

Out of Home Media

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JCDecaux's Communication on Progress To the United Nations Global Compact November 2017

Message from the Co-CEOs expressing support for the Global Compact

"In 2016, we continued to deploy our sustainable development strategy in all of our activities and operations. This is in line with the group's desire to pursue a sustainable business respecting both people and the environment and confirming our on-going commitment towards the 10 principles of the United Nations' Global Compact on Human Rights, labour rights, the protection of the environment and anti-corruption, as well as our support of the newly introduced sustainable development goals of the United Nations."

Jean-Charles Decaux and Jean-Francois Decaux

[Extract of JCDecaux's 2016 Registration Document \(PDF page 10\)](#)



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A public limited corporation with an Executive Board and Supervisory Board
Registered capital of 3,240 205.36 euros - # RCS: 307 570 747 Nanterre - FR 44307570747

In 1964, Jean-Claude Decaux invented an economic model that is, today, more relevant than ever: providing cities with products and services offering a public service to citizens financed by advertising revenues. Deployed across all of the Company's activities (cities, airports, transport services, shopping centres, etc.), our economic model offers numerous advantages particularly in its service dimension.

This economic model allows cities to provide high-quality services to citizens, to have outdoor communication spaces available to connect with them, and to improve their eco-mobility offer with no impact on local finances and taxpayers, thanks to advertising revenues. We provide urban solutions with a low environmental impact and offer high-quality, aesthetically pleasing and accessible products and services in line with our values to serve cities and the public.

With the launch of our Sustainable Development Strategy in 2014, JCDecaux set itself ambitious objectives to minimize its impacts on the environment and create social and stakeholder value:


-  Reduce our energy consumption
-  Reduce our other environmental impacts
-  Deploy a group-wide Health and Safety Policy
-  Implement an ambitious group-wide Social Policy
-  Reinforcing sustainable development in the Purchasing Policy
-  Strengthen employees' commitment towards sustainable development

See the appendix for a summary of priorities, objectives and results to date.


In this Communication on Progress, we report on specific Company commitments, practical measures and outcomes which have been achieved to date in each of the four areas addressed by the Global Compact: Human Rights, Labour, Environment and Anti-Corruption.

All the information published in this document was compiled mainly from JCDecaux's 2016 Registration Document as well as the Group's International Charter of Fundamental Social Values, Code of Ethics and Code of Conduct of Suppliers.


JCDecaux's 2017 Communication on Progress content table


	UN Global Compact principles	JCDecaux's commitments	Public references	Main implementation actions and outcomes	Public references
<p>HUMAN RIGHTS</p> 	<p>Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights</p> <p>Principle 2: make sure that they are not complicit in human rights abuses</p>	<p>The Company has issued a formalised commitment to respect human rights standards and prevent any violations in its 2013 International Charter of Fundamental Social Values.</p> <p>While the Charter applies to the benefit of all JCDecaux employees around the world, JCDecaux extended its commitment to respecting human rights to its suppliers through the JCDecaux Code of Conduct of Suppliers.</p> <p>Related Sustainable Development Goals: SDG3, SDG5, SDG8, SDG10</p>	<p>International Charter of Fundamental Social Values (all pages)</p> <p>Code of Conduct of Suppliers (pdf pages 8-11)</p>	<ul style="list-style-type: none"> • The International Charter of Fundamental Social Values is made available and must be signed by all JCDecaux employees. • An evaluation is carried out by the Sustainable Development Department every other year on the compliance of subsidiaries' local practices with the Charter's principles. A 100% compliance rate was achieved in 2016*. • A legal representation letter is signed by each subsidiary's General Management every year stating their compliance with the Charter and its principles. • A verification of the local deployment of the Charter is carried out systematically by the Internal Audit Department when auditing subsidiaries. • The signature of the Code of Conduct of Suppliers has reached 58% of Group key suppliers in 2016. This measure is currently being expanded. • A yearly evaluation and an audit every three years of key suppliers including human rights criteria are carried out. In 2016, 39% of key suppliers were evaluated and 15% were audited. This measure is also currently being expanded. 	<p>2016 Registration Document (pdf pages 60; 68-69)</p>

*Scope covered by the International Charter of Fundamental Social Values, i.e. 97% of revenues

	UN Global Compact principles	JCDecaux's commitments	Public references	Main implementation actions and outcomes	Public references
<p>LABOUR</p> 	<p>Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining</p> <p>Principle 4: the elimination of all forms of forced and compulsory labour</p> <p>Principle 5: the effective abolition of child labour</p> <p>Principle 6: the elimination of discrimination in respect of employment and occupation</p>	<p>The Company has issued a formalised commitment to respect employees' rights to freedom of association and collective bargaining as well as prevent forced labour, child labour and any forms of discrimination in its International Charter of Fundamental Social Values issued in 2013.</p> <p>The same commitments apply to the Group's suppliers as detailed in JCDecaux's Code of Conduct of Suppliers issued in 2014.</p> <p>Related Sustainable Development Goal: SDG3, SDG5, SDG8, SDG10</p>	<p>International Charter of Fundamental Social Values (all pages)</p> <p>Code of Conduct of Suppliers (pdf pages 8-11)</p>	<ul style="list-style-type: none"> • At the end of 2016, there were 619 employee representatives at JCDecaux worldwide, 631 meetings were held with staff representatives, 53 agreements were signed for a total of 197 agreements in force in 2016 and 49% of Group employees were covered by collective bargaining agreements. • The International Charter of Fundamental Social Values is made available and must be signed by all JCDecaux employees. A Charter practical guide was deployed at the end of 2016 in order to provide all JCDecaux subsidiaries with a practical tool to better understand and implement each commitment of the Charter. • An evaluation is carried out by the Sustainable Development Department every other year on the compliance of subsidiaries' local practices with the Charter's principles. A 100% compliance rate was achieved in 2016*. • A legal representation letter is signed by each subsidiary's General Management every year stating their compliance with the Charter and its principles • A verification of the local deployment of the Charter is carried out by the Internal Audit Department when auditing subsidiaries • The signature of the Code of Conduct of Suppliers has reached 58% of Group key suppliers in 2016. This measure is currently being expanded. • A yearly evaluation and an audit every three years of key suppliers including human rights criteria are carried out. In 2016, 39% of key suppliers were evaluated and 15% were audited. This measure is also currently being expanded. 	<p>2016 Registration Document (pdf pages 60-63 ; 68-70)</p>

*Scope covered by the International Charter of Fundamental Social Values, i.e. 97% of revenues







	UN Global Compact principles	JCDecaux's commitments	Public references	Main implementation actions and outcomes	Public references
<p>ENVIRONMENT</p> 	<p>Principle 7: Businesses should support a precautionary approach to environmental challenges</p> <p>Principle 8: undertake initiatives to promote greater environmental responsibility</p> <p>Principle 9: encourage the development and diffusion of environmentally friendly technologies</p>	<p>As part of its Sustainable Development Strategy, the Company has issued 2 strategic priorities which concern the protection of the environment: the Reduction of our Energy Consumption and the Reduction of our Other Environmental Impacts.</p> <p>This commitment is also reflected in the Group's Code of Conduct of Suppliers which includes principles on the preservation of the environment.</p> <p>Related Sustainable Development Goal: SDG12, SDG13</p>	<p>2016 Registration Document (pdf pages 53-57)</p> <p>Code of Conduct of Suppliers (pdf pages 12-13)</p>	<ul style="list-style-type: none"> • The use of Life Cycle Analyses (LCA) and an eco-design approach by the R&D Department for the design of furniture • Furniture energy reduction initiatives are undertaken, including the obligation of all subsidiaries to comply with strict rules such as the use of highly efficient lighting technologies for all new contracts, the introduction of schedule power modulation, lighting switch-off at night, and lighting retrofits of existing furniture where possible • Vehicle energy reduction initiatives are undertaken, including eco-driving training, optimization of logistics rounds, and the choice of environmentally friendly vehicles. These measures led to a 13.5% fuel consumption per km travelled reduction in 2016 vs. 2012. • JCDecaux's renewable electricity procurement policy enabled the Group to cover 47% of its electricity consumption with renewable electricity in 2016. • The use of PEFC or FSC certified paper posters (83% of paper posters ordered were hence certified in 2016) and the recycling of paper posters (74% of paper posters posted were recycled in 2016). • The reduction of waste volume produced through the refurbishment of furniture at the end of a contract. • The implementation of the ISO 14001 certification covered 53% of Group revenues in 2016, with 15 countries certified. • Local employee-awareness programs on the environment are in place in 38% of Group subsidiaries. • An e-learning training programme on Sustainable Development is currently being deployed in all Group subsidiaries. • The signature of the Code of Conduct of Suppliers has reached 58% in 2016. Also in 2016, 39% of key suppliers were evaluated and 15% were audited. These measures are currently being expanded. 	<p>2016 Registration Document (pdf pages 53-57 ; 68-70)</p>


	UN Global Compact principles	JCDecaux's commitments	Public references	Main implementation actions and outcomes	Public references
<p>ANTI-CORRUPTION</p> 	<p>Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery</p>	<p>The Company has issued a formalised commitment to prevent corruption in all its forms in its Code of Ethics.</p> <p>The same commitment applies to the Group's suppliers as detailed in JCDecaux's Code of Conduct of Suppliers.</p> <p>Related Sustainable Development Goal: SDG8</p>	<p>Code of Ethics (all pages)</p> <p>Code of Conduct of Suppliers (pdf pages 12-13)</p>	<ul style="list-style-type: none"> • Ethics matters are dealt with at the highest level of the organisation through the Ethics Committee, a sub-committee of JCDecaux's Supervisory Board. • The Code of Ethics and its Practical Guide are made available and must be signed by all JCDecaux employees. • A legal representation letter is signed by each subsidiary's General Management every year stating their compliance with the Code of Ethics and its principles. • A verification of the local deployment of the Code of Ethics is carried out by the Internal Audit Department when auditing subsidiaries. • An e-learning training on the prevention of corruption practices was deployed in early 2017. At the end of February 2017, 82.5% of the targeted employees had followed this training, which will continue during the year. • A confidential alert procedure is in place. • The signature of Code of Conduct of Suppliers has reached 58% of Group key suppliers in 2016. This measure is currently being further deployed. • A yearly evaluation and an audit every three years of key suppliers including ethics criteria are carried out. In 2016, 39% of key suppliers were evaluated and 15% were audited. These measures are currently being expanded. 	<p>2016 Registration Document (pdf pages 68-70)</p>

Appendix

**Recap table on Sustainable Development
strategic priorities, objectives and results**

Our Sustainable Development Strategic Priorities, Objectives and Results

OUR STRATEGIC PRIORITIES	OUR COMMITMENTS	OBJECTIVES	RESULTS		
			2015	2016	Indicator
 REDUCE OUR ENERGY CONSUMPTION	Reduce furniture electricity consumption	Achieve a 15% reduction in energy consumed by analogue furniture by 2020 (vs. 2012)	(0.8%)	(0.2%)	●
		Offer digital furniture with energy consumption reduced by 50% for LCD screens and 15% for LED screens by 2020	(86%) ⁽¹⁾ (25%) ⁽²⁾	(23%) ⁽²⁾	●
		Cover 100% of the group's electricity consumption with renewable electricity by 2022	37 %	47 %	●
	Reduce vehicle energy consumption	Reduce fuel consumption per 100 km by 20% by 2020 (vs 2012)	(16.8%)	(13.5%)	●
 REDUCE OUR OTHER ENVIRONMENTAL IMPACTS	Improve the use and recycling of paper posters	100% of the paper posters printed by JCDecaux should carry a PEFC, FSC or equivalent label by the end of 2015	78.6%	83.3%	●
		90% of paper posters to be recycled by 2018	72.6%	74.3%	●
	Improve recycling of PVC	100% of canvas containing PVC to be recycled in the European Union by the end of 2016	31.4%	40.5%	●
		Increase waste recycling	90% of waste to be recycled by 2020	50.3%	61.6%
 DEPLOY A GROUPWIDE HEALTH & SAFETY POLICY	Establish a Health & Safety Policy	100% of countries to have established a Health & Safety risk identification and assessment procedure by 2018	-	51%	●
		100% of employees identified in the training matrix to be trained in Health & Safety by 2018	61% ⁽³⁾	74% ⁽³⁾	●
		100% of countries where the group operates to have developed an action plan and a Health & Safety manual in accordance with the group's recommendations by 2019	-	... ⁽⁴⁾	●
 IMPLEMENT AN AMBITIOUS GROUP-WIDE SOCIAL POLICY	Deploy JCDecaux's Charters	100% of countries to comply with the principles set out in the International Charter of Fundamental Social Values by 2015	90%	100%	●
		Employee training on the Charters to be deployed in 100% of the countries where the group is in charge of management by 2016	-	100% ⁽⁵⁾ 24% ⁽⁶⁾	●
 REINFORCING SUSTAINABLE DEVELOPMENT IN THE PURCHASING POLICY	Deploy the Code of Conduct of Suppliers	90% of JCDecaux suppliers to have signed JCDecaux's Supplier Code of Conduct by 2018	64% ⁽⁷⁾	58% ⁽⁸⁾	●
		100% of key suppliers to be assessed annually by 2015	20%	30%	●
	Evaluate suppliers	100% of key suppliers to be audited every three years by 2017	-	15%	●
 STRENGTHEN EMPLOYEES' COMMITMENT TOWARDS SUSTAINABLE DEVELOPMENT		Deploy an employee awareness raising programme on the environment	Programme to raise employee awareness on the environment to be deployed in 100% of countries by 2015	31%	38%

 Achieved
  On track
  Point of vigilance
  Partially achieved
  Not achieved

(1) LCD indoor
 (2) LED indoor
 (3) LED outdoor

(4) % of countries which have established a matrix

(5) Reporting scheduled for 2017

(6) Anti-corruption training

(7) Training on Charters

(8) % of key suppliers