

JCDecaux's contribution to the United Nations Sustainable Development Goals (SDGs)



What are the SDGs?

The Sustainable Development Goals (SDGs) were adopted by the 193 Member States of the United Nations in 2015. They are a global call to action to eradicate poverty, protect the planet and ensure that all human beings live in peace and prosperity by 2030, with milestones in 2020 and 2025.

Universal, inclusive and interconnected, these 17 goals - composed of 169 sub-targets not equally distributed among each of the SDGs – are a call to action by all (states, companies, cities, citizens, etc.) and establish a universal common language. The SDGs are a reference framework, a tool for raising awareness, a source of economic opportunities and a lever for multi-stakeholder collaboration.



What is JCDecaux's contribution?

Both through its business model and its CSR commitments, JCDecaux contributes, at its own level, to 14 of the 17 Sustainable Development Goals.

These contributions are more or less significant depending on the SDGs and their targets.

		1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
TOWARDS MORE SUSTAINABLE LIVING SPACES	Develop furniture and services that work for everyone			✦			✦	✦		✦ ✦	✦	✦ ✦ ✦	✦ ✦	✦				
	Promote responsible outdoor advertising												✦					✦
TOWARDS AN OPTIMISED ENVIRONMENTAL FOOTPRINT	Actively contribute to the Planet's carbon neutrality							✦ ✦						✦				
	Curb our other environmental impacts						✦ ✦						✦					
TOWARDS A RESPONSIBLE BUSINESS ENVIRONMENT	Be a responsible employer	✦ ✦		✦ ✦ ✦	✦ ✦ ✦	✦ ✦			✦ ✦ ✦		✦ ✦							✦ ✦ ✦
	Conduct business ethically and sustainably								✦ ✦ ✦				✦					✦ ✦ ✦

✦ Contribution to 1 target ✦✦ Contribution to 2 targets ✦✦✦ Contribution to 3 targets and more



SDG 1 – End poverty in all its forms everywhere

[Read more](#)

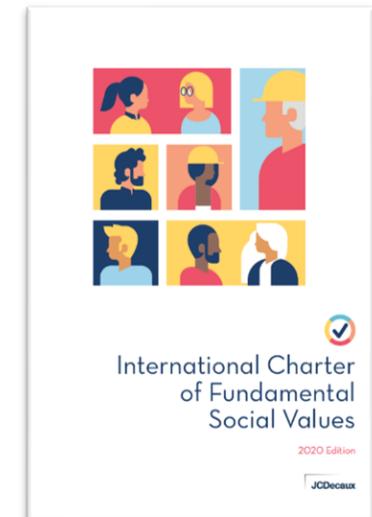
SDG 1 targets to which we contribute

- **1.2 Poverty:** *“Reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions”*
- **1.3 Social Protection:** *“Implement nationally appropriate social protection systems and measures for all, including floors, and achieve substantial coverage of the poor and the vulnerable”*



Our contribution

- Our [International Charter of Fundamental Social Values](#), available in 19 languages and deployed across the Group since 2012, describes our commitment to respect human rights, and strengthens the protection of fundamental social rights for all employees, particularly regarding rights to a decent wage, paid leave and social security. Subsidiaries' compliance with the principles of our Charter is assessed through a biennial survey. (1.2 & 1.3)





SDG3 – Ensure healthy lives and promote well-being for all at all ages

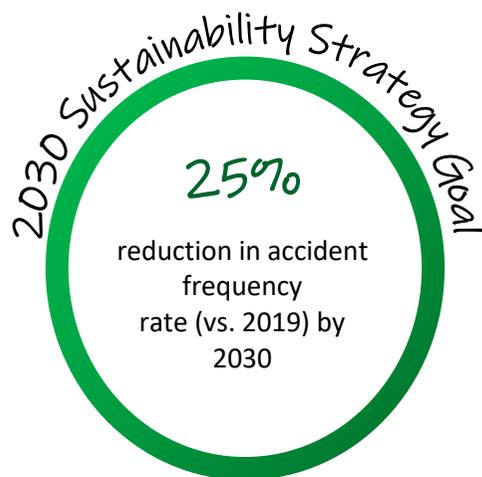
[Read more](#)

SDG 3 targets to which we contribute

- **3.4 Non-communicable diseases:** « Reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being »
- **3.6 Road accidents:** « Halve the number of global deaths and injuries from road traffic accidents »
- **3.9 Health-environment:** « Substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination »



Our contribution



- Firmly committed to the "Smart and Sustainable City", we develop enhanced Street Furniture allowing us, for example, to measure air quality, traffic levels, pedestrian flows, etc., thus providing cities with precious data to understand and improve citizens' well-being, as in Chicago, Cannes, Nice and Tokyo. (3.9)
- Our Health and Safety Policy aims to ensure the health and the safety of employees, operating contractors and users, in particular through employee training, accidents investigations, the guarantee of the safety of our assets, the signature of a contract containing detailed Health & Safety clauses by all subcontractors, and the inclusion of subcontracted operations into our inspection programmes. This policy has enabled us to reduce our frequency rate of occupational accidents by 30% compared to 2017. (3.4, 3.6 & 3.9)
- Players in urban mobility with street furniture particularly present along roadsides, we are committed to the emergence of ever safer and more united cities. Since 2017, we support the #3500LIVES global campaign dedicated to Road Safety in partnership with the International Automobile Federation (FIA). The campaign was visible in more than 1,100 cities in 75 countries where the Group operated in 2021. (3.6)



SDG 4 – Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

[Read more](#)

SDG 4 targets to which we contribute

- **4.3 Vocational and tertiary education:** « Ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university »
- **4.4 Skills and access to employment:** « Substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship »
- **4.7 Education for sustainable development:** « Ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development »



Our contribution



14,1 hours

of training by person trained in 2021



- Since 2019, through our internal digital learning platform - JCDecaux Academy, we offer online training accessible to nearly 10,000 learners in more than 80 countries. The training offer is adapted to the business needs, the Group's evolution and, its ethical, social, stakeholder and environmental commitments, and also contains contents related to sustainable development. (4.3 & 4.7)
- We recruit interns and apprentices, enabling them to acquire professional skills and thus gain access to a decent job. (4.4)



SDG 5 – Achieve gender equality and empower all women and girls

[Read more](#)

SDG 5 targets to which we contribute

- **5.1 Fight against discrimination:** « End all forms of discrimination against all women and girls everywhere »
- **5.5 Participation and access to leadership positions:** « Ensure women's full and effective participation and equal opportunities for leadership at all levels of decisionmaking in political, economic and public life »

Our contribution

- We are committed to ensure equal treatment of men and women at work, in regard to hiring, compensation and career progression. (5.1)
- From January 2021, we have deployed a plan to increase the number of women in our Executive Management Committees (the "Gender Balance Plan"), acting both on the Company's culture and the management of the appointment processes, in order to improve the representation of women at the highest levels of the Company. (5.1 & 5.5)





SDG 6 – Ensure access to water and sanitation for all

[Read more](#)

SDG 6 targets to which we contribute

- **6.2 Access to sanitation and hygiene services:** « Achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations »
- **6.3 Water quality:** « Improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally »
- **6.4 Sustainable management of water resources:** « Substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity »

More than
2700

public toilets in 28
countries in 2021,
registering 31
million uses per year



Our contribution

- Since 1980, we have been providing self-maintaining public toilets that are accessible to all. (6.2)
- We ensure that all our hazardous waste and WEEE (waste of electric and electronic equipment) are processed in specialised facilities and not discharged into wastewater. (6.3)
- The methods for washing furniture and vehicles are reviewed regularly to reduce the quantity of water required while ensuring high washing quality. (6.4)
- To further save water resources, we use two methods to recover rainwater: on-site and in street furniture. (6.4)



SDG 7 – Ensure access to affordable, reliable, sustainable and modern energy

[Read more](#)

SDG 7 targets to which we contribute

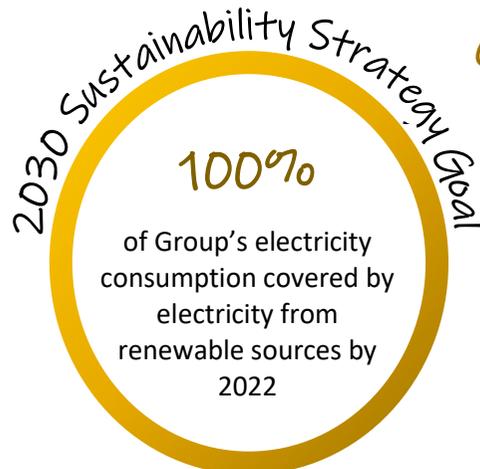
- **7.2 Renewable energies:** « Increase substantially the share of renewable energy in the global energy mix »
- **7.3 Energy efficiency:** « Double the global rate of improvement in energy efficiency »

Almost 65%

of the countries had partially renewed the lighting technologies in their existing furniture, by replacing the existing lighting with LED lighting

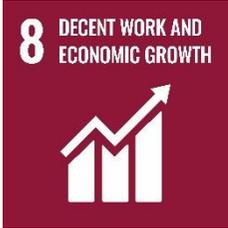


Our contribution



- First Out-of-Home Media company to join in 2019 the RE100*, we take action to reduce our energy consumption and carbon emissions through a number of drivers, including energy efficiency measures in the design and use of furniture, offsetting of emissions related to consumption by purchasing green energy and offsetting carbon. (7.2 & 7.3)
- We have defined lighting standards based on LED technology for our analogue furniture, whether new or already in place, allowing us to reduce electricity consumption by more than 60% compared to fluorescent tubes with ferromagnetic ballast and 50% compared to fluorescent tubes with electronic ballast. (7.3)

**international coalition, led by the NGOs The Climate Group and CDP, bringing together more than 360 companies committed to 100% renewable electricity production.*

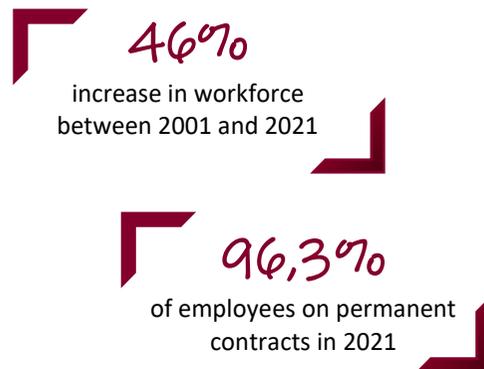


SDG 8 – Promote inclusive and sustainable economic growth, employment and decent work for all

[Read more](#)

SDG 8 targets to which we contribute

- **8.1 GDP Growth:** *“Sustain per capita economic growth in accordance with national circumstances and, in particular, at least 7 per cent gross domestic product growth per annum in the least developed countries”*
- **8.5 Productive employment and decent work:** *« Achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value»*
- **8.7 Child labour, forced labour, human trafficking:** *« Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and end child labour in all its forms »*
- **8.8 Rights and secure working environment:** *« Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment »*



Our contribution

- Through our [International Charter of Fundamental Social Values](#) and our [Code of Conduct of Suppliers](#), we defend the respect of social principles such as the right to a decent wage, the condemnation of child labour, forced or compulsory labour. (8.5 & 8.7)
- We promote a demanding health and safety culture adapted to the different professional activities. (8.8)
- Since our creation, we have been pursuing a strong policy of job retention, job creation and recruitment on permanent contract. In 2021, our activities allowed us to employ 10,720 FTE* employees. (8.5)
- Our activities and the value they create contribute to GDP growth. Furthermore, through our responsible tax policy, we are committed to paying taxes where this value is created. (2021 performance: €2744.6 million revenue) (8.1). See how this value is shared with our stakeholders on [2021 URD](#) (p.19).



SDG 9 – Build resilient infrastructure, promote sustainable industrialization and foster innovation

[Read more](#)

SDG 9 targets to which we contribute

- **9.1 Reliable, sustainable, and resilient infrastructure:** « *Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all* »
- **9.c Access to information and communications technology:** « *Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries* »



Our contribution

- Our success within the Out-of-Home Communication market has always been based upon an ambitious research and development policy and a unique capacity for innovation. Quality, aesthetics, functionality and environmental performance are the primary characteristics of our designs. We fight against planned obsolescence by promoting sustainability and the circular economy : our furniture are made of sustainable and quality materials that can be recycled and reused for new contracts. (9.1)
- With our new digital products, both advertising and service screens, we play our role as “City provider” to the fullest and actively contributes to creating the city of tomorrow and to making the environment within transport infrastructures (airports, metros, etc.) more serviceable and harmonious for users. (9.1)
- We promote internet access and digital inclusion through the development of Small Cells (some travel shelters in Amsterdam, Brasilia or Delhi) and Wi-Fi services (Paris, Brazil, Panama). (9.c)



SDG 10 – Reduce inequality within and among countries

[Read more](#)

SDG 10 targets to which we contribute

- **10.2 Empowerment and promotion:** « Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status »
- **10.3 Equal opportunity:** « Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard »



Our contribution

- We aim to create working conditions in which all employees can thrive and fulfil their potential. This is reflected in particular in a policy of non-discrimination in recruitment, remuneration, access to training and career management, which is an core constituent of our [International Charter of Fundamental Social Values](#). (10.2 & 10.3)
- We adhere to the "Manifesto for the inclusion of disabled people in economic life" and are committed to facilitating access to employment for people with disabilities without discrimination and to creating favourable conditions for their recruitment and integration. Among other consequences, this entails welcoming and providing access for people with disabilities to our sites, access to recruitment interviews and awareness raising among all employees as a practical way to combat stereotypes and discrimination. (10.2)
- We create furniture that is accessible to all and develop services for people with disabilities (call buttons, labels with raised lettering, audible information, etc.). (10.2)
- We promote the autonomy of all users by facilitating their mobility (bus shelters, self-service bicycles) and their access to technology, including the Internet through our free Wi-fi services. (10.2)

100% of countries have rolled out the digital training on Group's values
"Ethical and social principles & supplier relations: I commit!"



ODD 11 – Make cities inclusive, safe, resilient and sustainable

[Read more](#)

SDG 11 targets to which we contribute

- **11.2 Affordable, accessible, and sustainable transport:** « Provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons »
- **11.3 Sustainable urbanization:** « Enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries »
- **11.4 Safeguard the world's cultural:** « Strengthen efforts to protect and safeguard the world's cultural and natural heritage »
- **11.7 Universal access to green and public spaces:** « Provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities »



Our contribution

- We make everyday life easier for citizens by designing furniture that is useful, innovative, accessible to all, comfortable, safe and sustainable. They can have several lives, guarantee a quality of service of around 30 years and are renovated on site to extend their lifespan. (11.3 & 11.7)
- We support the press, the plurality of information and culture thanks to the kiosks and furniture used for cultural displays. (11.4)
- We adapt the architecture and design of our street furniture to the area where it is installed, so that it fits in aesthetically and culturally. (11.4)
- Our street furniture and billboards are insured against risks related to climatic events and their adaptation to these events is guaranteed by the resistance tests we carry out. (11.7)
- Our shelters and self-service bicycles increase eco-mobility with the use of public transport and bicycles in the city. (11.2)





SDG 12 – Ensure sustainable consumption and production patterns

[Read more](#)

SDG 12 targets to which we contribute

- **12.2 Efficient use of natural resources:** « Achieve the sustainable management and efficient use of natural resources »
- **12.5 Waste reduction:** « Substantially reduce waste generation through prevention, reduction, recycling and reuse »
- **12.8 Environmental information and awareness:** « Ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature »



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countries had a control procedure taking into account the values promoted by the Group and the sensitivity of the public, in addition to regulatory standards, in 2021

Our contribution



- Our [Code of Conduct of Suppliers](#) makes clear what we expect from our suppliers on social, ethical, health and safety and environmental topics and thus enables us to reduce our impacts throughout our value chain. We conduct assessments and audits of our key suppliers to ensure that the principles set out in this Code are being properly applied. (2021 performance: 100% of our key suppliers have signed the Code and 93% have been assessed)
- We reduce our waste in particular through an eco-design approach to our furniture, allowing us to develop products while anticipating the separability of the materials and therefore increasing their recyclability at end of life. We mainly use recyclable materials which, when recycled, avoid the emissions associated with the extraction of raw materials. (12.2 & 12.5)
- We position ourselves as the reference outdoor communication media to promote responsible and positive communication on our scale, allowing the diffusion of information respecting the values and principles of sustainable development. (12.8)



SDG 13 – Take urgent action to combat climate change and its impacts

[Read more](#)

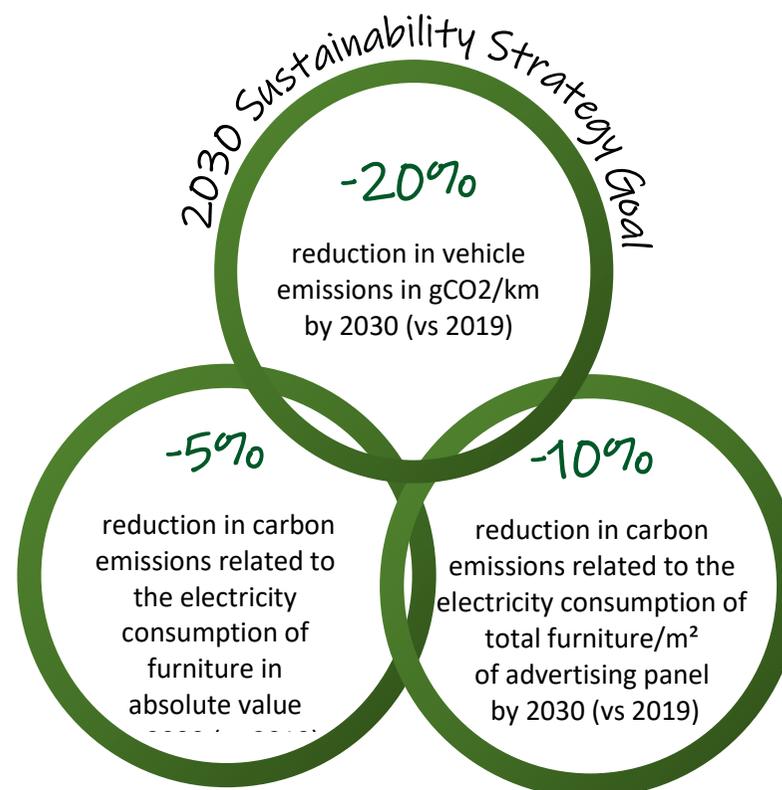
SDG 13 targets to which we contribute

- **13.2 Climate Policies:** « Integrate climate change measures into national policies, strategies and planning »
- **13.3 Education and awareness-raising:** « Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning »

Our contribution

- We take action to reduce our carbon footprint and are part of a dynamic approach of continuous long-term improvement that involves several stages: measuring (according to the methodology established by the GHG Protocol), reducing (via innovative technologies, green electricity, recycling, eco-driving,...), contributing (via the financing of solidarity-based decarbonisation projects). We contribute up to 100% of our emissions measured on all 3 scopes for our activities in France, pilot country for our Group Climate Strategy. (13.2)
- In order to raise customer awareness of the impact of advertising campaigns, we have developed a new tool, *Footprint 360*, operational in early 2022 in France. This first pilot project will subsequently be extended to other countries. (13.3)
- We enable cities to inform the population about air quality as in Helsinki, Colmar, but also to enrich its air quality measurements by integrating sensors into certain types of urban furniture such as in Chicago, Nice or Tokyo. (13.3)

More than 80%
of drivers trained in eco-driving in 2021





SDG 16 – Promote just, peaceful and inclusive societies

[Read more](#)

SDG 16 targets to which we contribute

- **16.2 Violence & children exploitation:** « *End abuse, exploitation, trafficking and all forms of violence against and torture of children* »
- **16.3 Rule of law and access to justice for all:** « *Promote the rule of law at the national and international levels and ensure equal access to justice for all* »
- **16.4 Organized crime:** « *Significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime* »
- **16.5 Corruption:** « *Substantially reduce corruption and bribery in all their forms* »
- **16.10 Information et protect fundamental freedoms:** « *Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements* »
- **16.b Non-discriminatory policies:** « *Promote and enforce non-discriminatory laws and policies for sustainable development* »



100%
of connected
employees had signed
the Code of Ethics at
the 31 January 2022

Our contribution

- Published in 2001, our [Code of Ethics](#) formalises the rules of business conduct applicable to all our employees with our customers, grantors and suppliers/service providers. It highlights three Fundamental Rules of Ethics relating to the prevention and fight against corruption and influence peddling, the prohibition of anti-competitive practices and the obligation of accuracy and transparency in accounting and financial areas. It includes an alert procedure available to all employees. (16.4 & 16.5)
- Through our [International Charter of Fundamental Social Values](#) and our [Code of Conduct of Suppliers](#), we protect fundamental freedoms by condemning child labour, promoting the rule of law, the right to collective bargaining, the right to paid leave, and fighting discrimination. (16.2, 16.3, 16.10, 16.b)
- Created in 2018, the Group Vigilance Committee, an internal governance committee, is responsible for developing and implementing the annual Vigilance Plan, and for investigating any alerts received via the alert procedure. (16.2, 16.3, 16.4, 16.5, 16.10, 16.b)
- Thanks to our public display, we can better inform the population on subjects of public interest (e.g. health, charitable causes, global warming, etc.). (16.10)



SDG 17 – Revitalize the global partnership for sustainable development

[Read more](#)

SDG 17 targets to which we contribute

- **17.16 Partnership for sustainable development:** « Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries »

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Group's countries set up initiatives to support major causes at the community level, in 2021



Our contribution

- Since our founding, and aware of the power of our media to shape opinions, we have been involved in many activities to support major causes such as road safety, protecting the environment, combating disease, helping the disadvantaged and protecting endangered species. Our commitment is reflected in the free display of advertising panels, financial support and the creation of campaigns in partnership with local players (associations, governments, etc.) to raise awareness among citizens and promote solutions to social, societal and environmental issues. (17.16)
- Since 2014, we have been a partner of [Justdiggitt](#), an association that works for the revegetation of Africa, and support it with the free distribution of digital messages and posters. Since 2014, we have been a partner of Justdiggitt, an association that works for the revegetation of Africa, and support it with the free distribution of digital messages and posters. The campaigns aim to raise awareness among millions of people and inspire agricultural and urban communities to protect and restore ecosystems. (17.16)

