

JCDecaux

THE SUSTAINABLE MEDIA 2030 VISION





JCDECAUX IS A MEDIA WHICH PROVIDES SERVICE TO THE COMMUNITY TO MAKE PUBLIC SPACES MORE SUSTAINABLE AND INCLUSIVE

Since 1964, JCDecaux has provided our city and transport partners with products that offer useful and innovative services in public spaces (such as bus shelters, self-cleaning public toilets and self-service bicycles) paid by Out-of-Home advertising.

This is the virtuous business model that was invented by our founder, that continues to improve the quality of life of the public, while meeting their evolving expectations.

Design is at the heart of everything we do, ensuring that our products respect and enhance the cityscape (including the support of heritage renovation projects through our "Artvertising" aesthetic solutions) across the world.

With a presence in over 80 countries, JCDecaux is playing an active part in the sustainable transition of economies and society worldwide.

JCDECAUX, REACHING A POWERFUL AND GLOBAL AUDIENCE



+ 10,700 employees



+ 80 countries



+ 3,500 cities



+ 150 airports



+ 210 transport concessions



+ 850 m eyeballs daily



39% of the Group's consolidated revenues are eligible for the European Taxonomy

MESSAGE FROM CO-CEOS



Jean-Charles Decaux



Jean-François Decaux



“Sustainable Development is more than an environmental necessity, it is a powerful lever for economic and social growth, opening up opportunities for new services that enhance the lives of people across the world.”

Sustainable Development has been at the heart of our business since the Group was founded. From the earliest days, our commitment was clear, shown through our consistent approach to our quality and environmental management and our global vision for our environmental and societal responsibility from 2014.

JCDecaux is playing an active role in this transition, with 39% of our revenues eligible for the European Taxonomy and contributes to 14 out of the 17 Sustainable Development Goals (SDGs) set by the United Nations. Our Sustainability Strategy and the range of solutions we offer are supporting the emergence of the smart and sustainable city, at a time when mobility matters more than ever.

Today as we face huge challenges for the planet and for human development we remain committed to playing our part in tackling these vital issues through the continuation of our work, taking this forward with our strategic roadmap for 2030.

OUR SUSTAINABILITY JOURNEY BEGAN 20 YEARS AGO



TOWARDS MORE SUSTAINABLE LIVING SPACES



“Ecodesign and the need to conserve resources have always guided our development choices. We want to offer the best possible quality to our customers, without compromising the environmental, economic, and social performance of our services.”

Gaëlle DAGORT
Research & Development Director
JCDecaux Corporate

DEVELOP FURNITURE AND SERVICES THAT WORK FOR EVERYONE



OUR PRIORITIES

- **Systemise eco-design** to improve environmental and social performance
- Champion our **responsible innovations**

OUR KEY OBJECTIVES

- Ensure that **100% of operational teams** are aware of our **responsible innovations** in line with the United Nations' SDGs by the end of 2022
- Deploy our **eco-design policy** by 2023

OUR STRATEGY IN ACTION



URBAN MOBILITY

For 18 years, we have offered self-service bicycle systems (with subscriptions, apps, etc.) in 10 countries and 73 cities. We continue to innovate to meet consumers' changing needs - offering 100% electric bicycles in Luxembourg, and hybrid bicycles in Brussels and Lyon.



AIR QUALITY SENSORS

In Chicago, we are working with Microsoft Research's Urban Innovation Group and the Array of Things team to measure air quality, an approach that helps cities to take the appropriate environmental measures.



“Deontology and responsibility are two key values at JCDecaux. We care about the content that we broadcast and monitor it carefully across our worldwide networks.”

Albert ASSÉRAF
Executive Vice-President
Communications and User Innovation
JCDecaux Corporate

PROMOTE RESPONSIBLE OUTDOOR ADVERTISING



OUR PRIORITIES

- Promote **responsible campaigns**
- **Safeguard** our digital furniture **to the highest possible degree**
- Advocate for **public interest communication** that serves the United Nations’ 2030 Agenda

OUR KEY OBJECTIVES

- **100% of the Group’s countries** implement our **Code of Conduct for Out-Of-Home Display** by the end of 2022
- **100% of the Group’s countries** representing 80% of the adjusted annual revenue contribute to **supporting one or more of the United Nations SDGs** by 2025

OUR STRATEGY IN ACTION



EXCEPTIONAL DISPLAYS WITH A POSITIVE IMPACT

We turn building sites into artworks, creating giant canvases with beautiful artwork that enhances the public space and helps finance the conservation of heritage buildings through our Out-of-Home advertising.



ETHICS FOR OUT-OF-HOME DISPLAY

Every day our advertising networks reach 850 million people across the world and so we have a responsibility to uphold the highest standards of ethics for Out-of-Home display. By the end of 2022, a Code will be deployed throughout the Group, ensuring awareness of these issues at a local level too.

TOWARDS AN OPTIMISED ENVIRONMENTAL FOOTPRINT



“It is through systemic actions and by engaging our entire value chain that we will be able to contribute to global carbon neutrality.”

Lenaic PINEAU
Chief Sustainability
and Quality Officer
JCDecaux Corporate

ACTIVELY CONTRIBUTE TO THE PLANET’S CARBON NEUTRALITY



OUR PRIORITIES

- Reduce our **operations and value chain emissions**
- Progressively implement our **policy towards collective net zero carbon emissions**

OUR KEY OBJECTIVES

- **100%** of our **electricity consumption** covered by **green electricity** by the end of 2022
- **5%** reduction in carbon emissions related to the **electricity consumption of furniture** in absolute value (vs. 2019) by 2030
- **10%** reduction in carbon emissions related to the **electricity consumption of total furniture/m² of advertising panel** (vs. 2019) by 2030

OUR STRATEGY IN ACTION



CONTRIBUTION TO COLLECTIVE CARBON NEUTRALITY

Reducing our carbon footprint is our priority. Between 2014 and 2021, the steps we have taken have enabled us to reduce our greenhouse gas emissions by over 80%. As the first country in our Group to contribute to carbon neutrality at the level of its activities, JCDecaux France will be the catalyst for the acceleration of Climate Strategy across our other businesses worldwide.



SUSTAINABLE ENERGY CONSUMPTION

In 2019, we were proud to become the first Outdoor Communication Group to join the RE100*. Today, we continue to do everything we can to reduce our energy footprint. More than 90% of our electricity consumption is from renewable sources, we optimise the lighting in our furniture and we use vehicles which have a low environmental impact.

* RE100 : international coalition of companies committed to 100% renewable electricity production.



“Collaboration and shared best practices with JCDecaux businesses across the world will help us to reduce our environmental impacts and achieve our common goals. Thinking globally and locally is the key!”

James THOMAS
Chief Technical Operations Officer
JCDecaux UK

CURB OUR OTHER ENVIRONMENTAL IMPACTS



OUR PRIORITIES

- Make **responsible waste management a priority**
- Encourage **responsible water consumption**
- Work to **protect biodiversity**

OUR KEY OBJECTIVES

- **Zero waste-to-landfill** vs. total waste in countries with suitable facilities by 2035 (reuse, recycling, incineration with or without energy recovery...)

OUR STRATEGY IN ACTION



RESPONSIBLE WATER CONSUMPTION

Wherever possible we use rainwater to wash our furniture and vehicles while ensuring a high quality of maintenance. Because rainwater is naturally low in minerals, it reduces the need for cleaning products.



RENOVATION AND RECONDITIONING

The longer a product's lifespan, the greater the environmental impact, as it doesn't need to be replaced and can be reused. The quality of our furniture and our on-site maintenance regime allows us to guarantee a quality of service for around 30 years. Since 2013, our online tool, "The Store" allows all our Group's businesses to offer reusable furniture as a sustainable new option to cities.

TOWARDS A RESPONSIBLE BUSINESS ENVIRONMENT



"We are committed to helping each member of our team to develop to their full potential. A winning bet with more than 10 years of employee seniority across the Group in 2021."

Victoire PELLEGRIN
Director of HR Development
JCDecaux France & International
HR Projects Department

BE A RESPONSIBLE EMPLOYER



OUR PRIORITIES

- Guarantee respect for **fundamental social values**
- Promote an **exemplary Health and Safety culture**
- Support **employee growth and development**
- Foster **diversity and inclusion**

OUR KEY OBJECTIVES

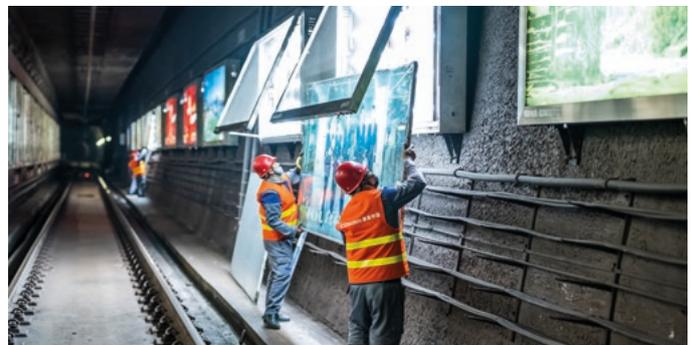
- **100%** of **countries** respect **the Group's fundamental social values**
- **25% reduction** in the **accident frequency** rate by 2030 (vs. 2019)
- **100%** of employees to complete **at least one training course each year** by 2030
- **40%** of **women** within **JCDecaux's executive management committees** by 2027

OUR STRATEGY IN ACTION



COMMON SET OF SOCIAL VALUES

Since 2012, we have had an International Charter of Fundamental Social Values formalising no less than 17 principles. It is a point of pride, that we keep this charter alive, that it continues to evolve and that we monitor its application every two years.



HEALTH AND SAFETY OF OUR EMPLOYEES

Our approach has two components. The continuous improvement of our management system, which was introduced in 2014. Going forward, we are committed to raising awareness and empowering our employees, to help them to support their own well-being, via a range of tools (e-learning, videos, quizzes, etc.).



“Our company’s social responsibility extends well beyond our own perimeter. By raising awareness and supporting our suppliers in adopting more virtuous practices, we will be able to achieve our own objectives.”

Nury LINARES
Purchasing Manager
JCDecaux Central America

CONDUCT BUSINESS ETHICALLY AND SUSTAINABLY



OUR PRIORITIES

- Maintain **ethical conduct** and **fight corruption**
- Team up with key **suppliers** to improve their **environmental and social footprint**
- Ensure that **personal data** is **protected**

OUR KEY OBJECTIVES

- **30% sustainable development criteria** included in **suppliers’ qualification** and **evaluation** from 2023
- **100%** of **European subsidiaries** assessed on the **management and use of personal data** by 2025

OUR STRATEGY IN ACTION

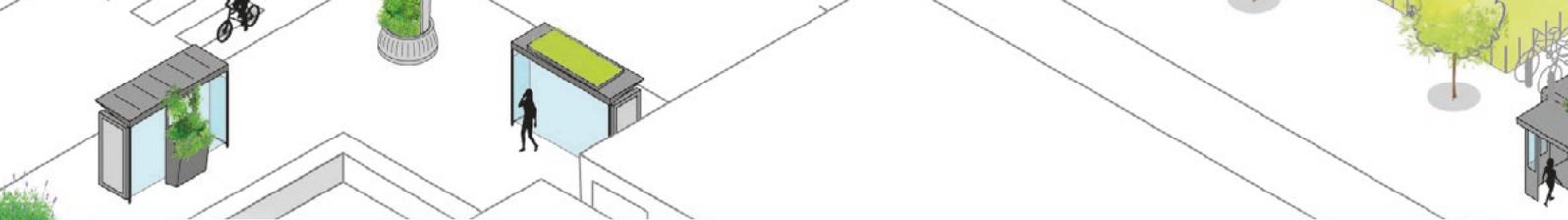


ETHICAL CONDUCT

Applying our Code of Conduct, established in 2001, is certainly a prerequisite. But our role goes far beyond that: we want to set an example and contribute to changing behaviours so that respect for the law and the requirement for transparency prevail.

SUSTAINABLE SOURCING

Our sustainable development approach begins with sourcing. This is why we rely on our Supplier Code of Conduct to ensure compliance with our social, ethical, health and environmental expectations. In 2021, 100% of our key suppliers committed to this code.



JCDECAUX, THE SUSTAINABLE MEDIA

TOWARDS MORE SUSTAINABLE LIVING SPACES

DEVELOP FURNITURE AND SERVICES THAT WORK FOR EVERYONE

By 2022

Ensure that **100% of operational teams** are aware of our **responsible innovations** in line with the United Nations' SDGs

By 2023

Deploy our eco-design policy

PROMOTE RESPONSIBLE OUTDOOR ADVERTISING

By 2022

100% of the Group's countries implement and apply our **Code of Conduct for Out-Of-Home Display**

By 2025

100% of the Group's countries representing **80% of the adjusted annual** revenue contribute to **supporting one or more of the United Nations' SDGs**

TOWARDS AN OPTIMISED ENVIRONMENTAL FOOTPRINT

ACTIVELY CONTRIBUTE TO THE PLANET'S CARBON NEUTRALITY

By 2022

100% of our electricity consumption covered by **green electricity**

In 2022

The Group will define its climate strategy and commit to a **carbon reduction trajectory**

By 2030 vs 2019

5% reduction in carbon emissions related to the electricity consumption of furniture in absolute value

CURB OUR OTHER ENVIRONMENTAL IMPACTS

By 2023

Deploy a **water and biodiversity policy**

By 2035

Zero waste-to-landfill vs. total waste in countries with suitable facilities

TOWARDS A RESPONSIBLE BUSINESS ENVIRONMENT

BE A RESPONSIBLE EMPLOYER

By 2027

40% of **women** within **JCDecaux's executive management committees**

By 2030 vs 2019

25% reduction in the **accident frequency** rate

CONDUCT BUSINESS ETHICALLY AND SUSTAINABLY

From 2023

30% sustainable development criteria included in **suppliers' qualification and evaluation**

By 2025

100% of **European subsidiaries assessed** on the management and use of **personal data**



**AN APPROACH
AND PERFORMANCE
RECOGNISED BY
EXTRA-FINANCIAL
INTERNATIONAL
STANDARDS***

MSCI 

AA



CLIMATE

A



71/100



FTSE4Good

3,6/5

* Ratings as of September 2022

JCDecaux

Sustainable OOH