

**11D – Comment développer des modèles  
d'affaire responsables ?**

***11D – How to develop responsible business models?***

## JCDECAUX: A FAMILY BUSINESS

In **1964**, Jean-Claude Decaux invented the Street Furniture concept



The underlying idea: the installation and maintenance of street furniture in public areas , free-of-charge, in exchange for exclusive advertising rights

# JCDECAUX: A UNIQUE POSITION IN OUTDOOR ADVERTISING

**Street Furniture**



**Airport  
advertising**



**Transport  
advertising**



**Billboard  
advertising**

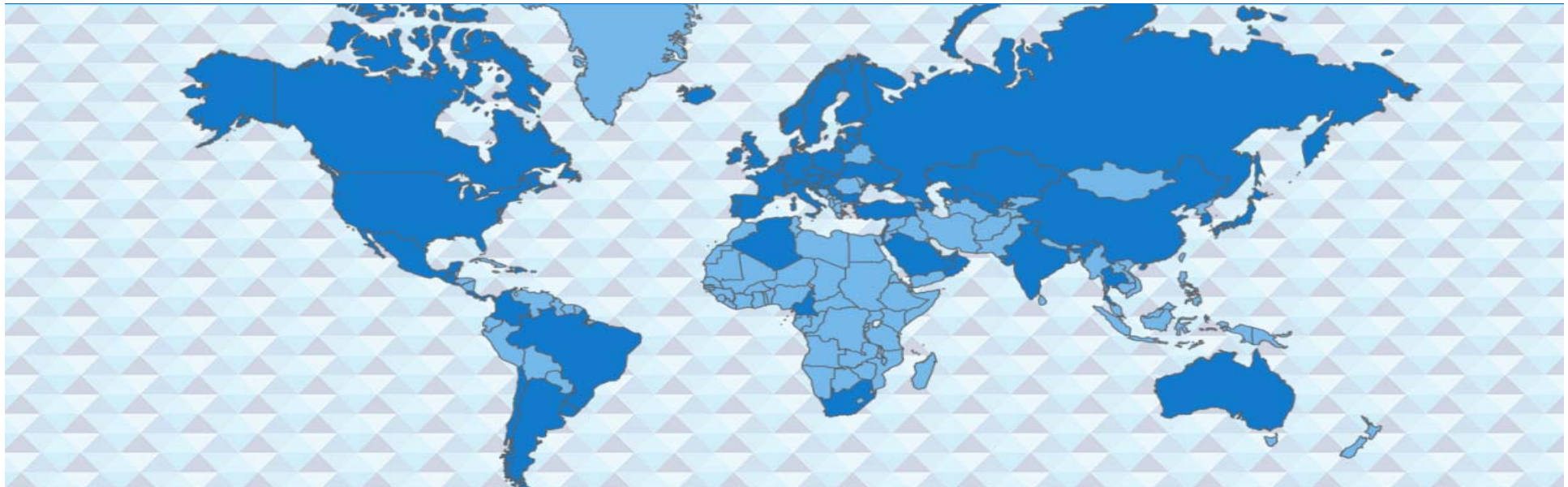


**Self-service  
bicycles**



**N°1 worldwide in outdoor advertising**

## TODAY, PRESENT ON 5 CONTINENTS IN MORE THAN 60 COUNTRIES



Algeria	Cameroon	Denmark	Hungary	Latvia	Poland	Slovenia	Ukraine
Argentina	Canada	Dominican	Iceland	Lithuania	Portugal	South Africa	UAE
Australia	Chile	Estonia	India	Luxembourg	Qatar	South Korea	United Kingdom
Austria	China*	El Salvador	Ireland	Mexico	Russia	Spain	United States
Azerbaijan	Colombia	Finland	Israel	The Netherlands	Saudi Arabia	Sweden	Uruguay
Belgium	Costa Rica	France	Italy	Norway	Serbia**	Switzerland**	Uzbekistan
Brazil	Croatia	Germany	Japan	Oman	Singapore	Thailand	
Bulgaria	Czech Rep.	Guatemala	Kazakhstan	Panama	Slovakia	Turkey	

\*Including Hong Kong and Macau\*\* Through partnership with APG|SGA  
(no city or panel figures included in this report)

# **SUSTAINABLE DEVELOPMENT AT JCDECAUX**

# 2013: A RENEWED APPROACH AND COMMITMENT

**2008**

Publication of JCDecaux's Sustainable Development company statement

**2013**

JCDecaux's commitment to Sustainable Development is reaffirmed through 6 strategic priorities on the 3 pillars of sustainable development: environment, social, stakeholder





# UNDERSTANDING OUR IMPACTS

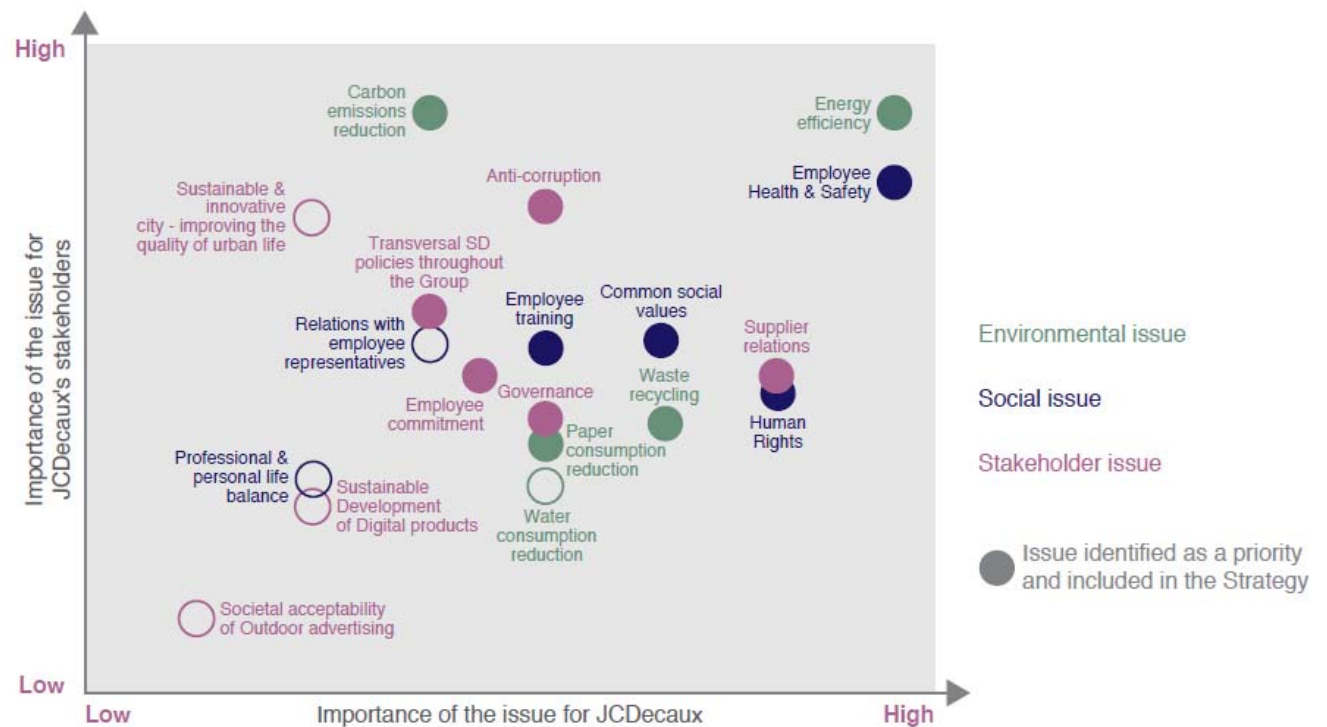
Life-cycle analysis approach to understand the impacts of our products reduce them:

- **Design phase**
- **Choice of suppliers**, in-house assembly operations and integration of the logistic impact
- **Optimised Operations**
- **End of Life management** and optimisation



## AND OUR STAKEHOLDERS' EXPECTATIONS

A materiality matrix built over 1 year with the Executive Board and management teams around the world





## 2 Environmental priorities



Reduce our energy  
consumption



Reduce our other  
environmental  
impacts

## 2 Social priorities



Deploy a Group-wide Health & Safety Policy



Implement an ambitious Group-wide Social Policy

## 2 Stakeholder priorities



Reinforce sustainable  
development in the  
Purchasing Policy



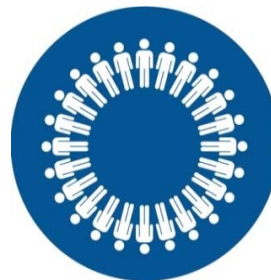
Strengthen employees'  
commitment  
towards sustainable  
development

# A GLOBAL SUSTAINABLE DEVELOPMENT STRATEGY

A global commitment on all 3 pillars of sustainable development  
A roadmap for all entities around the world



**Environmental**



**Social**

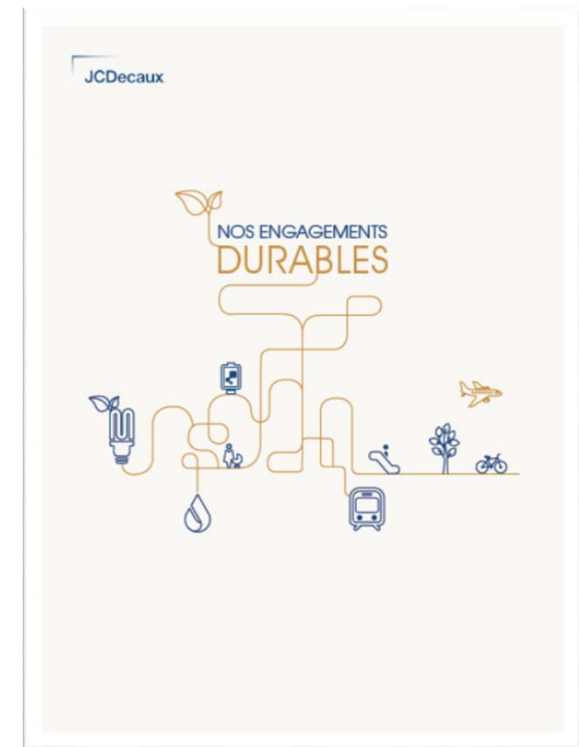


**Stakeholder**

## ACCOMPANIED WITH PUBLIC COMMITMENTS

A dedicated document presenting JCDecaux's sustainable development strategy and objectives to external stakeholders: clients, cities, transport systems, public authorities, extra-financial rating agencies, socially responsible investors...

Why are public commitments important?



# **EMBEDDING SUSTAINABLE DEVELOPMENT IN OUR BUSINESS**



# THE NEW PARIS BUS SHELTER

**Tender for new Paris bus shelters launched in 2013**

## **Energy consumption reduction**

- ✓ Using LED technology and schedule power modulation
- ✓ 100% of electricity covered by green electricity

## **Reduced operational impacts**

- ✓ Use of rainwater to clean furniture
- ✓ Cleaner vehicles Innovation
- ✓ 100 bus shelters with solar panels
- ✓ 50 bus shelters equipped with vegetable roofs



# THE NEW PARIS BUS SHELTER

**Supply Chain commitment**

**Social inclusion**

**New services for users**

- ✓ Easy access for people with reduced mobility
- ✓ Larger roof to protect from rain
- ✓ More comfortable seats
- ✓ Universal charging docks
- ✓ Easier identification of line number
- ✓ Interactive screens



**SUSTAINABLE DEVELOPMENT AT  
JCDECAUX  
CHALLENGES AND NEXT STEPS**