

December 2021 Communication on Progress To the United Nations Global Compact

Message from the Co-CEOs expressing support for the Global Compact [\(Extract of JCDecaux's 2020 Universal Registration Document\)](#)

“In respect of our commitment to the Global Compact, 2020 was a remarkable year in terms of Sustainable Development, with the recognition of our decisive action to tackle climate emergency. JCDecaux maintained in 2020 its CDP ‘Leadership’ ranking status and was recognised as best in class by MSCI. On top of covering 100% of our electricity consumption with renewable energies in 29 countries, France continues to lead the way with its ambition to contribute, through all its activities, to the planet’s carbon neutrality from 2021. Our innovations are not left behind and the rollout of the Natural Cooling bus shelter, which follows the Filtreo shelter, furthers our daily mission to deliver sustainable improvements in urban living.”



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

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 2020 Universal Registration Document as well as the JCDecaux's International Charter of Fundamental Social Values, JCDecaux's Code of Ethics and JCDecaux's Code of Conduct of Suppliers.



HUMAN RIGHTS

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights

Principle 2: Make sure that they are not complicit in human rights abuses

JCDecaux's commitments: The Company has issued a formalised commitment to respect human rights standards and prevent any violations in its International Charter of Fundamental Social Values first published in 2012 and revised in 2013 and 2018. 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. This Code was rolled out in 2014 and revised in 2018. This relates to **SDG3, SDG5, SDG8 &SDG10**.

Public references: [JCDecaux International Charter of Fundamental Social Values](#) (all pages), [JCDecaux Code of Conduct of Suppliers](#) (pdf pages 8-11)

Main implementation actions and outcomes:

- The International Charter of Fundamental Social Values is made available to all JCDecaux employees.
- A legal representation letter is signed by each subsidiary's General Managers every year stating their compliance with the Charter and its principles.
- An evaluation on the compliance of subsidiaries' local practices with the Group's Social Charter's principles is carried out every 2 years. The 4th study on the implementation of our social values was conducted in 2020 by the International Human Resources Projects Department and gathered 77 countries covering 99% of the FTE at the end of 2019. This study allowed them to monitor the corrective action plans undertaken by the 17 entities detected as not aligned during 2018 biannual survey. This assessment enabled to identify 15 entities with new non-alignments, mainly related to the principles of working time and the prevention of violence and harassment although compliant with local regulations. The entities concerned undertook to implement corrective action plans which will be verified during the 5th survey launched in December 2021.
- A verification of the local deployment of the Charter is carried out systematically by the Internal Audit Department when auditing subsidiaries.
- Created in 2018 and supervised by the Executive Board, the Vigilance Committee ensures the proper management of Group extra-financial risks, including the correct implementation of the policies and action plans for dealing with the major extra-financial risks identified (including employees and suppliers non respect of human rights, and Health & Safety). In 2020, the Committee met three times. An online confidential vigilance alert system is in place and available to all employees since November 2018.
- The signature of the Code of Conduct of Suppliers has reached 100% of Group key suppliers in 2020. This achievement is to be maintained in the following years.
- A yearly evaluation and an audit every three years of key suppliers including human rights criteria are carried out. In 2020, 68% of key suppliers were evaluated and 59% of direct key suppliers were audited. The figures have decreased this year, as evaluation and audit processes have had to be postponed due to the health crisis and related mobility restrictions. These measures are currently being expanded.
- A training programme on Group's ethical and social principles and suppliers' relations was deployed in October 2019 in order to raise employees' awareness and formalise their commitments to respecting the Group's principles and standards to operate. The objective is that 100% of connected employees finish the training end of 2021 and that all employees across the World sign their commitment by the end of 2022. As of December 15th 2021, the completion rate of this training course by online signatories was of 95%.
- Particular actions were made in 2020 to manage Covid-19 crisis and ensure all employees safety: the creation of a Covid Committee composed of the Covid referent and Corporate Directors (International Operations, Internal Audit, Purchasing) which have defined and shared 27 procedures on how to locally manage Covid crisis and ensure the same guidelines and treatment for every JCDecaux employee across the World (home working, adaptation of field interventions, masks and hydroalcoholic gels at disposal of all, etc.). Regular communications from the CEO and Covid referent were broadcasted on the intranet or by emails and relayed by local managers to non-connected employees.
- Covid control measures have been made accessible to as many people as possible thanks to the integration of hydroalcoholic gel dispensers on our furniture (notably in Madrid, Milan, Los Angeles, Hamburg, Göteborg and Manchester) and the display of awareness raising communications on our furniture in all the countries the Group operates.

Public references: [2020 Registration Document](#) (pdf pages 78-79 ; 92-93), [Article](#) on Covid19 communications posted on our Corporate web site



LABOUR

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining

Principle 4: The elimination of all forms of forced and compulsory labour

Principle 5: The effective abolition of child labour

Principle 6: The elimination of discrimination in respect of employment and occupation

JCDecaux's commitments: 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 published in 2012 and revised in 2014 and 2018. The same commitments apply to the Group's suppliers as detailed in JCDecaux's Code of Conduct of Suppliers, rolled out in 2014 and updated in 2018 to consider latest regulations evolutions. This relates to SDG3, SDG5, SDG8 & SDG10.

Public references: [JCDecaux International Charter of Fundamental Social Values](#) (all pages), [JCDecaux Code of Conduct of Suppliers](#) (pdf pages 8-11)

Main implementation actions and outcomes:

- At the end of 2020, there were 340 employee representatives at JCDecaux worldwide, 451 meetings were held with staff representatives, 79 agreements were signed for a total of 275 agreements in force in 2020 and 47% of Group employees were covered by collective bargaining agreements.
- The International Charter of Fundamental Social Values is made available to all JCDecaux employees. A practical guide is also deployed aiming to provide all subsidiaries with guidance on how to implement the Charter's principles.
- An evaluation on the compliance of subsidiaries' local practices with the Group's Social Charter's principles is carried out every 2 years. The 4th study on the implementation of our social values was conducted in 2020 by the International Human Resources Projects Department and gathered 77 countries covering 99% of the FTE at the end of 2019. This study allowed them to monitor the corrective action plans undertaken by the 17 entities detected as not aligned during 2018 biannual survey. This assessment enabled to identify 15 entities with new non-alignments, mainly related to the principles of working time and the prevention of violence and harassment although compliant with local regulations. The entities concerned undertook to implement corrective action plans which will be verified during the 5th survey launched in December 2021.
- A legal representation letter is signed by each subsidiary's General Managers 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.
- Created in 2018 and supervised by the Executive Board, the Vigilance Committee ensures the proper management of Group extra-financial risks, including the correct implementation of the policies and action plans for dealing with the major extra-financial risks identified (including employees and suppliers non respect of human rights, and Health & Safety). In 2020, the Committee met three times. An online confidential vigilance alert system is in place and available to all employees since November 2018.
- The signature of the Code of Conduct of Suppliers has reached 100% of Group key suppliers in 2020. This achievement is to be maintained in the following years.
- A yearly evaluation and an audit every three years of key suppliers including human rights criteria are carried out. In 2020, 68% of key suppliers were evaluated and 59% of the key direct suppliers were audited. The figures have decreased this year, as evaluation and audit processes have had to be postponed due to the health crisis and related mobility restrictions. These measures are currently being expanded.
- Particular actions were made in 2020 to manage Covid crisis and ensure all employees safety (*see bullet point #9 on page 3 of this document for details*)

Public references: [2020 Registration Document](#) (pdf pages 78-79 ; 89-90 ; 92-93 ; 344)



ENVIRONMENT

Principle 7: Businesses should support a precautionary approach to environmental challenges

Principle 8: Undertake initiatives to promote greater environmental responsibility

Principle 9: Encourage the development and diffusion of environmentally friendly technologies

JCDecaux's commitments: 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. This commitment is also reflected in the Group's Code of Conduct of Suppliers which includes principles on the preservation of the environment. This relates to SDG12 & SDG13.

Public references: [2020 Registration Document](#) (pdf pages 62-68), [JCDecaux Code of Conduct of Suppliers](#) (pdf pages 12-13)

Main implementation actions and outcomes:

- 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 on (1) energy efficiency, (2) energy usage and (3) carbon neutrality. Subsidiaries must comply with strict rules such as the use of highly efficient lighting technologies for all new contracts. Other measures in place are 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 14% fuel consumption per km travelled reduction in 2020 vs. 2012.
- JCDecaux's renewable electricity procurement policy coverage rose from 88% in 2019 to 91% in 2020. Since the policy was launched in 2014, JCDecaux's emissions have been cut by more than three (from 185,5 kTEQ CO2 in 2013). In 2020, purchasing of renewable energy allowed JCDecaux to avoid the emission of nearly 164.0 kTEQ CO2. Our objective is to cover 100% of our electricity consumption by renewable energy by 2022.
- The active participation of JCDecaux France from 2021 to contribute to the planet's carbon neutrality through a dynamic long-term strategy of continuous improvement comprising several stages: measure, reduce and contribute.
- The use of PEFC or FSC certified paper posters (99% of paper posters ordered were hence certified in 2020) and the recycling of paper posters (79% of paper posters posted were recycled in 2020).
- The reduction of waste volume produced and new raw material extraction through the refurbishment of furniture at the end of a contract.
- The implementation of the ISO 14001 certification covered 57% of Group revenues in 2020, with 15 countries certified.
- A digital learning training programme on Sustainable Development was deployed in all Group subsidiaries reaching over 9,600 employees worldwide.
- The signature of the Code of Conduct of Suppliers has reached 100% of Group key suppliers in 2020: this achievement is to be maintained in the following years. A yearly evaluations and regular audits of key suppliers including environmental criteria are carried out. In 2020, 68% of key suppliers were evaluated and 59% of key direct suppliers were audited. The figures have decreased this year as evaluation and audit processes have had to be postponed due to the health crisis and related mobility restrictions. These measures are currently being expanded.
- The estimate of the reduction in electricity consumption linked to the extinction of JCDecaux's furniture in countries under Covid lockdowns to support subsidiaries in defining the quantities of green electricity purchased.
- The incitation to strictly favour homeworking and virtual meetings to ensure employees safety and reduce environmental impacts caused by travelling.

Public references: [2020 Registration Document](#) (pdf pages 67-73 ; 92-94), [Press release on Carbon neutrality objective](#)



JCDecaux's commitments: The Company has issued a formalised commitment to prevent corruption in all its forms in its Code of Ethics. This Code, first issued in 2001, was regularly updated to consider latest regulations requirements (2005, 2009, 2014, 2018). The same commitment applies to the Group's suppliers as detailed in JCDecaux's Code of Conduct of Suppliers. The Code first rolled out in 2014, was updated in 2018. This relates to SDG8.

Public references: [JCDecaux Code of Ethics](#) (all pages), [JCDecaux Code of Conduct of Suppliers](#) (pdf pages 6-7)

Main implementation actions and outcomes:

- 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.
- An online training programme on the Group's ethical and social principles and suppliers' relations was deployed in October 2019 in order to raise employees' awareness and formalise their commitments to respecting the Group's principles and standards to operate. The objective is that 100% of connected employees finish the training and that all employees across the World sign their commitment by the end of 2021. As of December 15th 2021, the completion rate of this training course by online signatories was of 95%.
- An online training on corruption prevention was carried out in all Group subsidiaries in 2016.
- A corporate procedure on the diffusion of JCDecaux Ethic, Social and Suppliers Charters was communicated in July 2019 to improve employee awareness on the Group's fundamental Charters and the Code of Conduct of Suppliers and to present the Group's new objectives in terms of employee commitment, i.e. 100% of JCDecaux employees worldwide have signed their commitment by the end of 2022.
- 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 ethics online confidential alert procedure is in place and available to all employees. In 2020; six alerts were reported, considered groundless following an investigation and so closed by the Ethics Committee.
- The signature of the Code of Conduct of Suppliers has reached 100% of Group key suppliers in 2020. This achievement is to be maintained in the following years.
- A yearly evaluation and an audit every three years of key suppliers including ethics criteria are carried out. In 2020, 68% of key suppliers were evaluated and 59% of key direct suppliers were audited. The figures have decreased this year as evaluation and audit processes have had to be postponed due to the health crisis and related mobility restrictions. These measures are currently being expanded.

Public references: [2020 Registration Document](#) (pdf pages 78; 92-94 ; 333-334 ; 344)