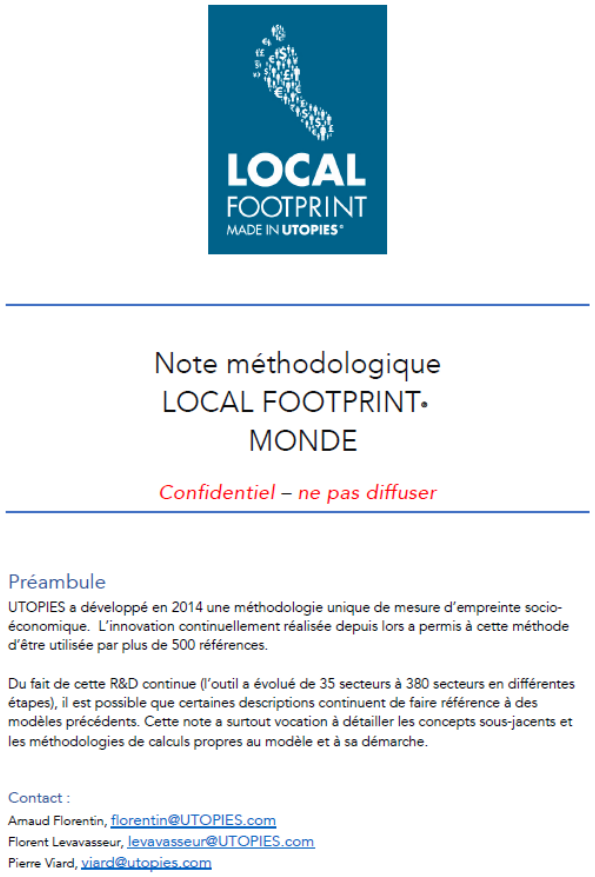

Note méthodologique
LOCAL FOOTPRINT•
MONDE

Confidentiel – ne pas diffuser

Préambule

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Du fait de cette R&D continue (l'outil a évolué de 35 secteurs à 380 secteurs en différentes étapes), il est possible que certaines descriptions continuent de faire référence à des modèles précédents. Cette note a surtout vocation à détailler les concepts sous-jacents et les méthodologies de calculs propres au modèle et à sa démarche.

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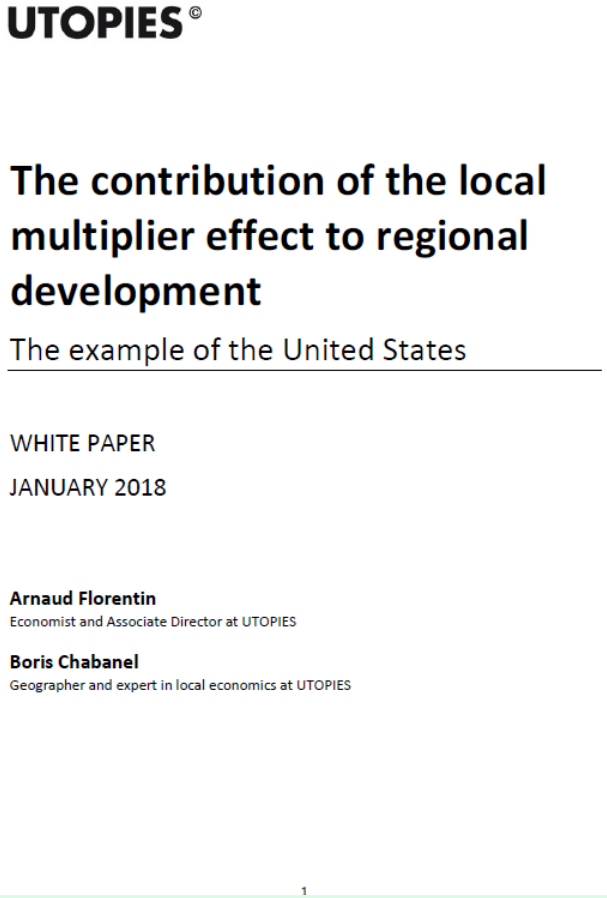

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The contribution of the local multiplier effect to regional development

The example of the United States

WHITE PAPER

JANUARY 2018

Arnaud Florentin
Economist and Associate Director at UTOPIES

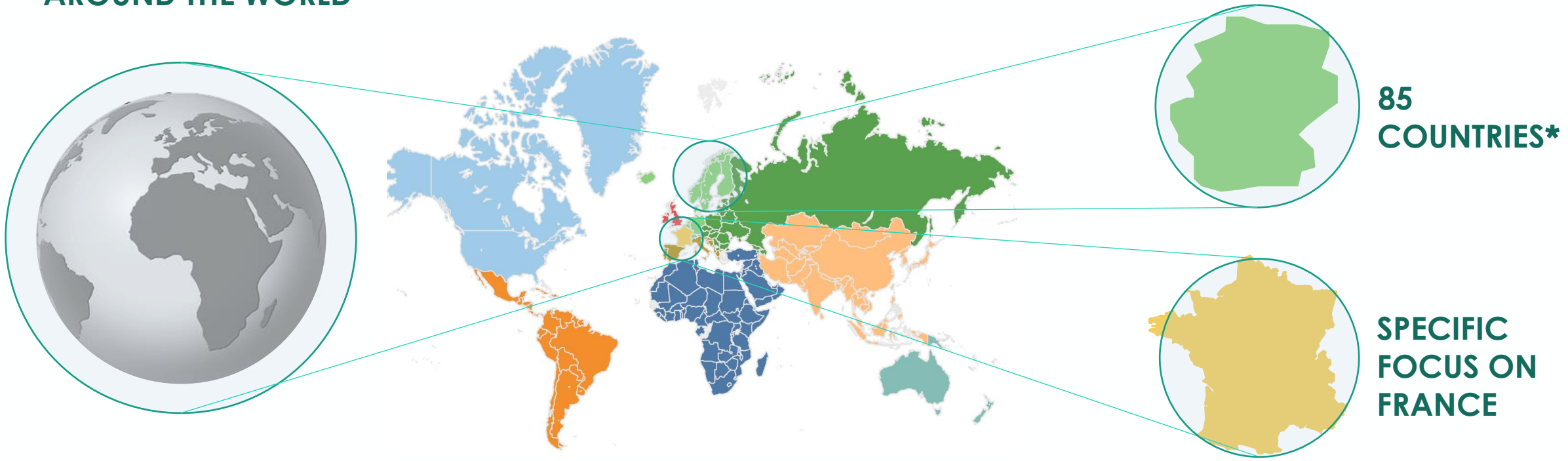
Boris Chabanel
Geographer and expert in local economics at UTOPIES

1

Two Q&A workshops were held, as well as responses to a list of questions put by EY. JCDecaux commissioned EY to audit this socio-economic footprint exercise. In this respect, UTOPIES provided 3 methodological notes as well as an internal passage table. Two Q&A workshops were held, as well as responses to a list of questions put by EY.

UNDERSTAND THE SCOPE OF THE STUDY

AROUND THE WORLD



** The list of countries is available in the appendices*

The impacts of JCDecaux's activity are calculated on a worldwide basis (countries and zones), with a specific focus on JCDecaux's activity in France.

1 SUMMARY OF FLOWS AND MAIN RESTATEMENTS FOR 2022

FTE

VA

JCDecaux employees: 11,209 FTEs in 2022

Estimated added value (VA) for JCDecaux: €1,598m in 2022
VA is estimated on the basis of turnover and purchases in each country:
VA = Turnover - Deferred purchases (including intercos and private advertising fees)

DIRECT ECONOMIC IMPACTS

Purchases

Purchases injected into the model: €1,718m

JCDecaux's purchases in France are sectorised/localised in real terms using the data collected. Purchases by other entities are sectorised on the basis of a table of correspondence between JCDecaux purchasing items and the 380 sectors of the LOCAL FOOTPRINT ® model. They are then broken down by supplier country using a model produced by Utopies on the basis of import-export statistics (probability of purchases by sector-country).

INDIRECT ECONOMIC IMPACTS (SUPPLIERS)

INDUCED ECONOMIC IMPACTS linked to :

HOUSEHOLDS

ADMINISTRATION

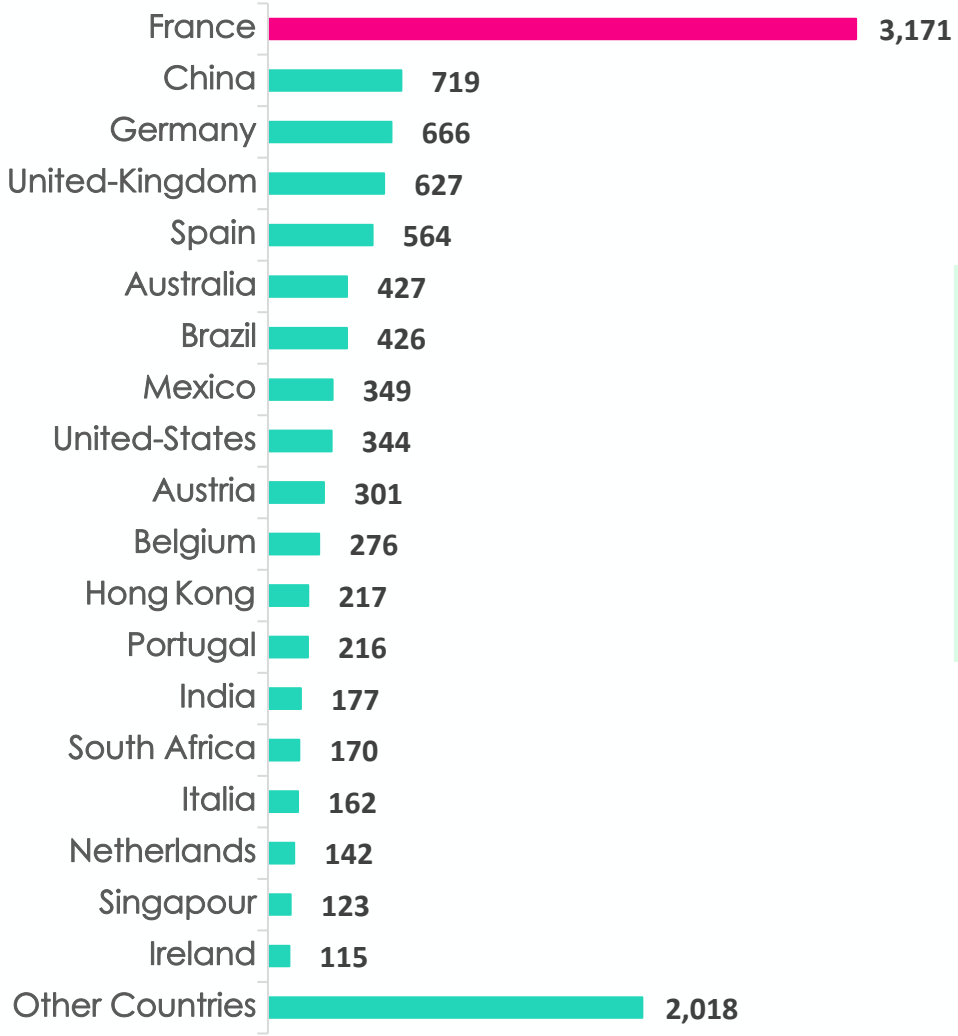
Remuneration

Remuneration (including employer and social security contributions): €706m, or an average of €63k per FTE.

Taxation

Amounts paid to public bodies (including public advertising fees): €1,459m

1 DISTRIBUTION OF DIRECT JOBS (FTES) BY COUNTRY



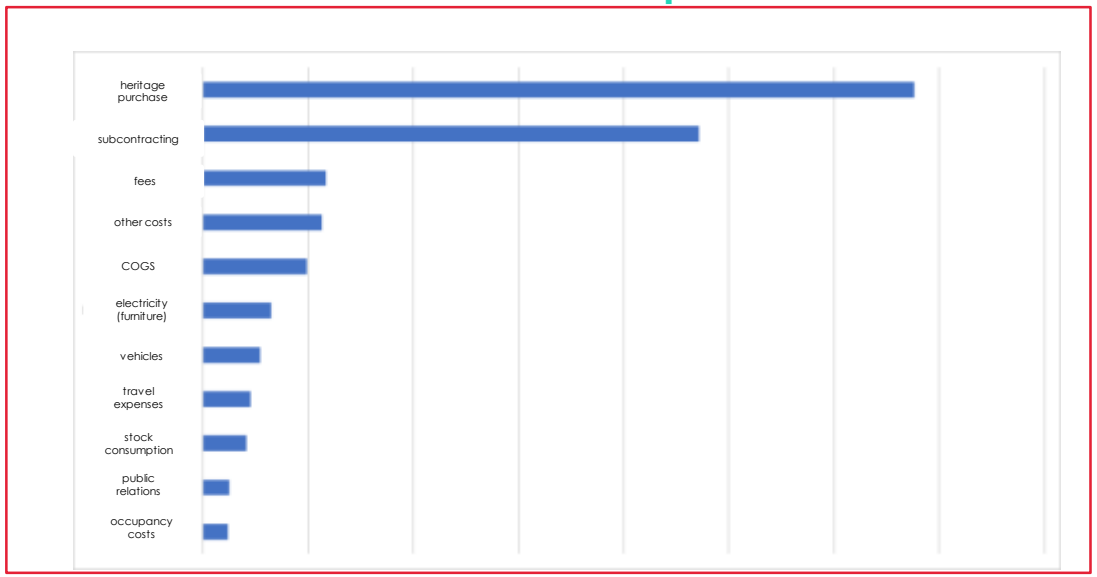
JCDecaux's **11,209 direct jobs** are distributed in the 85 countries included in the scope of the study.

The first countries represented are **France (28% of the total)**, China (6%), Germany (6%) and the UK (6%).

JCDecaux's direct jobs in the 85 countries of the study are relatively concentrated : 46% are located in the top 5 countries and **77% in the top 15 countries.**

1 PURCHASES: SPECIAL RESTATEMENTS

#1 Sectorisation of expenditure



#2 Suppliers localisation

We collect the amount of purchases by JCDecaux macro expenditure family and by purchasing entity (country). In order to assess the socio-economic impact associated with purchases, and as we do not yet have a global file, country by country, supplier by supplier, which can be read in English and which contains sector and origin codes, we need to identify a supplier sector for each item of expenditure from among the 380 sectors in the LOCAL FOOTPRINT® model, as well as a supplier country. To do this, we have made a number of working hypotheses :

#1 :Expenditure is segmented using **a passage table between JCDecaux expenditure items with the 380 sectors of the LOCAL FOOTPRINT®** model, based on precisely segmented French data.

#2 :Segmented expenditure is broken down by supplier country using a **model produced by Utopies based on import-export statistics** (probability of purchases by sector-country).

1 STANDARD AND ESSENTIAL RESTATEMENTS MADE ON PURCHASES IN FRANCE

RE-TERRITORIALIZATION

The supplier's **SIRET code** is used to determine the supplier's **location and economic sector**. In order to avoid "head office" effects (when the SIRET code corresponds to that of the company's head office), expenditure must be broken down across all the company's establishments according to the FTE weight of each establishment.
Specific points: For so-called **"on-site"** companies (cleaning, surveillance, temporary staff, etc.) purchases are not broken down.

➔ **Otherwise : Risk of error of 50% in certain regions!**

Application :
€5M of purchases from La Poste with the postcode 75015 (head office postcode) will be distributed across all the group's establishments:

350€	Etablishment 1 (postal code 64014)
120€	Etablishment 2 (postal code 51140)
…	
1,5€	Etablishment N (postal code 02150)

COMMERCIAL RECODING

When a purchase is made from a business, only the **commercial margin** must be applied to that business. The remainder must be broken down between t**he production sector in France and abroad** using statistical data.

➔ **Otherwise : Major overestimation of jobs in France and a significantly distorted sectoral vision**

Application :

JCDecaux spends €2.8m with MCA TECHNOLOGY (wholesale of computers, peripheral computer equipment and software)

70% → €2m reallocated to productive sectors:
- Computers manufacturing...

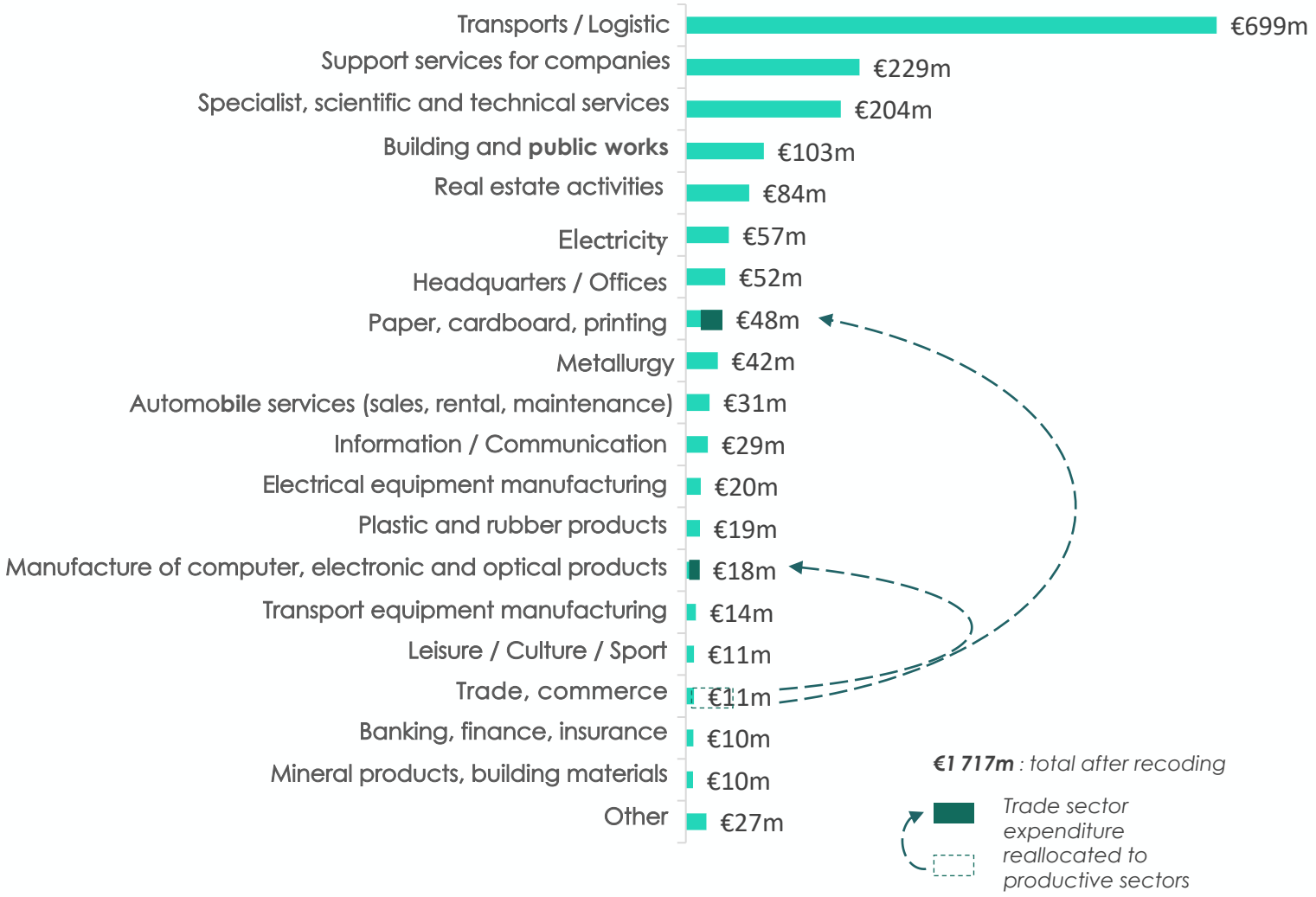
30% (commercial margin) → **€0.8m** reallocated in the sector :
- Wholesale trade

SECTORISATION OF EXPENDITURE WITH FOREIGN SUPPLIERS

Concerning the amounts of purchases for France, a list of suppliers was provided. However, in the case of suppliers abroad, the absence of a SIREN/SIRET code does not allow automatic sectorisation: sectorisation was carried out on the basis of the JCDecaux purchasing family provided (for 98% of the amounts concerned). The remaining 2% were reused on the categories determined previously.

1 FOCUS ON JCDECAUX'S PURCHASING SECTORS AFTER COMMERCIAL RECODING

Purchases by sector

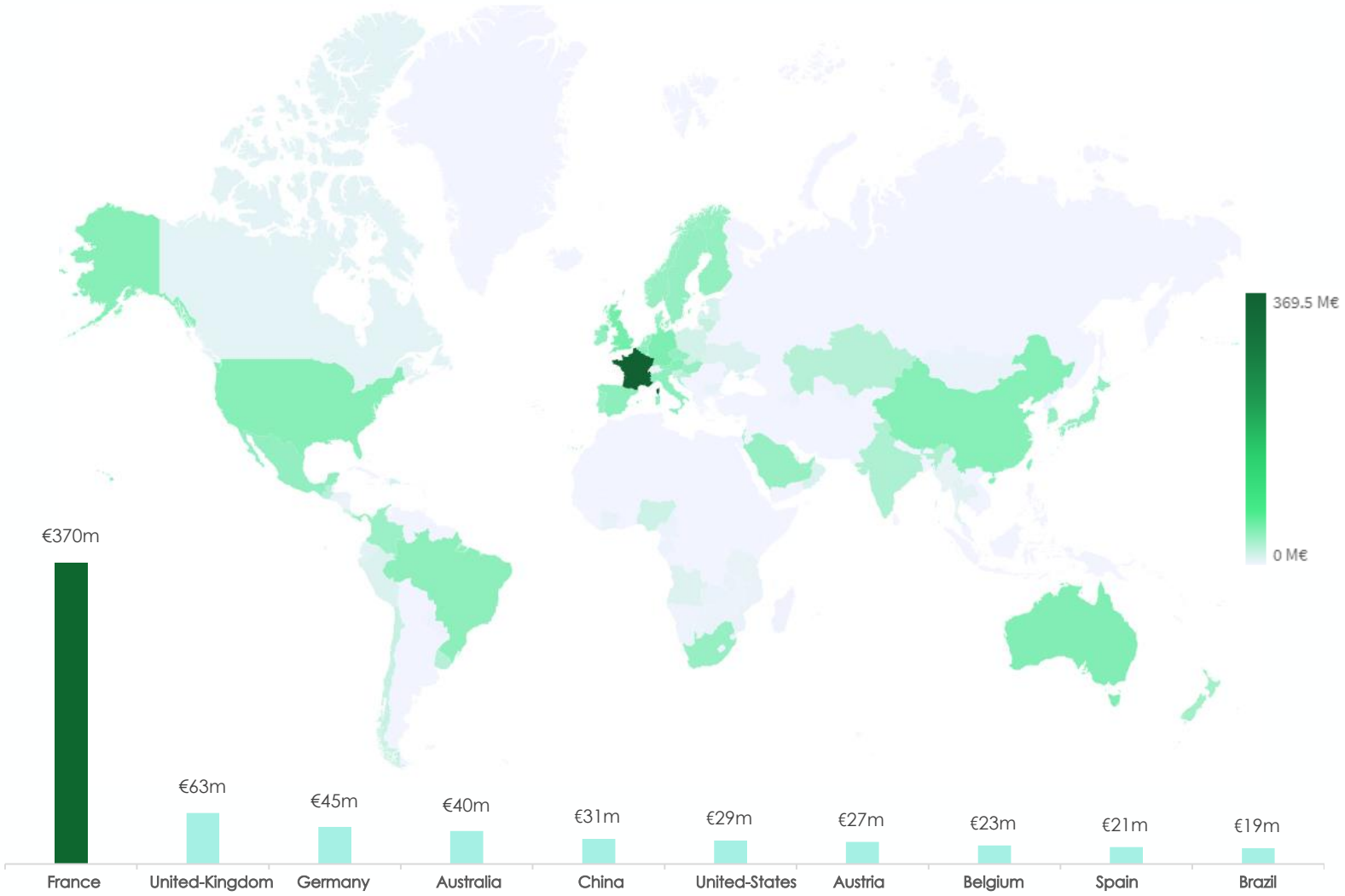


In order to reflect the reality of the economic metabolism as closely as possible, we carry out a special restatement of expenditure on the retail sector. **We redistribute the amounts between the trade sector** (trade margin) **and the productive sectors** (machinery and equipment, paper/cardboard/ printing, etc.), identified on the basis of your purchasing families.

This view also enables us to allocate the production share to the various supplier countries: a reseller located in a given country may obtain supplies from other countries, depending on the types of goods traded.

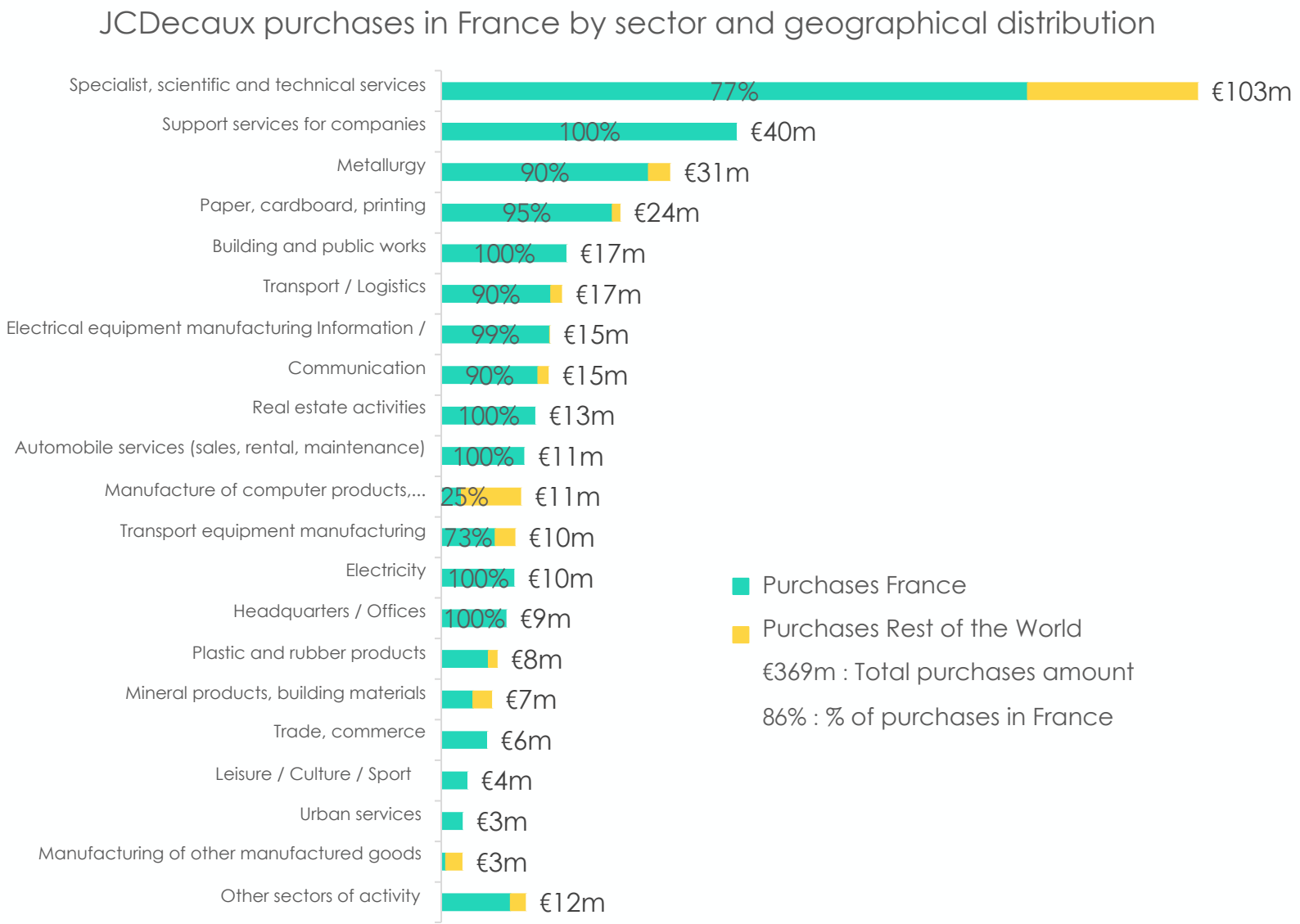
1 FOCUS ON JCDECAUX PURCHASES BY BUYER COUNTRY

Purchases by buyer country



France is JCDecaux's first buyer country worldwide, accounting for 43% of total purchases. It is followed by the United Kingdom (7% of total purchases), Germany (5%), Australia (5%) and China (4%).

1 JCDECAUX'S LOCAL PURCHASES IN FRANCE BY SECTOR



After recoding purchases from the commercial sector, the percentage of local purchases by JCDecaux in France is **86%.**

This proportion varies according to the supplier's sector of activity: some sectors have a very high percentage of local purchases, such as business support services **(>99%)**, construction **(>99%)** and metallurgy **(90%)**.

Other sectors make far more foreign purchases, such as specialist, scientific and technical services **(77%)**, the manufacture of IT, electronic and optical products **(25%)** and the manufacture of transport equipment **(73%)**.

1 FOCUS ON JCDECAUX'S PURCHASING REGIONS IN FRANCE

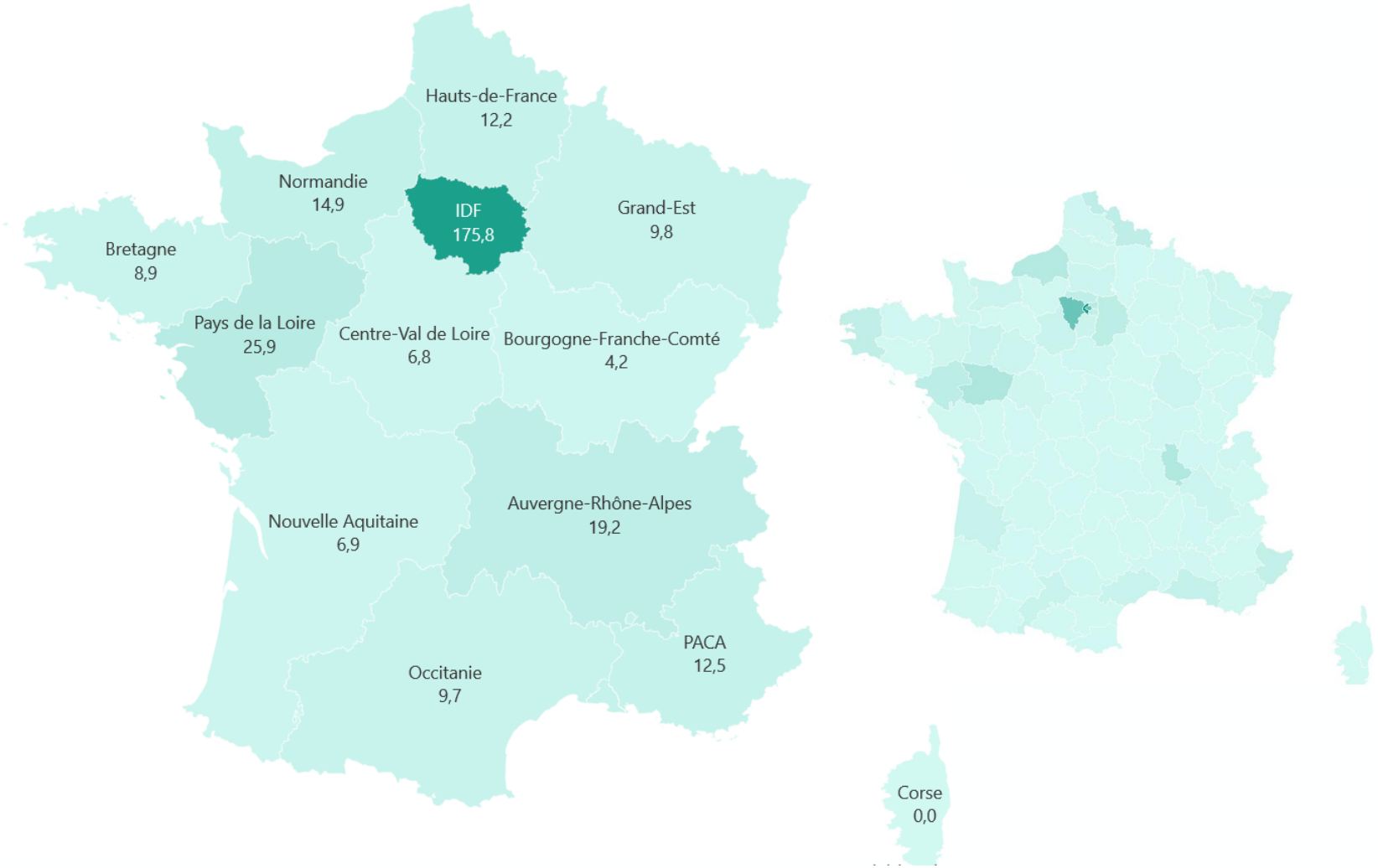
After commercial recoding, 57% of JCDecaux's purchases are made in the Île-de-France region, including :

- 21% in Hauts-de-Seine
- 13% in Paris
- 12% in the Yvelines

Pays de la Loire is the second most affected region, with **8% of purchases.**

Apart from the Île-de-France region, which remains the largest, the purchasing regions and departments vary from BU to BU.

JCDecaux purchases in France by region and by department (total: €307m)



2 MAIN RESULTS WORLDWIDE

MAIN RESULTS WORLDWIDE

119,921

Employement (FTE)

JCDecaux's activities in 2022 supported almost 120,000 (full-time equivalent) jobs worldwide.

6,285 €m

JCDecaux's activity in 2022 contributed to create €6.3 billion GDP worldwide :

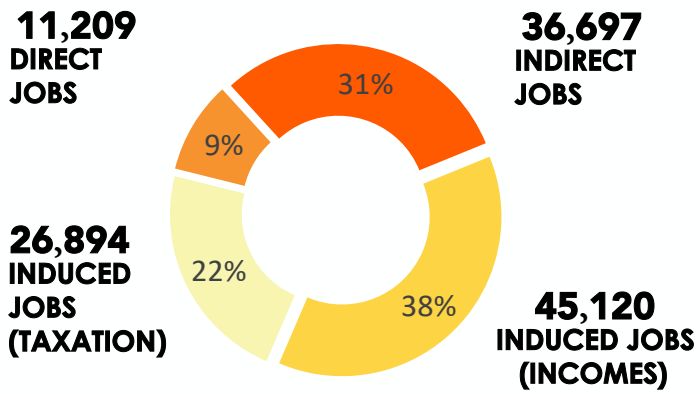
25% direct added value from JCDecaux, 27% from your suppliers, 27% through household consumption and 21% through taxation.

10.7 Multiplier coeff. FTE

JCDecaux's worldwide job multiplier coeff. is 10.7: for each 1 direct job created by JCDecaux, 9.7 additional jobs are supported in the economy.

3.9 Multiplier coeff. GDP

JCDecaux's worldwide GDP multiplier coeff. is 3.9: for each €1 of VA created by JCDecaux, an additional €2.9 of wealth is generated in the economy.



JCDecaux's direct jobs represent only 9% of its total worldwide impact.

Indirect jobs supported in the supplier chain represent 31% of the impacts.

Induced jobs supported through household and public administrations expenditure represent the major part of the impacts (60%).

119,921

The number of jobs* supported by JCDecaux's 2022 activity worldwide, including 11,209 direct jobs.

*Full-time equivalents (FTE)

Job multiplier coefficient

× 10.7

For one JCDecaux employee in the world, 9.7 additional jobs are supported in the global economy.

36,397

Indirect jobs* are supported in JCDecaux's global supply chain.

*Full-time equivalents (FTE)

€6.3 billion

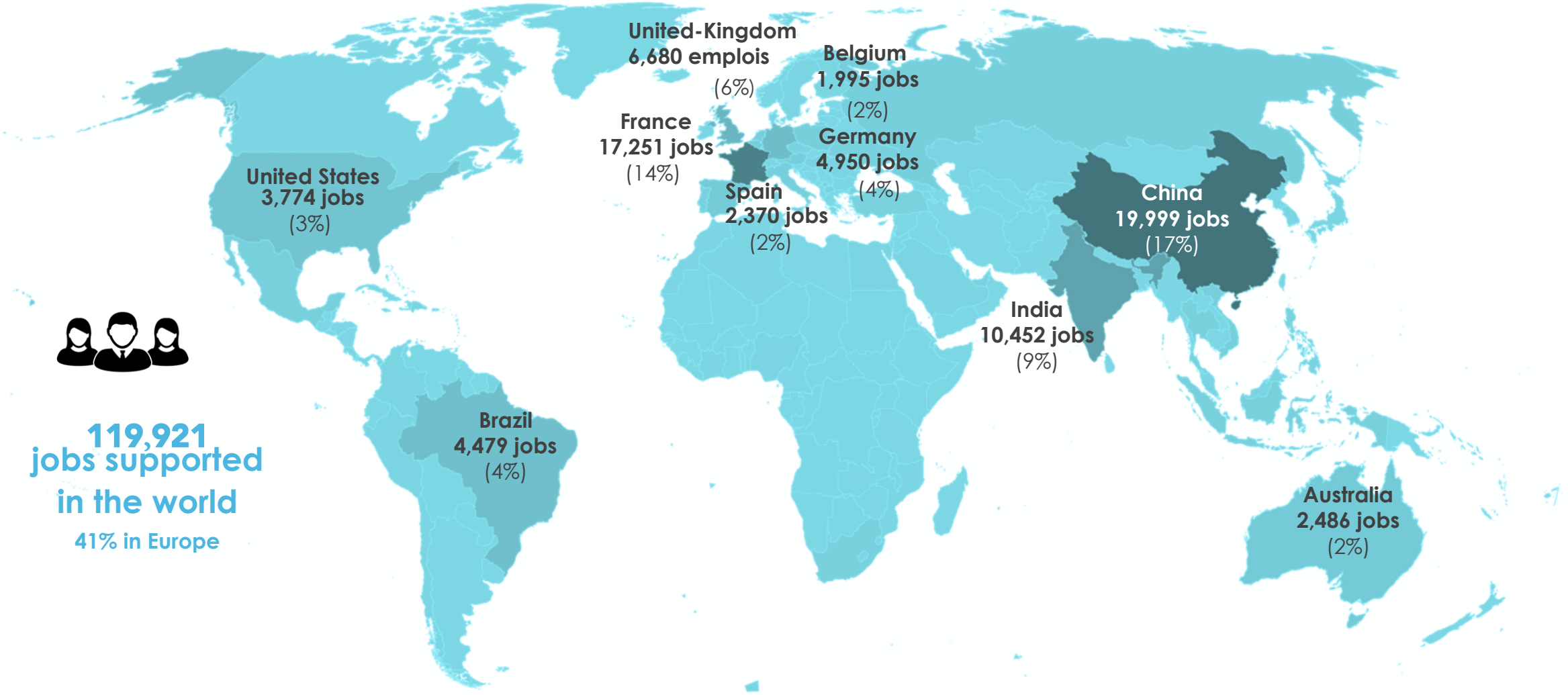
In wealth creation, generated by JCDecaux's 2022 activity worldwide.

Wealth multiplier coefficient

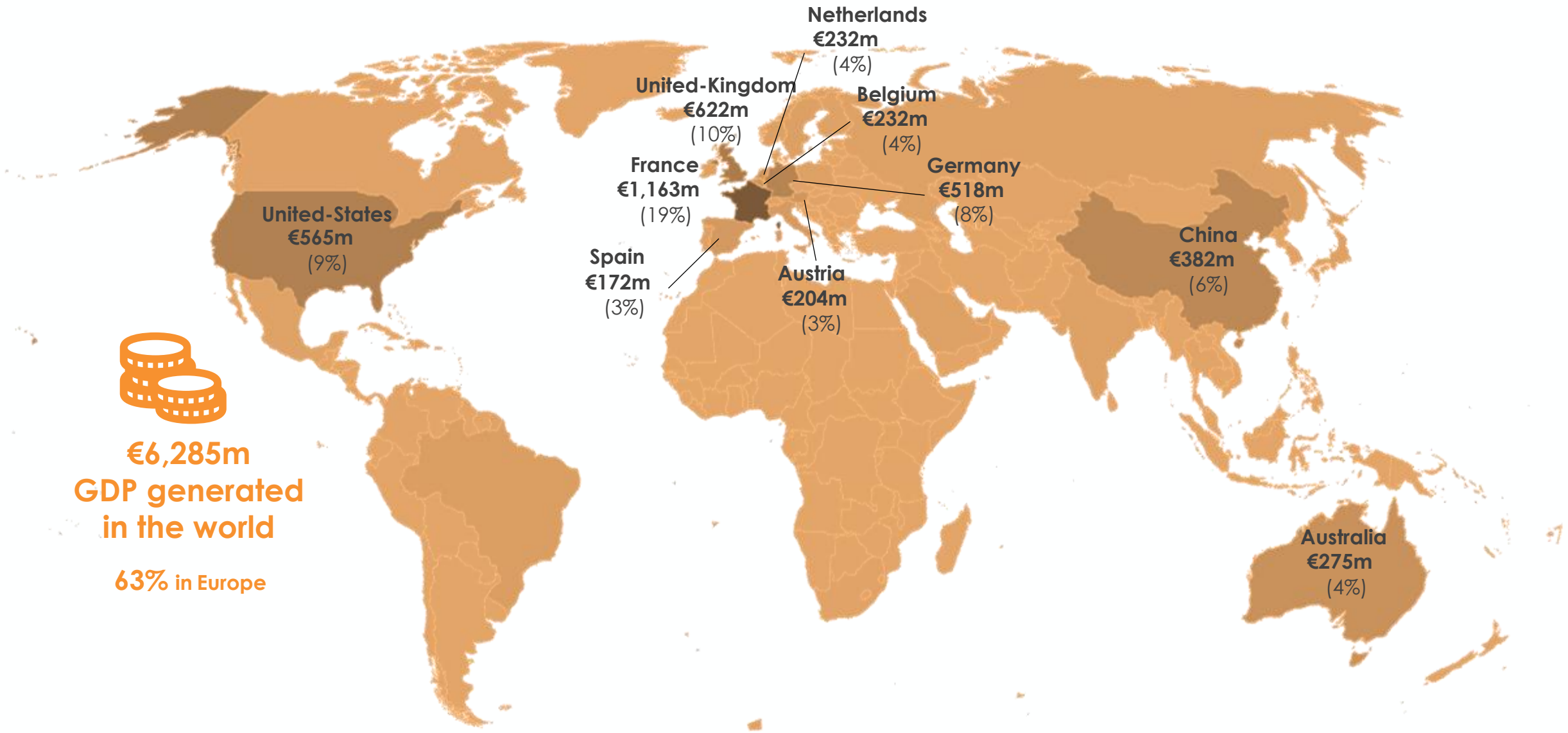
× 3.9

For €1 of JCDecaux's direct Added Value, an additional €2.9 are generated in the global economy.

2 JOBS SUPPORTED BY JCDECAUX IN THE WORLD: TOP 10 IMPACTED COUNTRIES



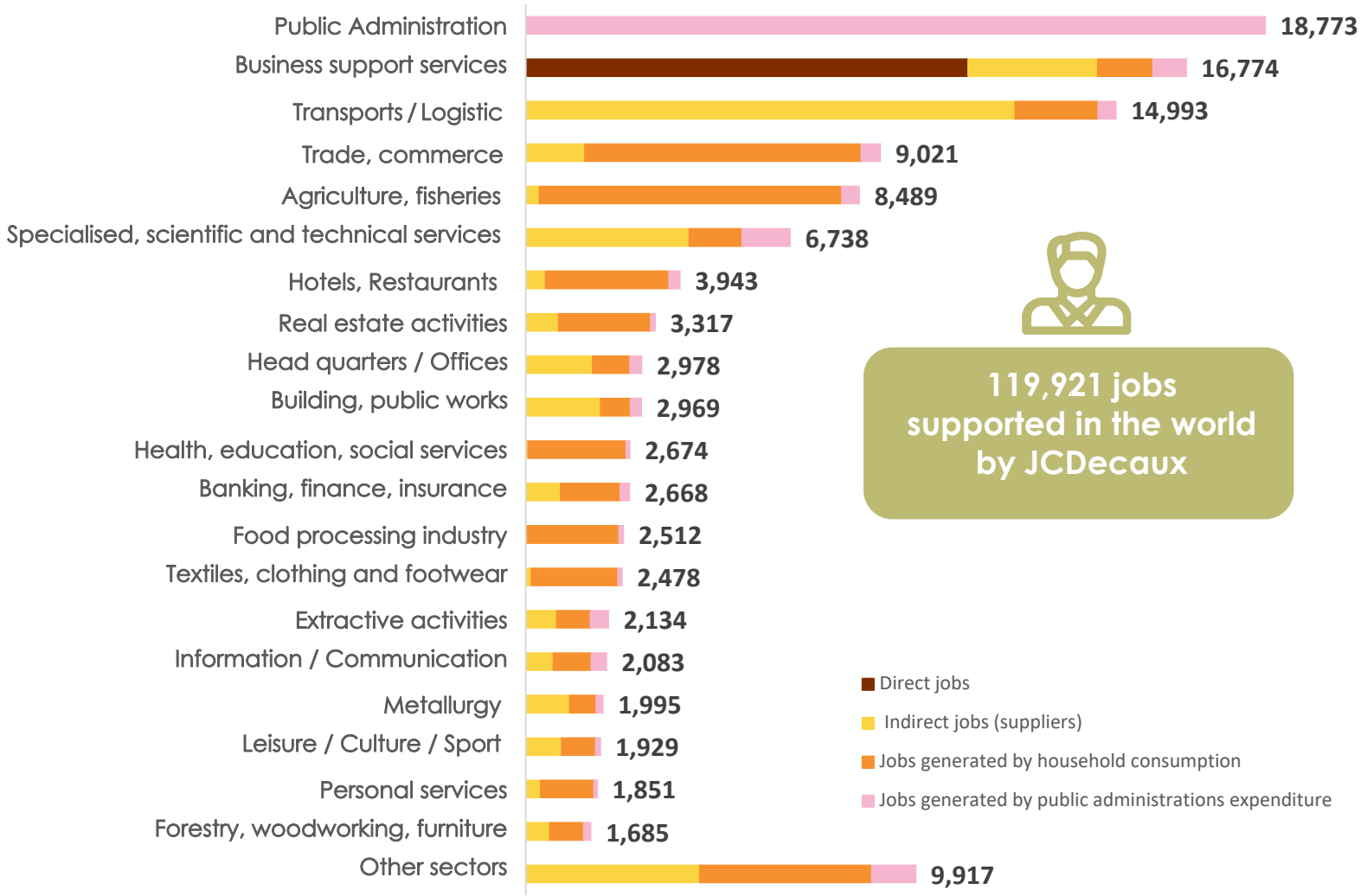
2 CONTRIBUTION TO GDP IN THE WORLD: TOP 10 IMPACTED COUNTRIES



€6,285m
GDP generated in the world

63% in Europe

2 JOBS SUPPORTED BY SECTOR OF ACTIVITY AND TYPE OF IMPACT



The business support services sector accounts for 14% of the jobs supported worldwide, mainly due to the direct jobs created by JCDecaux, as the advertising sector falls into this category.

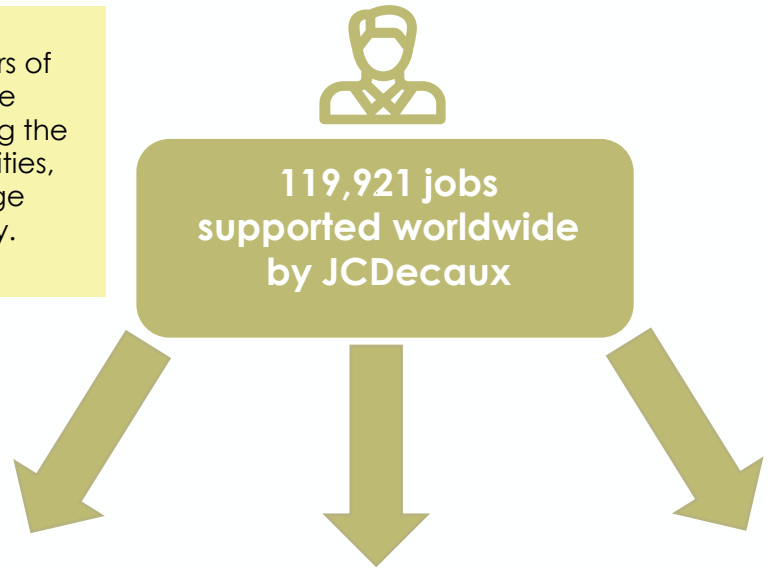
It is followed by public administration (16%), transport and logistics (13%) and trade (8%).

The jobs supported in the sectors supplying goods and services to JCDecaux are mainly indirect (transport and logistics; specialised, scientific and technical services; headquarters and offices).

On the contrary, the jobs supported in the public administration, trade, agriculture, hotel and catering and real estate sectors are mainly induced.

JOBS SUPPORTED BY ENTITY

/!\ These results are orders of magnitude only for the purposes of understanding the distribution between entities, and are subject to large margins of uncertainty.



Street furniture

69,478 jobs supported worldwide by JCDecaux

58%

Transport

29,921 jobs supported worldwide by JCDecaux

25%

Billboard

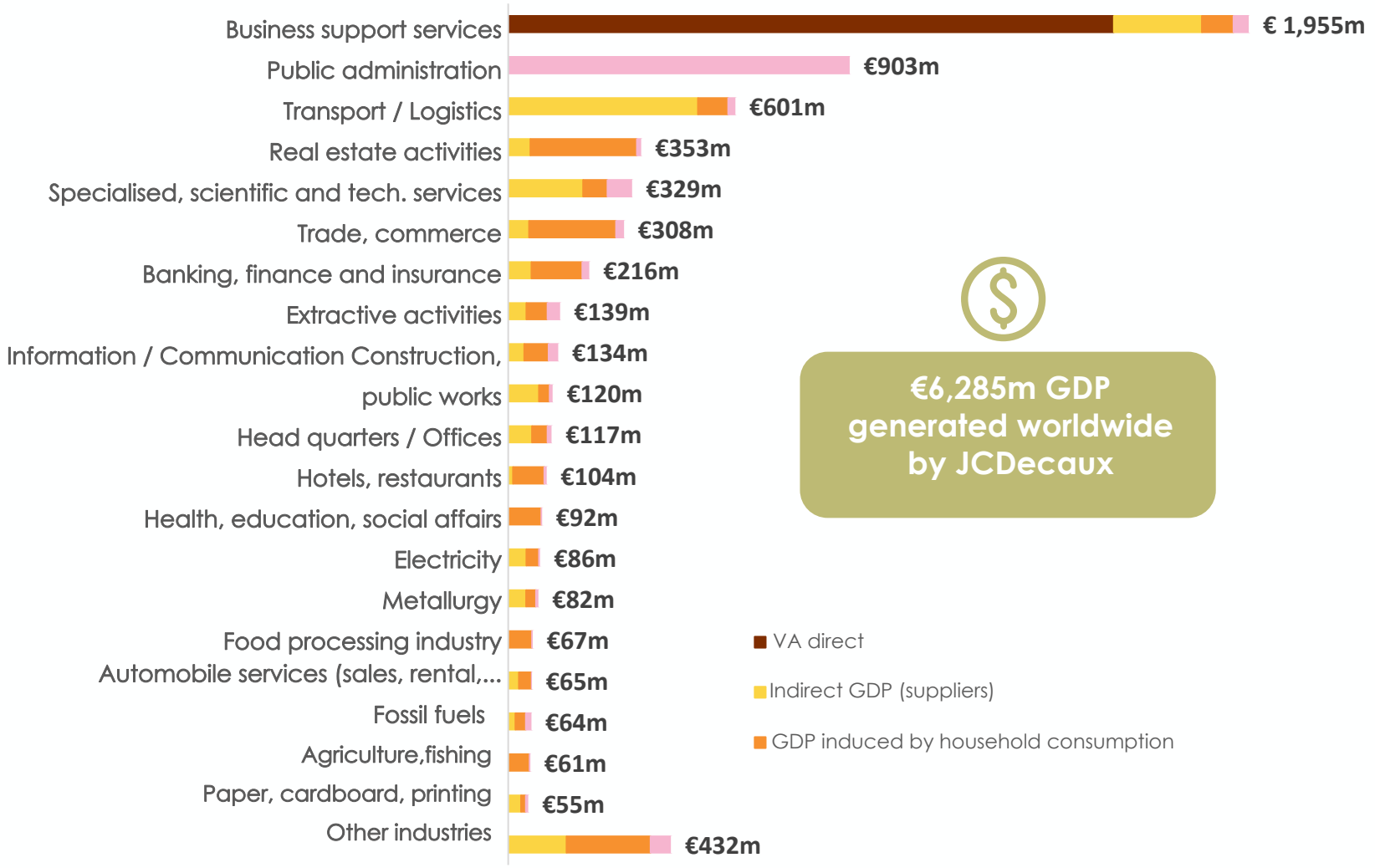
20,521 jobs supported worldwide by JCDecaux

17%

The distribution shown opposite is **based on the distribution of JCDecaux's revenues and jobs** between the different Street Furniture, Transport and Billboard. Direct jobs have been collected, indirect jobs and jobs induced by government spending have been broken down according to turnover and jobs induced by household spending have been broken down according to FTEs.

CAUTION: these results should therefore be considered as orders of magnitude, and are potentially far removed from the actual distribution of supported jobs between the various entities. This calculation would require an additional, more detailed exercise in terms of the data collected.

CONTRIBUTION TO GDP BY SECTOR OF ACTIVITY AND TYPE OF IMPACT



The business support services sector benefits from 31% of the impacts in terms of contribution to the creation of GDP, mainly due to the direct added value of JCDecaux, which represents 25% of the contribution to GDP. This is followed by the public administration sector (14%), transport and logistics (10%) and real estate (6%).

The contribution to GDP in the sectors supplying goods and services to JCDecaux is mainly indirect (transport and logistics; specialised, scientific and technical services).

On the contrary, the contribution to GDP in the public administration, real estate, trade and banking, finance and insurance sectors is mainly induced.

6 APPENDICES

COUNTRIES WITHIN THE SCOPE OF THE STUDY
DEFINITIONS
QUESTIONS
LIMITS OF THE STUDY

6 COUNTRIES WITHIN THE SCOPE OF THE STUDY

FRANCE
France

UNITED KINGDOM
United Kingdom

NORTH AMERICA
United States
Canada

PACIFIC
Australia
New Zealand

ASIA
China
Hong Kong
India
Singapore
Thailand
Japan
South Korea
Macao
Mongolia
Burma

LATIN AMERICA
Brazil
Argentina
Uruguay
Chile
Peru
Colombia
Costa Rica
Dominican Republic
Guatemala
Mexico
Panama
Salvador
Nicaragua
Honduras
Ecuador
Paraguay

CIS
Azerbaijan
Kazakhstan
Ouzbekistan
Ukraine

MIDDLE EAST
Bahrain
United Arab Emirates
Oman
Saudi Arabia
Qatar

AFRICA
Algeria
Cameroon
Gabon
Ivory Coast
South Africa
Angola
Botswana
Lesotho
Madagascar
Malawi
Mauritius
Mozambique
Namibia
Ouganda
Swaziland
Tanzania
Zambia
Zimbabwe
Nigeria

REST EUROPE
Netherlands
Germany
Belgium
Ireland
Luxembourg
Estonia
Lithuania
Latvia
Denmark
Finland
Norway
Sweden
Austria
Bulgaria
Croatia
Hungary
Poland
Czech Republic
Slovakia
Slovenia
Switzerland
Spain
Italy
Portugal

REST WORLD
Israel

6 DEFINITIONS

"Direct" impacts

These correspond to the presence of employees in France.

Economic impact on suppliers

These are jobs corresponding to purchases of goods and services made by JCDecaux from its suppliers (intermediate consumption). These suppliers (known as tier 1 suppliers) themselves turn to their own suppliers in order to produce these goods and services (the suppliers belong to different sectors of the economy). This demand from each of the suppliers leads to additional production activity, which requires the use of production factors (capital and labour) in order to be carried out. The added value thus created is broken down into profits, wages (which have an equivalent in jobs), taxes and subsidies.

Economic impact through household spending :

These are the jobs corresponding to purchases of goods and services made by households. The salaries paid to JCDecaux employees and to the chain of suppliers are spent (in part) on purchases of goods and services, and this final demand addressed to the companies in the production system results in additional production requiring factors of production to be carried out, and the added value thus created is broken down into profits, salaries (with job equivalents), taxes and subsidies. Induced" jobs are determined in the same way as "indirect" jobs.

The economic impact of government spending :

These are jobs corresponding to purchases of goods and services made by public administrations from sectors of the productive system. Direct taxes paid by JCDecaux, JCDecaux's suppliers, the companies to which households direct their spending, and indirect taxes paid by households correspond to tax revenues to public administrations assets. This revenue is then spent on goods and services purchased by companies in the various sectors of the production system. The number of jobs induced by this public spending is calculated in the same way as 'indirect' jobs and jobs 'induced' by private spending.

6 DEFINITIONS

Jobs supported

The indirect and induced jobs estimated in this study are salaried and non-salaried jobs, private and public, supported at 100%, and expressed in "person-year jobs" (or Full Time Equivalent) taking into account the number of hours normally worked by a person during one year in the sector concerned. The direct jobs of JCDecaux are also counted as supported jobs, expressed in FTE.

GDP

The total GDP generated by JCDecaux's activity is the sum of the indirect added value resulting from purchases of intermediate goods and services from suppliers (and purchases by suppliers from their suppliers), the final expenditure of JCDecaux employees and suppliers, and the final expenditure of the public administrations made possible by the tax revenues from direct and indirect taxes paid by JCDecaux, the chain of suppliers, the companies to which households send their expenditure, and households themselves (VAT).

Multiplier effect

(in the sense of the Keynesian multiplier)

Expression of the relationship between direct impacts and the indirect, induced (by household consumption and public administrations) and catalytic (by student consumption) impacts they generate.

Injected flows

The sum of the institution's operating expenditure (three expenditure headings: purchases, salaries and taxes) and/or the sum of students' consumption expenditure is referred to as 'injected flows'.

Full-time equivalent

The number of jobs created or maintained by the establishment is calculated on a Full-Time Equivalent basis: 1 FTE corresponds to the working time of a full-time employee (35 hours/week) over 12 months, i.e. 1,607 hours/year (source: service-public.fr).

All these jobs exist because of us? What if we didn't exist?

We must not confuse jobs created with jobs supported. We create our own direct jobs, but all we do is support the jobs of our suppliers through our orders. These jobs may depend to a large extent on our activity, and we are indirectly responsible for them. However, if we no longer existed, the economy would probably be destabilised, but other players would undoubtedly emerge and it is likely that our suppliers would work for other customers...

What is the margin of error?

It should be remembered that these results are orders of magnitude based on the best available models and national statistics. The commonly accepted margin of error for such modelling assumptions and statistical tables is 20%.

How can we improve our local economic footprint?

One of the main expectations that citizens have of companies is that their activities should be rooted in their local areas so that they are as vibrant as possible economically and genuinely support a decent standard of living for their inhabitants.
You can improve your impact by increasing the proportion of local purchases you make, by encouraging the establishment of activities that meet your needs and those of the region (training, spin-offs, support for entrepreneurship) so that not only are more euros spent in your region, but that they stay there. There are a number of levers that can be used at the level of your employee governance, with your suppliers or with other local players.

Why assess our socio-economic footprint?

Assessing our socio-economic footprint means seeking to better understand our impacts beyond our direct activity. It means being transparent about our business model and objectifying our contributions to regional economies through our supplier orders, employee spending and the taxes we pay. Better understanding means greater awareness, better explanations, better dialogue with our stakeholders and improvement.

How does the LOCAL FOOTPRINT® evaluation model work in practice?

Based on the purchases, salaries and taxes we have provided, the LOCAL FOOTPRINT® model reproduces the functioning of the French economy as faithfully as possible, tracking every euro we spend with an economic actor. For example: for every 100 euros spent with an IT service provider, X euros will be used to pay salaries, Y euros to pay for intermediate consumption, and so on.
In this way, LOCAL FOOTPRINT® estimates how many jobs are needed to meet our orders, household consumption or the public spending we support, and at the same time how much economic activity and added value is created or maintained in the economy.
LOCAL FOOTPRINT® works on the entire supplier chain: our first-tier suppliers, their suppliers, their suppliers' suppliers, etc. To each expense is added the probability that it will be made in one territory or another depending on the economic strengths of the territories and where the expense is made in the first place.
The economic footprint thus obtained quantifies locally, by sector of economic activity, in jobs and in euros, the activity of our company in the regions and values its interactions with the actors in these regions.

6 LIMITS OF THE STUDY

General limitations of the study

The study quantifies only the order of magnitude of the gross economic weight of JCDecaux Group activity within the scope of the study, in a direct, indirect and induced manner on the basis of the monetary amounts analysed and provided by the company. Restatements were made by Utopies as detailed in this document, and a modelling tool was used to assess the order of magnitude of the impact. The net impact of these activities on the region, taking into account any cannibalisation of other economic players, has not been quantified. In addition, the study did not measure the additional performance associated with an increase in the region's productivity and competitiveness.
In addition, the study does not quantify the socio-economic benefits related to the consequences of the sites' activitiy on their immediate or distant environment, on climate change or air pollution, or on damage to natural ecosystems or biodiversity; nor does it quantify the costs avoided for local communities by the activities and investments of JCDecaux Group. An economic footprint values the relationship between a company, its stakeholders and its underlying economic fabric. The supported jobs valued correspond to jobs financially supported by the company, which is itself part of a logic of interdependence. In other words, it is dependent on other sectors in the sense that it is itself the impact of another sector. Utopies thus sheds light on the dependence of the national/local fabric on the company and provides a broader vision of its social responsibility.

The limits of the LOCAL FOOTPRINT® model

LOCAL FOOTPRINT® is a statistical tool for evaluating the socio-economic impact of RIMS (Regional Input-Output Multipliers) developed by Utopies. By aggregating various regional and sectoral analysis modules in addition to Input-Output tables, the Utopies model reproduces as closely as possible the way in which the regional economy operates - according to the demand propagation process. The model draws on a variety of sources:- statistical data from Eurostat, INSEE and the BEA, with a detailed breakdown of 380 sectors; - local calibration, taking into account the specific characteristics of the area analysed (INSEE data on employment by sector of activity) and taking into account location coefficients (University of Bristol).
A rigorous economic impact analysis requires a good knowledge of how the model used works, as well as the ability to interpret the results obtained in the light of the limitations and assumptions inherent in the model used: the reliability of the model's results depends on the reliability of the data in the input/output tables, which are also an accounting representation of the economic interactions for a given year.
Like all Input-Output models, it does not take into account the notion of time. It is a 'static' representation of the economy at a time t, following an expenditure 'shock'. The production function of a given sector of activity is fixed and there are no economies of scale. The model takes no account of resource scarcity. LOCAL FOOTPRINT® is a linear model. All other things being equal, a shock of €10m to a production sector is equal to 10 shocks of €1m to the same sector.

Limits specific to the project

This study required the location of suppliers to be modelled on the basis of import/export statistics. Although the latter has been refined thanks to input from JCDecaux's purchasing department, with the aim of better reflecting the reality of the company's businesses, a more detailed collection of the actual locations of suppliers would increase the finenesse of the results.