

## JCDecaux launches *Empreinte 360 (360 Footprint)*, the first environmental, economic and social footprint calculator for campaigns in France

Paris, 4 May, 2021 – JCDecaux has stepped up its commitment and innovation in sustainability by announcing the creation of the first environmental, economic and social footprint calculator for campaigns. True to its pioneering vision of sustainability and societal challenges, JCDecaux has decided to create a comprehensive assessment tool. *Empreinte 360* will be available from autumn 2021 in France and will provide fully transparent information to advertisers on the impact of JCDecaux campaigns. This tool will also be available for communications from local authorities on street furniture in its next development.

To support the collective momentum that drives ecological transition, economic transformation and social cohesion, JCDecaux has provided local authorities, advertisers and their agencies with a 360° analytical tool. This will ensure the real assessment of their campaigns' environmental, economic and social impact. JCDecaux was assisted by UTOPIES in the development of the assessment tool. The independent agency is the leading think tank in France, providing support for businesses and brands which make sustainable development the key focus of their strategies, and are an expert in global impact studies. The Group has also worked closely with certification bodies to provides cities, advertisers and their agencies with the most comprehensive, impactful and transparent assessment tool. In addition to its environmental focus, *Empreinte 360* is the only calculator on the market to include ground breaking developments through its assessment of the economic and social footprint of campaigns displayed by JCDecaux media.

The calculator will be used on the following OOH and DOOH displays, which account for nearly 90% of JCDecaux's activity in France:

- 2 m<sup>2</sup> street furniture (Atribus® bus shelters, MUPI® city information panels, flagpoles and newsstands);
- 8 m<sup>2</sup> backlit street furniture;
- Columns;
- Urban Digital and Digital Airport;
- Wall wrap advertising.

The assessment tool will consider all phases of publishing a campaign once entrusted to JCDecaux. This includes the development of networks, dismantling of the display and-poster printing, shipping and display. At the request of an advertiser, JCDecaux will provide a comprehensive assessment including a macroeconomic summary of the impact of the campaign (or the campaign plan) based on four key indicators:

- **Carbon footprint**, measured in CO<sub>2</sub> emissions;
- **Water footprint**, measured in cubic metres (m<sup>3</sup>);
- **Social footprint**, measured in full-time equivalents supported in the French economy;
- **Economic footprint**, measured in euros generated within the national French economy.

JCDecaux will also recommend additional ways of reducing advertiser's environmental impact to increase their awareness and accountability. Specifically, this applies at the campaign production stage (printing, ink selection, production and digital display file size, etc.).

As a media, JCDecaux has always been committed: committed to the cities and territories we work with, to supporting jobs and the Made in France movement, to protecting the environment and creating spaces for living together, and to our advertisers and their brands. From inventing the Aribus® advertising bus shelter to pioneering self-service bike rental, JCDecaux contributes to making sustainable improvements in urban living for all public space users. Since its inception, the Group has continuously innovated to reduce its environmental footprint with eco-design street furniture, 100% renewable energies and its effort to achieve carbon-neutral status for its activities in France by end-2021. Supported by its long-standing initiatives, in France, JCDecaux also reduced its greenhouse gas emissions by 55% between 2017 and 2020\*. Through its commitment to the design and manufacture of its street furniture in France and as a coordinator of the value chain for SMEs and startups, JCDecaux plays an active role in supporting jobs, business and inclusivity of all local areas. The Group's sustainable approach has also been recognised by extra-financial rating agencies in 2020. A score of 4.6/5 in the FTSE4Good index by FTSE Russell and its maintained "A Leadership" status from the Carbon Disclosure Project (CDP) Climate Change rating agency. Moreover, for the fourth year in a row, JCDecaux has obtained the maximum AAA score in the ESG (Environment, Social, Governance) rankings of Morgan Stanley Capital International (MSCI).

**Élisabeth Laville, UTOPIES Founder**, said: *"We are proud to support JCDecaux in the creation of this 360° tool which is consistent with our holistic approach to sustainable development. Our vision is driven by multiple indicators that serve to consolidate a socio-economic, carbon and water footprint. The calculator delivers practical analytics for advertising media. It marks the first vital step in supporting reduction targets over time. It also provides a platform to discuss the impact of showcased products. Through our impact assessment of campaigns, we are playing our part in current discussions regarding the role and use of advertising and showcased products. What's more, we are driving forward the discussion in our work with JCDecaux on Brand Urbanism, which seeks to repurpose the positive role of brands in our cities".*

**Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux**, said: *"JCDecaux is a responsible player since its creation and forever into the future. Central to our strategy is our hands-on holistic approach to sustainability. The latter is aimed at reconciling environmental, economic and social issues. The launch of Empreinte 360 is a further milestone in our commitment. It reaffirms our ambition for transparency and our effort to support collective momentum for a better environment, and planning and development in local areas. The calculator not only provides information, but also increases the awareness and accountability of our advertiser clients, their agencies and local authorities. It delivers a 360° impact overview of their campaigns. The outdoor advertising we provide for brands and cities, is an essential component that is inextricably linked ecological, social and economic transformation. Through this new service, and as a trusted public media partner, JCDecaux will continue to demonstrate the usefulness and efficiency of its media for local areas and their populations and continues to be an integral part of an approach to raising awareness in its ecosystem to build a more sustainable world."*

#### About JCDecaux

JCDecaux, the number one outdoor advertising company worldwide, is present in more than 80 countries and 3,670 cities with over 10,000 inhabitants. For more than 55 years, JCDecaux products have been the benchmark in innovation, quality, aesthetics and functionality. Thanks to the expertise of its employees, the Group's service offering, particularly on upkeep and maintenance are recognised by cities, airport and transport authorities, along with advertisers around the world. JCDecaux is currently the only world-class player to focus exclusively on outdoor advertising and the development of all related activities: street furniture, transport and billboard advertising. In the age of the smart city, JCDecaux is positioning itself as a major player and is already playing a vital role in building the connected city, a city that is more human, more open and more sustainable.

For more information about JCDecaux, please visit [jcdecaux.com](https://www.jcdecaux.com). Join us on [Twitter](#), [LinkedIn](#), [Facebook](#), [Instagram](#) and [YouTube](#).

**JCDecaux Press contact** : Estelle Ardouin – Tél. : +33 (0)7 60 80 43 72 – [estelle.ardouin@jcdecaux.com](mailto:estelle.ardouin@jcdecaux.com)

\*market-based scopes 1 and 2