

JCDecaux

JCDecaux

OOH
LE MEDIA
UTILE
&
DURABLE

JCDecaux



JCDecaux

ici
un air naturellement assaini
pour votre bien-être

Donnez
votre avis !

JCDecaux

Strasbourg

**INNOVATING FOR CITIZENS IN
PUBLIC SPACES IS IN
THE DNA OF JCDECAUX**

ESG OBJECTIVES ROADMAP

2022 - 2030

INTEGRATING NEW SOLUTIONS INTO OUR
DAILY ACTIVITIES TO ACHIEVE OUR
GOALS ON 3 ASPECTS

ENVIRONMENTAL



SOCIAL



SOCIÉTAL



14 / 17 OF UNITED NATIONS SUSTAINABLE OBJECTIVES ARE ANSWERED



ENVIRONMENTAL GOALS SINCE 2010

2012 → FIRST TIME ISO 14001 CERTIFIED

WASTE

**87%
recycled into
21 factions**



ENERGY


**LED Lightning
AutoDimming
Electrical cars
Green Electricity**



WATER

**100%
rainwater
no chemicals**





**ELECTRICAL
VEHICLES
FLEET**

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**CARBON
NEUTRAL**



JCDECAUX'S CARBON NEUTRALITY ON THE 3 SCOPES

UNDER INVESTIGATION BY



ACT AS A RESPONSIBLE EMPLOYER

TRAINING PROGRAM FOR ALL

- HOW TO DEAL WITH BULLYING
- HOW TO CONTRIBUTE TO WELL-BEING
- THE IMPORTANCE OF INCLUSION
- GENDER EQUALITY
- SUSTAINABILITY
- ETHICAL PRINCIPLES
- RGPD MISSION
- CYBERSECURITY
- RESPONSIBLE PURCHASING MODULE

SPECIFIC BLUE COLLARS TRAINING PROGRAM

- HEALTH & SECURITY
- ECO DRIVING





CONTRIBUTE TO MORE SUSTAINABLE LIVING SPACES



**INNOVATE & ADAPT
OUR SERVICES &
PRODUCTS
FOR BETTER
PUBLIC SPACES**



**SUPPORT
ADVERTISERS &
ORGANISATIONS
WITH SUSTAINABLE
COMMUNICATION**
(Digit-all, Bic,
Stichting tegen kanker,
Fost plus,..)



AAA

Highest grade

AAA

AA

A

BBB

BB

B

CCC

lowest grade

Category Average (1)

(1) Media & Entertainment



76/100

Highest grade

85-100

65-84

45-64

25-44

0-24

lowest grade

Category Average (2) : 43

(2) Advertising & Market Research



4,6/5

Highest grade

5

4

3

2

1

0

lowest grade

Category Average (3) : 2,5

(3) Media



A List

Highest grade

A

A-

B

B-

C

C-

D

lowest grade

Category Average (4)

(4) Web & Marketing Services

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WHY DO WE DESERVE AN AMMA?



A LONG TERM STRATEGY



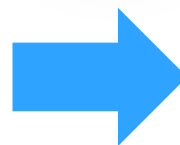
A CLEAR GOVERNANCE SINCE 2010



ACTIONS ON 3 PILLARS



CO₂ NEUTRAL ON 3 SCOPES



A GUARANTEE FOR ADVERTISERS



MAKE THE RIGHT CHOICE FOR THE FUTURE

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