

## December 2022 Communication on Progress To the United Nations Global Compact

### Message from the Co-CEOs expressing support for the Global Compact [\(Extract of JCDecaux's 2021 Universal Registration Document\)](#)

*“We continued to strengthen our ESG initiatives which are the focus of our business model and innovation policy, especially with the launch of our 2030 Strategy, respecting our Global Compact commitment. JCDecaux is now the only company in the outdoor advertising sector to be recognised by four international players in extra-financial rating: CDP (A List), FTSE4Good (4,2/5), MSCI (AAA) and EcoVadis (Gold category). France is a precursor in the ramp-up of our Climate strategy in our various geographies through major initiatives such as the contribution to carbon neutrality for its business scope as of 2021, and the launch of the first environmental, economic, and social footprint calculator for its advertising campaigns. Finally, we set ourselves another ambitious and realistic target to increase the number of women on our Executive Management Committees to 40% at the group level by 2027 (33% to date)”*



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.

As our strategy launched in 2014 expired at the end of 2021, we published our new ESG strategy for 2030 in our 2021 URD. This new strategic roadmap is based on the materiality analysis that began in 2013, the definition of our strategic priorities in 2014 and the prioritisation of the expectations of our stakeholders.

3 main ambitions will drive this strategy:

- TOWARDS MORE SUSTAINABLE LIVING SPACES
- TOWARDS AN OPTIMISED ENVIRONMENTAL FOOTPRINT
- TOWARDS A RESPONSIBLE BUSINESS ENVIRONMENT

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 2021 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.

# THE SUSTAINABLE MEDIA

## 2030 VISION

**TOWARDS  
MORE SUSTAINABLE  
LIVING SPACES**

**TOWARDS  
AN OPTIMISED  
ENVIRONMENTAL  
FOOTPRINT**

**TOWARDS  
A RESPONSIBLE  
BUSINESS  
ENVIRONMENT**



## 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

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**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, 2018 and 2020. 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 **SDG1, SDG3, SDG4, SDG5, SDG8, SDG10, SDG12 & SDG16**.

Public references: [JCDecaux International Charter of Fundamental Social Values](#) (all pages), [JCDecaux Code of Conduct of Suppliers](#) (pages 8-11), [Our Contribution - UN's SGDs](#)

### 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 5<sup>th</sup> study on the implementation of our social values was conducted in December 2021 by the International Human Resources Projects Department. The questionnaire was sent to 81 countries for feedback in early 2022. This campaign will make it possible to analyse the application of the principles of the Charter to date, by detecting local best practices and any new non-alignments, and also to confirm the implementation of the corrective action plans on which countries with non-alignments committed during last 2019/2020 survey.
- 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 2021, 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 2021. 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 2021, 93% of key suppliers were evaluated surpassing the 80% target set for the end of 2021. Due to the cessation of audits during the health crisis, the target of 100% of key suppliers audited has been postponed to 2022. At the end of 2021, 53% of direct key suppliers were audited.
- 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. As of 31 January 2022, the completion rate of this training course by online signatories was 100%. Since 2020, all new employees joining JCDecaux must systematically sign a letter certifying their commitment to respect the principles set out in the Charters, in a paper format for "non-connected" new employees or through the training for the "connected" new employees.
- 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: [2021 Registration Document](#) (pdf pages 71 ; 103-104 ; 115 ; 111 ; 117)



## 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

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**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, 2018 and 2020. 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 and 2021 to consider latest regulations evolutions. This relates to SDG1, SDG3, SDG4, SDG5, SDG8, SDG10, SDG12 &SDG16.

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

### Main implementation actions and outcomes:

- At the end of 2021, there were 348 employee representatives at JCDecaux worldwide, 472 meetings were held with staff representatives, 78 agreements were signed for a total of 268 agreements in force in 2021 and 57% 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 5<sup>th</sup> study on the implementation of our social values was conducted in December 2021 by the International Human Resources Projects Department. The questionnaire was sent to 81 countries for feedback in early 2022. This campaign will make it possible to analyse the application of the principles of the Charter to date, by detecting local best practices and any new non-alignments, and also to confirm the implementation of the corrective action plans on which countries with non-alignments committed during last 2019/2020 survey.
- 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 2021, 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 2021. 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 2021, 93% of key suppliers were evaluated surpassing the 80% target set for the end of 2021. Due to the cessation of audits during the health crisis, the target of 100% of key suppliers audited has been postponed to 2022. At the end of 2021, 53% of direct key suppliers were audited.
- 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: [2021 Registration Document](#) (pdf pages 71 ; 105 ; 103-104 ; 115 ; 117)



## 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 commitments to optimize its environmental footprint: 1. to actively contribute to the planet's carbon neutrality by reducing emissions and implementing our policy towards collective net zero, and 2. to curb its other environmental impacts by making responsible waste management a priority, encouraging responsible water consumption, and working to protect biodiversity. This ambition is also reflected in the Group's Code of Conduct of Suppliers which includes principles on the preservation of the environment and the ecological transition. This relates to **SDG6, SDG7, SDG12 & SDG13**.

Public references: [2021 Registration Document](#) (pdf pages 88-99), [JCDecaux Code of Conduct of Suppliers](#) (pdf pages 13-14), [Our Contribution - UN's SDGs](#)

### 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 2021 vs. 2012.
- JCDecaux's renewable electricity procurement policy coverage rose from 91% in 2020 to 98% in 2021. Since the policy was launched in 2014, JCDecaux's net emissions have been divided by more than six (from 185,5 kTEQ CO2 in 2013). In 2021, purchasing of renewable energy allowed JCDecaux to avoid the equivalent of 187.0 kTEQ CO2. From 2022, our objective is to cover 100% of our electricity consumption by renewable energy every year.
- JCDecaux contributes to collective carbon neutrality and is part of a dynamic approach of continuous long-term improvement that involves several stages: continuously measuring, reducing and contributing from today. This approach focused in 2021 on the France subsidiary and is intended to be extended to the Group level. JCDecaux has set itself a goal of building its Climate Strategy for 2022 and is thus committed at Group level to contributing to collective carbon neutrality by entering a strategy aligned with the Paris Agreement.
- The use of PEFC or FSC certified paper posters (97% of paper posters ordered were hence certified in 2021) and the recycling of paper posters (83% of paper posters posted were recycled in 2021).
- 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 60% of Group revenues in 2021, with 15 countries certified.
- The signature of the Code of Conduct of Suppliers has reached 100% of Group key suppliers in 2021 and is to be maintained in the following years. A yearly evaluation and regular audits of key suppliers including environmental criteria are carried out. In 2021, 93% of key suppliers were evaluated surpassing the 80% target set for the end of 2021. Due to the cessation of audits during the health crisis, the target of 100% of key suppliers audited has been postponed to 2022. At the end of 2021, 53% of direct key suppliers were audited.
- A new suppliers' commitment has been added to the Code of Conduct of Suppliers in its 2021 edition: the ecological transition. By signing the Code of Conduct, suppliers now also commit to setting an ambitious and eco-friendly trajectory themselves and must ensure transparency in response to tenders issued by JCDecaux in addition to annual assessments/audits.

Public references: [2021 Registration Document](#) (pdf pages 88-99 ; 114-118), [JCDecaux Code of Conduct of Suppliers](#) (pdf page 11).



**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. This Code first rolled out in 2014, was updated in 2018 and 2021. This relates to SDG8, SDG12 and SDG16.

Public references: [JCDecaux Code of Ethics](#) (all pages), [JCDecaux Code of Conduct of Suppliers](#) (pdf pages 6-7), [Our Contribution - UN's SDGs](#)

#### Main implementation actions and outcomes:

- JCDecaux is committed to practise responsible lobbying via its "Internal Procedure for Engaging with and Managing Advisers" guideline which set out the rules for dealing with third parties. In countries where corruption is perceived to be high, a thorough investigation into an adviser's previous history is conducted as to avoid any risk of corruption. The Group's risks mapping and management process integrates all the risks linked to non-compliance with business ethics, in particular with regards to managing contracts, bidding for competitive tenders, making acquisitions and managing sales. All these risks are controlled under the compliance umbrella, with obligations linked to the Sapin II Law and the Declaration of Extra-Financial Performance.
- 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. At the end of the training course, employees sign the Code of Ethics electronically. This target's deadline was postponed due to the health crisis, and as of January 31<sup>st</sup> 2022, the completion rate of this training course by online signatories was of 100%.
- 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 2021; ten alerts were reported, from which 8 were dismissed for incompetency by the committee, one closed after examination, and one closed after examination and definition of an action plan.
- The Supplier Code of Conduct was deployed in 2014 and updated in 2018 and 2021 to take into account new requirements related to regulatory changes in particular linked to the duty of vigilance, the fight against corruption and influence peddling, the protection of personal data and the Group's Climate Strategy. It is now available in 21 languages.
- The signature of the Code of Conduct of Suppliers has reached 100% of Group key suppliers in 2020. This achievement is maintained in 2021 and is to be maintained annually in the following years.

Public references: [2021 Registration Document](#) (pdf pages 114-118)