



# TAKING REAL RESPONSIBILITY

**OUR JOURNEY TO SUSTAINABILITY**

# REAL RESPONSIBILITY



50% revenue  
reinvested back  
in local  
communities

# REAL RESPONSIBILITY

Making big  
brands better  
Making better  
brands big!



# REAL ACTION PLAN



| Making  
| real impact



# CLIMATE ACTION

**SDG13**



2021



2030




2045



UC 0238

# WASTE MANAGEMENT

SDG12

 Clear Channel

 Clear Channel

**100%**  
waste sorting  
and recycling





A photograph of a green roof with solar panels and a bus stop bench in the foreground. The solar panels are arranged in a grid pattern on a raised platform. The surrounding area is filled with various green and yellow plants. In the foreground, a black metal bus stop bench is visible, and a paved area with yellow markings is also shown.

# **BIODIVERSITY & FOREST PRESERVATION**

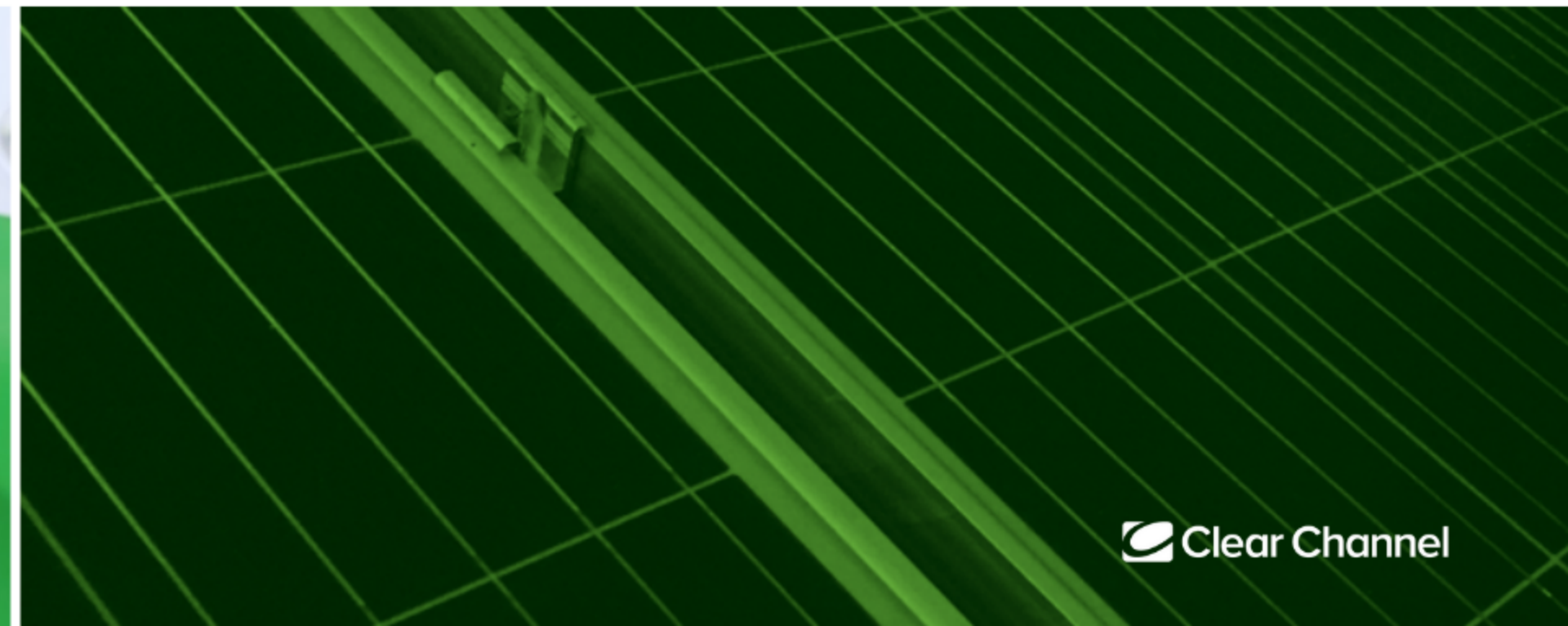
**SDG15**



# ENERGY EFFICIENCY

**SDG07**

**100%**  
renewable  
energy





# FOSTERING SUSTAINABLE CITIES

**SDG11**

# Public services



A black and white photograph of a group of people, likely a sports team, posing in front of a soccer goal. They are wearing t-shirts with the text "When ADS hit the grass". Some are raising their hands in celebration. The background shows a soccer field with trees and a fence.

# HEALTH & WELL-BEING

**SDG03**

# Real action



best  
team  
ever



@clear\_channel\_belgium  
Training for 20km





# QUALITY EDUCATION

**SDG03**

And if you  
don't know,  
*now* you know  
Elgie Smits

CCA  
Clear Channel  
Academy  
And if you  
don't know,  
*now* you know  
Elgie Smits



# SOCIAL WELL-BEING & STRATEGIC PARTNERSHIPS

SDG17



Clear Channel



Shavonne Wong



@artcrush.gallery

#PlatformForArt by  
Clear Channel

Clear Channel



# WHY DO WE DESERVE THE **GOLD** AMMA?

2 REASONS



# Real responsibility

## making a real difference

1

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Offering advertisers impactful communication while helping them reducing their impact

2

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Maximizing our media impact for sustainable communication while reducing our own impact

An aerial view of a large solar farm with rows of solar panels stretching into the distance. The entire image has a green tint. The word "THANKYOU" is written in large, white, sans-serif capital letters across the center of the image.

THANKYOU