

# WHY

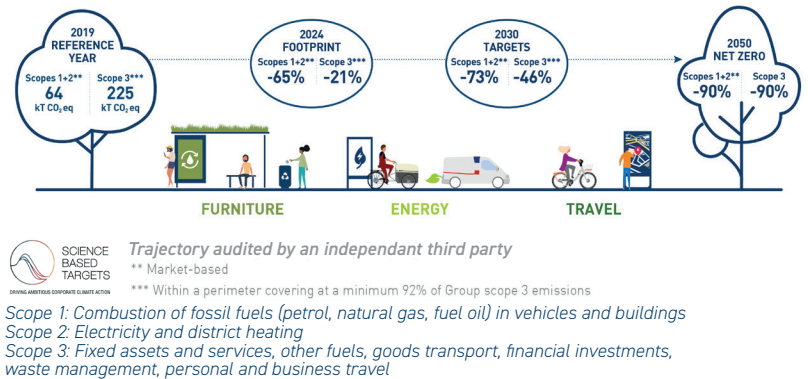
## ARE WE LAUNCHING AN ECO DESIGN INDEX?

JCDecaux is committed to reducing its Scope 3 carbon emissions by 46% in 2030 and 90% in 2050 (compared to the base year 2019).

With furniture accounting for 42% of its carbon footprint in 2024 eco-design and refurbishment are essential to achieving these targets.

In this context, it is of the upmost importance to **strengthen our eco design approach and to mobilise all our stakeholders** in the transformation of our products, services and operational practices.

This is why the "Eco Design Index" tool has been developed by the JCDecaux team.



### THE OBJECTIVE: TO FACILITATE BEST IN CLASS CHOICES

To help our teams develop solutions with less environmental impact

To support our landlords on the path to responsible public procurement and decarbonisation of regions in facilitating the deployment of the most sustainable types of furniture

To promote the development and deployment of eco-designed furniture

## What is the Eco Design Index?

An innovative tool developed by JCDecaux to measure, rate and compare the environmental performance of its products, while optimising the eco-design approach that we initiated several years ago.

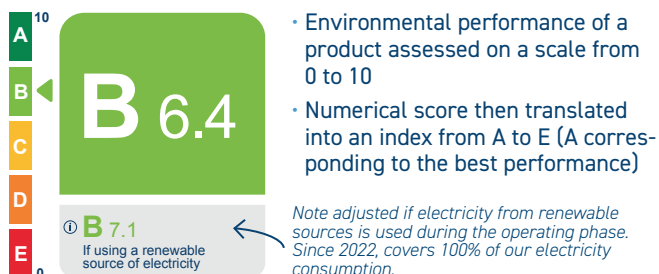
Based on a rigorous methodology, this index assesses the main environmental impacts of products so you can **compare their environmental performance within the same product family** and for a similar function.

For example, furniture in the "Bus shelter" family cannot be compared to products in the "2 m<sup>2</sup> information furniture" family.

Each product is **evaluated and positioned on a scale according to its environmental performance**, making it easier to make informed choices in favour of more responsible furniture.

## How does our rating system work?

### INDEX FROM A TO E



### MULTI-CRITERIA EVALUATION BASED ON 2 THEMES

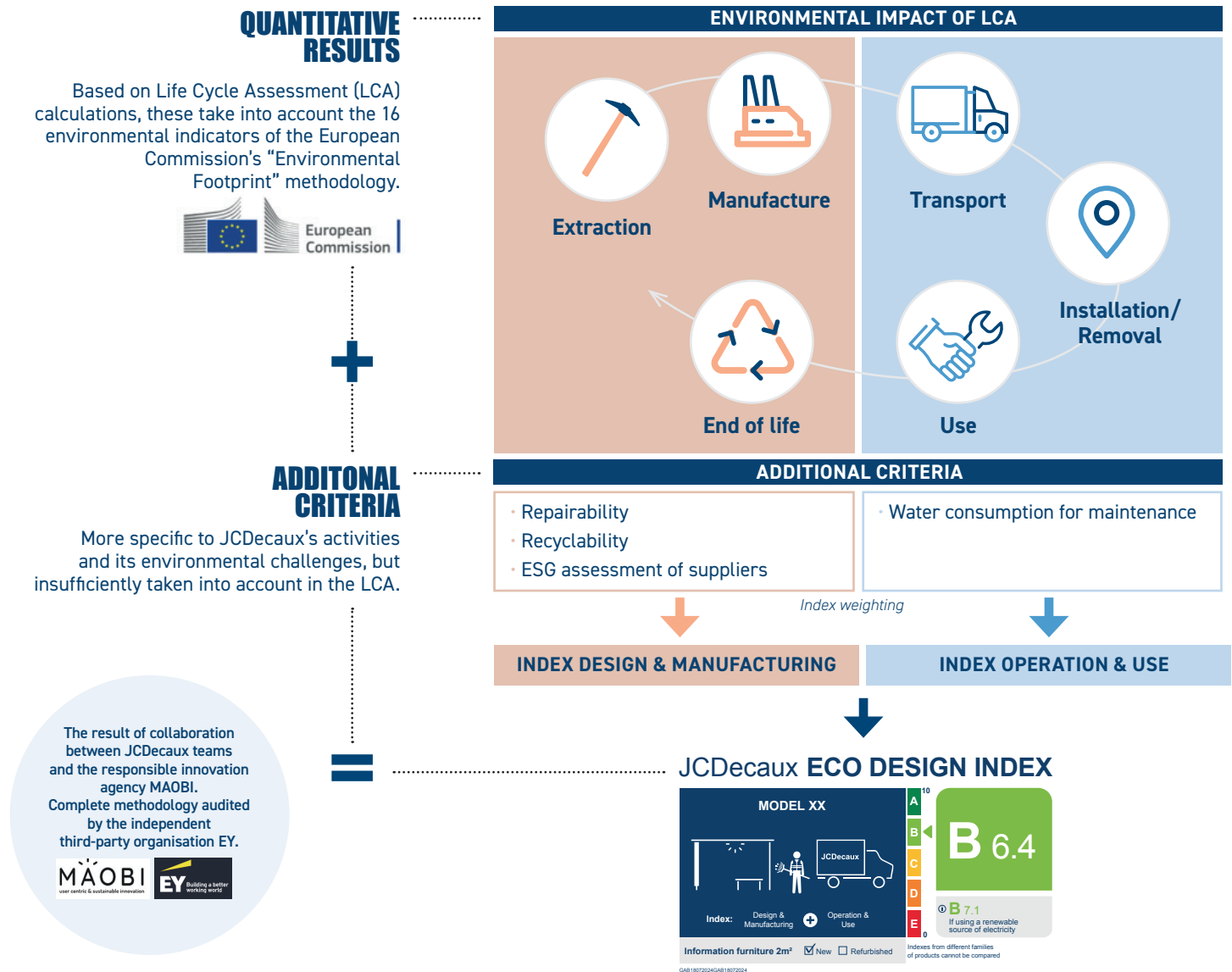
#### DESIGN & MANUFACTURING

- Raw materials
- Sustainability
- Circularity
- Sourcing
- End-of-life products

#### OPERATION & USE

- Consumption (energy / water / consumables)
- Maintenance and transport
- Installation and removal of furniture

# Calculation details



## A methodology aligned with JCDecaux's ESG challenges

Drawing on our experience in carrying out life cycle analyses (LCAs), the Eco Design Index highlights the constant efforts made in recent years, both in terms of design and operation.

For example, our "2 m² information panels" are 90% recyclable on and 10 years, their energy consumption has been reduced by 60% thanks to the introduction of more energy-efficient intelligent lighting technologies (LED, dimming, switch-off times, etc.).

This robust methodology reflects the Group's ambition in terms of ESG, by ensuring that its new developments – upcycle shelter (-60% CO<sub>2</sub>eq emissions\*), wood shelter (-48% CO<sub>2</sub>eq emissions\*) – and its most virtuous practices – refurbishment of furniture (-71% CO<sub>2</sub>eq emissions\*\*) – at the top of the ladder to enable it to achieve its climate objectives.

\*On the extraction and manufacturing phases vs. a new historic model passenger shelter

\*\* On the extraction and manufacturing phases, with on-site reconditioning vs. a new historic model passenger shelter

**TO DATE, NOT ALL OUR FURNITURE HAS AN A INDEX**

This means that their design and/or operating methods are not yet perfectly aligned with the ambitious objectives of JCDecaux's climate strategy for 2030.

However, our eco-design approach aims to maximise the development and deployment of Products with an A index in line with customers' expectations.

As part of this approach, JCDecaux is reviewing the design of current street furniture to improve its environmental performance.