

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

# GREAT INFLUENCE, GREAT RESPONSIBILITY

JCDecaux

**11,209**

FTE\* EMPLOYEES

**+850M**

PEOPLE - OUR DAILY  
AUDIENCE

**+80**

COUNTRIES

**3,573**

CITIES WITH 10,000+  
INHABITANTS WITH  
JCDECAUX FURNITURE

**503**

SHOPPING MALLS WITH  
JCDECAUX FURNITURE

**153**

AIRPORTS WITH JCDECAUX  
FURNITURE

\*FULL TIME EQUIVALENT

# UNDERSTANDING OUR CONTRIBUTION TO THE SDGs

JCDecaux

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INTRODUCING THE SUSTAINABLE  
DEVELOPMENT GOALS

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THE TARGETS THAT JCDECAUX  
CONTRIBUTES TO

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OUR CONTRIBUTION TO EACH SDG

# **INTRODUCING THE SUSTAINABLE DEVELOPMENT GOALS**



The 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.

# THE TARGETS THAT JCDECAUX CONTRIBUTES TO

JCDecaux is contributing to several targets for each SDG.  
Find out more about them below.



### SDG 1: No poverty

- 1.2:** Reduce at least by 50% the proportion of people living in poverty
- 1.3:** Implement nationally social protection systems and measures for all



### SDG 3: Good Health and well-being

- 3.4:** Reduce non-communicable diseases and promote mental health and well-being
- 3.6:** Halve the number of global deaths and injuries from road traffic accidents
- 3.9:** Reduce the number of deaths and illnesses from environmental causes



### SDG 4: Quality education

- 4.3:** Ensure equal access for all women and men to affordable and quality education
- 4.4:** Substantially increase the number of people who have relevant skills, for employment
- 4.7:** Ensure that all learners acquire the knowledge and skills needed to promote sustainable development



### SDG 5: Gender equality

- 5.1:** End all forms of discrimination against all women and girls everywhere
- 5.5:** Ensure women's full and effective participation and equal opportunities for leadership



### SDG 6: Clean water and sanitation

- 6.2:** Ensure access to adequate and equitable sanitation and hygiene for all
- 6.3:** Improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials
- 6.4:** Substantially increase water-use efficiency across all



### SDG 7: Affordable and clean energy

- 7.2:** Increase substantially the share of renewable energy in the global energy mix
- 7.3:** Double the global rate of improvement in energy efficiency



### SDG 8: Decent work and economic growth

- 8.1:** Maintain economic growth in the least developed countries
- 8.5:** Achieve full and productive employment and decent work for all women and men
- 8.7:** Take measures to eradicate forced labour, child labour end modern slavery and human trafficking
- 8.8:** Protect labour rights and promote safe and secure working environments for all workers, including migrant workers



### SDG 9: Industry, innovation, and infrastructure

- 9.1:** Develop quality, reliable, sustainable and resilient infrastructure
- 9.c:** Significantly increase access to information and communications technology



### SDG 10: Reduced inequalities

- 10.2:** Empower and promote the social, economic and political inclusion of all
- 10.3:** Ensure equal opportunity and reduce inequalities of outcome



### SDG 11: Sustainable cities and communities

- 11.2:** Provide access to safe, affordable, accessible and sustainable transport systems for all
- 11.3:** Enhance inclusive and sustainable urbanization
- 11.4:** Protect and safeguard the world's cultural and natural heritage
- 11.7:** Provide universal access to safe, inclusive and accessible, green and public spaces



### SDG 12: Responsible consumption and production

- 12.2:** Achieve the sustainable management and efficient use of natural resources
- 12.5:** Substantially reduce waste generation through prevention, reduction, recycling and reuse
- 12.8:** Ensure that people have the relevant information and awareness for sustainable development



### SDG 13: Climate action

- 13.2:** Integrate climate change measures into national policies
- 13.3:** Improve education, awareness-raising and human and institutional capacity on climate change



### SDG 16: Peace, Justice, and strong Institutions

- 16.2:** End abuse, exploitation, trafficking and all forms of violence against and torture of children
- 16.3:** Promote the rule of law at the national and international levels and ensure equal access to justice for all
- 16.4:** Significantly reduce illicit financial and arms flows
- 16.5:** Substantially reduce corruption and bribery
- 16.10:** Ensure public access to information and protect fundamental freedoms
- 16.b:** Promote and enforce non-discriminatory laws and policies for sustainable development



### SDG 17: Partnerships for the goals

- 17.16:** Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships



# OUR CONTRIBUTION TO EACH SDG

We contribute to all 17 Sustainable Development Goals, and to 6 in particular, in order to accelerate their promotion and development throughout the world.

Addressing the SDGs is a lever for innovation, enabling us to offer ever more responsible products and services.





## SDG 1 - End poverty in all its forms everywhere

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JCDecaux

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. We make sure all our subsidiaries comply with the principles of our Charter through a survey held every other year.

# 100%

**OF COUNTRIES RESPECT THE GROUP'S FUNDAMENTAL SOCIAL VALUES**

See more



## SDG 2 - Zero hunger

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JCDecaux

We contributed to **3** international campaigns to fight hunger in 2022:

**Manos Unidas** in Spain ran the "Ending Hunger is Possible" campaign

**Antoniano Onlus** in Italy led the "Charity for Food" campaign

**Feeding America** in the United States carried out the "End Hunger" campaign

See more



## SDG 3 - Ensure healthy lives and promote well-being for all at all ages

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JCDecaux

# -25%

**IN ACCIDENT FREQUENCY RATE BY 2030**

(VS 2019)

# DEFIBRILLATORS

**INTEGRATED IN OUR STREET FURNITURE ARE  
DEPLOYED IN CITIES**

# SENSORS

**CAN BE ADDED TO OUR STREET FURNITURE TO  
MONITOR POLLUTION LEVELS IN CITIES**

We develop enhanced **Street Furniture** that helps measure air quality, traffic levels, pedestrian flows, etc. This provides cities with valuable data to understand and improve their citizens' well-being. Our installations include: Chicago, Cannes, Nice and Tokyo, among other cities.

Our **Health and Safety Policy** aims to ensure the health and the safety of our employees, partners and the public. We continuously strengthen our policies and procedures to ensure our employees' safety. This is achieved through employee training, accident investigations and our guarantee of the safety of our assets. We also require all subcontractors to sign our detailed Health & Safety contract and include all subcontracted operations into our inspection programme.

See more



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

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JCDecaux

Since 2019, through our **internal digital learning platform** - JCDecaux Academy, our online training has been accessible to nearly 10,000 learners in 80+ countries. This training is tailored to meet our business needs, the Group's evolution, our ethical, social, stakeholder and environmental commitments, and includes content about our sustainable development.

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We recruit **interns and apprentices**, enabling them to acquire professional skills and gain access to a secure and safe job.

84%

**OF EMPLOYEES COMPLETED AT LEAST ONE TRAINING COURSE IN 2022**

8.3 HOURS

**OF TRAINING ON THE JCDECAUX ACADEMY, FOR CORPORATE FUNCTIONS, IN 2022**

See more



## SDG 5 - Achieve gender equality and empower all women and girls

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JCDecaux

# 100%

OF CONNECTED EMPLOYEES TRAINED ABOUT  
STEREOTYPES AND PREJUDICE IN 2022

# 40%

OF WOMEN IN EXECUTIVE MANAGEMENT  
COMMITTEES BY 2027

Since 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, to improve the representation of women at the highest levels of the Company.

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We are committed to ensure **equal treatment** of women and men at work, regarding hiring, compensation and career progression.

See more



SDG 6 - Ensure access to water and sanitation for all

JCDecaux

N°1

PROVIDER OF PUBLIC SANITATION IN THE WORLD

+2,500

PUBLIC TOILETS IN 28 COUNTRIES IN 2022,  
REGISTERING 31 MILLION USES PER YEAR

SINCE 1980

WE HAVE PROVIDED SELF-MAINTAINING PUBLIC  
TOILETS THAT ARE ACCESSIBLE TO ALL

RAIN WATER

IS USED TO WASH OUR STREET FURNITURE  
WHENEVER POSSIBLE

The **methods for washing** street furniture and vehicles are reviewed regularly to reduce the quantity of water required while ensuring high washing quality.

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.

See more





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

JCDecaux

In 2019 we became the first Out-of-Home company to join the **RE100\*** and are taking action to reduce our energy consumption and carbon emissions through a number of key drivers. These include energy efficiency measures in the design and operation of our street furniture and by offsetting emissions related to electricity consumption through the purchase of green energy and by offsetting carbon.

We have defined lighting standards based on **LED technology** for our analogue street 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.

**-70%**

**REDUCTION IN ELECTRICITY CONSUMPTION FOR THE LIGHTING OF 2 M<sup>2</sup> STREET FURNITURE**

**100%**

**OF GROUP'S ELECTRICITY CONSUMPTION COVERED BY ELECTRICITY FROM RENEWABLE SOURCES SINCE 2022**

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

See more



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

JCDecaux

# N°1

PROVIDER IN THE WORLD OF STREET FURNITURE

# 96.6%

OF EMPLOYEES ON PERMANENT CONTRACTS IN 2022

# +53%

IN WORKFORCE BETWEEN 2001 AND 2022

Through our **International Charter of Fundamental Social Values** and our **Code of Conduct of Suppliers**, we uphold social principles such as the right to a decent wage and condemn child labour and forced or compulsory labour.

We promote a **rigorous health and safety culture** that is adapted to our range of roles and activities.

Since our company's foundation in 1964, we have always had strong policies in place to **support job retention, job creation and recruitment** on permanent contracts. In 2022, 11,209 FTE\* employees worked for the Group.

Our activities and the value they create contribute to **GDP growth**. Worldwide, in 2022, there was €6.3Md of wealth creation. For 1€ of direct added value from JCDecaux, an additional 2.9€ are generated. The multiplier coefficient is therefore 3.9.

\*FTE : Full Time Equivalent

See more



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

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JCDecaux

**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. At the end of its life, furniture can be upcycled and reused for new contracts.

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Through our new digital products, including our advertising and service screens, we are playing our role as “**City Partner**” to the fullest, helping to create the city of tomorrow by enhancing the passenger experience in transport environments such as airports and metros etc).

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We promote **internet access** and **digital inclusion** through the development of Small Cells (across bus shelters in Amsterdam, Brasilia or Delhi) and Wi-Fi services (Paris, Brazil, Panama).

# 100%

**OF R&D TEAMS AWARE OF RESPONSIBLE INNOVATIONS IN LINE WITH THE SDGS, SINCE 2022**

See more



## SDG 10 - Reduce inequality within and among countries

JCDecaux

# 100%

**OF COUNTRIES HAVE ROLLED OUT THE DIGITAL TRAINING ON GROUP'S VALUES  
"ETHICAL AND SOCIAL PRINCIPLES & SUPPLIER RELATIONS: I COMMIT!"**

We fully support 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 favorable conditions for their recruitment and integration. We want to welcome people with disabilities, providing access to our sites and opening up access to recruitment interviews as well as by raising awareness among all our employees to combat stereotypes and discrimination.

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.

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 a core constituent of our International Charter of Fundamental Social Values.

We create street furniture that is **accessible to all** and develop services for people with disabilities (call buttons, labels with raised lettering, audible information, etc.)

See more



## SDG 11 - Make cities inclusive, safe, resilient and sustainable

JCDecaux

We make everyday life easier for citizens by designing street furniture that is **useful, innovative, accessible to all, comfortable, safe and sustainable**. They can have several lives, guarantee a quality of service, and are renovated on site to extend their lifespan.

**Our shelters and self-service bicycles** increase **eco-mobility** with the use of public transport and bicycles in the city.

Our street **furniture and billboards** are designed to withstand challenging temperature and weather conditions and we carry out rigorous resistance tests. We support the press through our news kiosks and facilitate the display of public information and cultural messaging across our street furniture.

The Green Taxonomy is a **common framework** implemented by the **European Commission**. The goal is to **prioritise the financing of activities** that already contribute significantly to the **low-carbon transition objectives**. We have **3 eligible activities\*** at JCDecaux: bus/tram shelters, self-service bicycles and their stations/docks, and the financing of land transport.

\* 52.9% of 2022 adj. revenues are Taxonomy-eligible, i.e. in the scope of sustainable activities identified by the EU.

# 30 YEARS

**AVERAGE LIFESPAN FOR OUR STREET FURNITURE**

# 728M

**OF TRIPS MADE BY OUR SELF-SERVICE BIKES SINCE 2003**

# 49.5%

**OF GROUP REVENUES ARE TAXONOMY-ALIGNED WITH CLIMATE CHANGE MITIGATION OBJECTIVE**

\*\* 2022 adjusted data. Alignment implies a recognised positive impact to low-carbon transition.

See more



## SDG 12 - Ensure sustainable consumption and production patterns

JCDecaux

# 95%

OF SUBSIDIARIES HAVE A LOCAL VALIDATION/CONTROL PROCEDURE FOR POTENTIALLY SENSITIVE DISPLAYS IN 2021, TAKING INTO ACCOUNT THE GROUP'S VALUES AND REGULATORY STANDARDS.

# 0%

WASTE LANDFILLED BY 2035  
VS IN COUNTRIES WITH SUITABLE FACILITIES

# 85%

WASTE RECOVERED IN 2022

Our **Code of Conduct of Suppliers** makes clear the standards we expect from our suppliers in terms of social responsibility, ethics, health and safety and the environment helping JCDecaux to reduce our impact 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. (2022 performance: 100% of our key suppliers signed the Code and 93% have been assessed).

We believe JCDecaux and Out-of-Home can be the **catalyst for responsible and respectful communication**, promoting information that supports the values and principles of sustainable development.

We **reduce our waste** particularly through an eco-design approach to our street furniture, allowing us to develop products while anticipating the separability of the materials and so increasing their recyclability at end of life.

See more



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

JCDecaux

# -27.1%

**OF GREENHOUSE GAS EMISSIONS IN 2022**

VS 2019 (IN KT CO2 EQ\*)

# -53%

**REDUCTION IN CARBON EMISSIONS BY 2030,**

ON SCOPES 1, 2, 3

# -90%

**REDUCTION IN CARBON EMISSIONS BY 2050,**

ON SCOPES 1, 2, 3

In 2023, JCDecaux launched its **Climate Strategy**. Defined at the Group level, it defines our commitments through an ambitious policy aligned with the Paris Agreement, aimed at achieving Net Zero carbon by 2050.

To raise **customer awareness** of the impact of advertising campaigns, we have developed a new tool, **Footprint 360**, the first footprint calculator for out-of-home advertising. The calculator takes into account the economic, social and environmental footprint and offers customers a holistic view of the challenges associated with their advertising campaigns. Available in France, it will be extended to other countries.

We enable cities such as Helsinki or Colmar to keep their citizens informed about **air quality**. By integrating sensors into street furniture in cities, such as Chicago, Nice and Tokyo we provide granular air quality measurements.

\*SCOPES 1, 2 & 3 (MARKET-BASED)

See more



## SDG 14 - Conserve and sustainably use the oceans, seas and marine resources

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JCDecaux

We support the **Naturschutzbund Deutschland Bundesverband**, for which we displayed in Germany, in 2022, a campaign to protect aquatic sea life in the North sea.

See more





## SDG 15 - Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss

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JCDecaux

We support the **NGO World Wildlife Funds (WWF)** which works to sustain the natural world for the benefit of people and wildlife.

In 2022, we frequently displayed WWF campaigns in several countries around the world

We also support the **Ancient Wood Foundation** in Lithuania

See more



## SDG 16 - Promote peaceful and inclusive societies

JCDecaux

# 100%

**OF CONNECTED EMPLOYEES SIGNED THE CODE OF ETHICS IN 2022**

Published in 2001, **our Code of Ethics** formalises the rules of business conduct applicable to all Group employees with our customers, landlords and suppliers/service providers. It highlights three **Fundamental Rules of Ethics** relating to the prevention and fight against corruption and undue influence, the prohibition of anti-competitive practices and the obligation of accuracy and transparency in accounting and financial areas. It includes an alert procedure that is available to all employees.

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.

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.

Through our powerful public displays, we can play a leading role in promoting responsible communication on subjects of public interest (e.g. health, charitable causes, global warning etc).

See more



## SDG 17 - Revitalize the global partnership for sustainable development

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JCDecaux

# OFFICIAL PARTNER

OF THE UNITED NATIONS FOR THE PROMOTION OF THE  
SDGS, SINCE 2022

# 56

GROUP'S COUNTRIES IMPLEMENTED SPECIFIC SUPPORT  
ACTIONS FOR MAJOR CAUSES, IN 2022

# +2,000

MAJOR CAUSES CAMPAIGNS DISPLAYED IN 2022

We know that our media has the **power to shape public opinion** and so we support a number of important causes. These causes include: road safety, the environment, support for disadvantaged groups, and raising awareness of the plight of endangered species. Our commitment is shown through our free-of-charge advertising displays, financial support and by creating campaigns with local partners, agencies, governments etc to raise awareness and promote solutions to social, societal and environmental issues.

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Here are some of the major causes that JCDecaux supports:

Since 2014, we have been a partner of **Justdiggitt**, an association that works for the re-greening of Africa. We support the fight against suicide by **CALM** (Campaign Against Living Miserably) in the United Kingdom. We also support the fight against climate change and the preservation of fauna and flora with the German foundation for the preservation of wild animals (**Deutsche Wildtier Stiftung**) in Germany.

The promotion of these important campaigns represented 1.8% of the Group's advertising revenue in 2022.

See more