

**JCDECAUX**  
**SUSTAINABLE  
INNOVATIONS  
STRATEGY**





TOP OF CLASS

# A RATIONAL, MEASURED & REWARDED APPROACH

ISO-14001 Certification

Since 2012



## A List

Leadership level in category « Web & Marketing services »



## GOLD

TOP 5% of all evaluated companies



## AAA

TOP of media companies



FTSE4Good

## 3,4/5

TOP of media companies

received in  
**2023**

KEY FACTORS

MEASURE,  
SET TARGETS,  
REDUCE



0 CO2

BY 2050

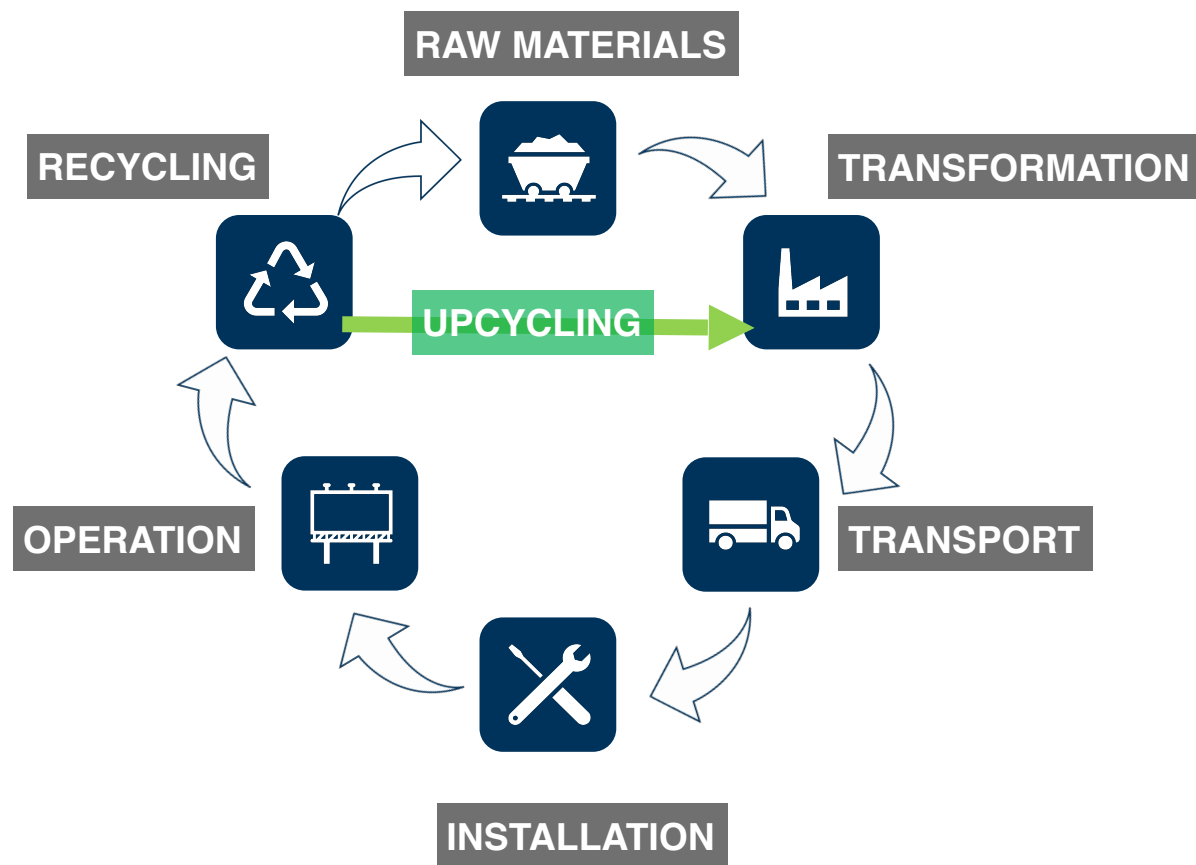
2019-2023

2024-2030

-50%

MORE SUSTAINABLE LIVING  
SPACES

# THANKS TO OUR CIRCULAR APPROACH



AN UPCYCLED ABRIBUS PRODUCES  
**65%** LESS EMISSIONS



CONTINUOUS FOOTPRINT REDUCTION

THANKS TO OUR  
SUSTAINABLE BUILDING



=





**A CULTURE OF RESPONSIBILITY**

# **WITH TEAM INVOLVEMENT**



**TIME INVESTMENT**



**SUSTAINABILITY LEARNING SESSIONS**



**HEALTH & SECURITY TRAININGS**



**CONDUCT BUSINESS AS A RESPONSIBLE  
EMPLOYER**



AN AMMA AWARD  
WHY US?







# A CONTINUOUS PROCESS FOR OVER 20 YEARS & AN AMBITION THAT IS PAYING OFF IN BELGIUM.



**-27,1%**

greenhouse gas  
emissions in  
BELGIUM vs  
2019



**-60%**

of 2m<sup>2</sup> panels energy  
consumption thanks  
to led lightning,  
dimming, & night  
shutdown  
In 10 years



**85%**

of waste produced is  
recovered  
**100%**  
of Paper is recycled



**100%**

of electricity  
consumed is of  
green -  
renewable -  
origin



**100%**

of Belgian  
workers have a  
permanent  
contract



**50%**

women in the  
Belgian Co-Dir