

JCDecaux

THE SUSTAINABLE MEDIA

JCDecaux Australia & New Zealand
Impact Report 2024

JCDecaux acknowledges the Traditional Owners and Custodians of the lands on which we operate, across Australia. We pay respect to Elders past and present, and acknowledge the continuing connections to culture, community, land and sea of all Aboriginal and Torres Strait Islander peoples.

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The purpose of this report is to share our sustainability commitment, initiatives and performance over the 2024 calendar year.

JCDecaux strives to integrate sustainability into everything we do. We recognise and celebrate the efforts and work of our employees, suppliers, clients and partners in collaborating for a better future for all our stakeholders.

01

A GLOBAL SUSTAINABLE MEDIA

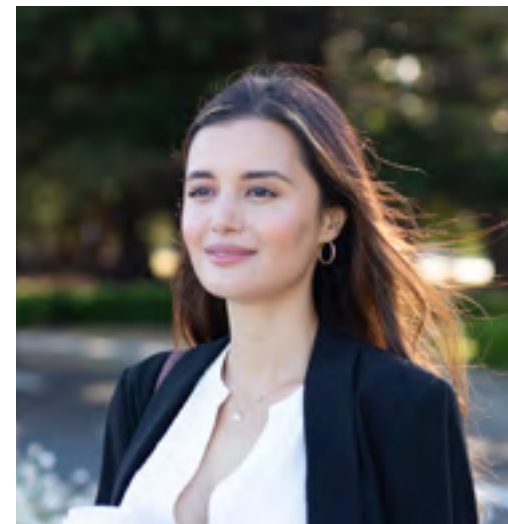


A global business with a virtuous model.

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Sustainability at the heart of our business.

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A GLOBAL SUSTAINABLE MEDIA

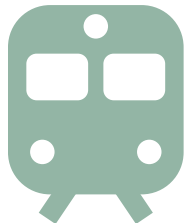
JCDecaux connects brands with communities, enriching urban life.

Since 1964, JCDecaux has provided city and transport partners with products that offer useful and innovative services in public spaces including bus shelters, self-cleaning public toilets and self-service bicycles, paid for by Out-of-Home advertising.

JCDecaux, reaching a powerful and global audience

 **+12,000**
employees

 **+80**
countries

 **+250**
transport concessions

 **+850M**
people make up our daily audience

 **~3,900**
cities

 **~160**
airports

→ Find out more about our global business [here](#)

A business model virtuous in 3 ways

ECONOMICALLY

Nearly **50%** of our resources redistributed to finance public spaces and transport facilities

Value redistributed to landlords, to cities, and to communities and local authorities

SOCIALLY

120,000+ jobs supported by our activity

For every employee in the world, nearly 10 supplementary jobs are supported by the Group in the global economy*

ENVIRONMENTALLY

Nearly **50%** of Group revenue aligned with European Taxonomy

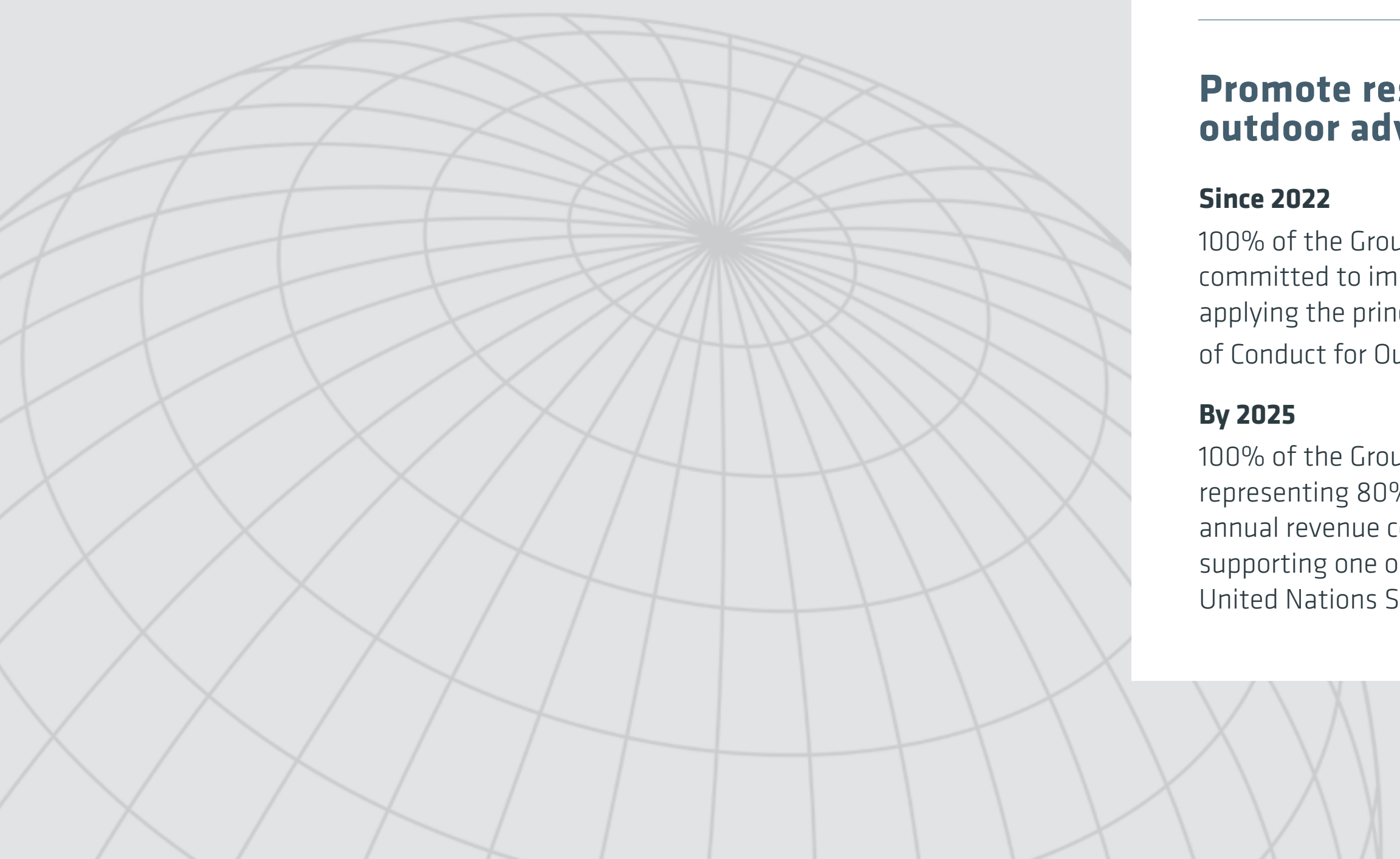
JCDecaux's major businesses promote eco-friendly mobility (bus shelters, self-service bicycles, land transport) around the world

*Study of socioeconomic impact conducted by Utopies on 2022 data, audited by EY



A GLOBAL SUSTAINABLE MEDIA

Sustainable Development has been at the heart of our business since the Group was founded. The **global Sustainable Development Strategy**, updated in 2022, is a guide, commitment and shared approach globally by all JCDecaux subsidiaries. It is supported by our **Net Zero Climate Strategy** that was approved by the Science-Based Targets Initiative (SBTi) in June 2024.



TOWARDS MORE SUSTAINABLE LIVING SPACES

Develop furniture and services that work for everyone

Since 2023

Enrich our ecodesign policy

By 2030

Widely deploy our responsible innovations

Promote responsible outdoor advertising

Since 2022

100% of the Group's countries committed to implementing and applying the principles of the Code of Conduct for Out-of-Home Display

By 2025

100% of the Group's countries representing 80% of the adjusted annual revenue contribute to supporting one or more of the United Nations SDGs

TOWARDS AN OPTIMISED ENVIRONMENTAL FOOTPRINT

Curb our other environmental impacts

Since 2025

Continue to deploy our water policy

By 2035

Zero waste-to-landfill vs. total waste in countries with suitable facilities

Deploy an ambitious climate strategy aiming for net zero carbon

Since 2022

100% of our electricity consumption covered by renewable energy sources

By 2030

-73% carbon emissions (scope 1 and 2, vs 2019)
-46% carbon emissions (scope 3, vs 2019)

TOWARDS A RESPONSIBLE BUSINESS ENVIRONMENT

Be a responsible employer

By 2030

40% women on our executive management committees

25% reduction in the accident frequency rate vs 2019

Conduct business ethically and sustainably

Since 2022

100% of key suppliers have signed the Supplier Code of Conduct

100% of key suppliers assessed every year

JCDECAUX AUSTRALIA & NEW ZEALAND

A MESSAGE FROM OUR CO-CEOs

As the most visible media channel in the public space, we recognise the responsibility we carry: to lead with integrity, improve our positive impact, and drive meaningful change within our industry and beyond.

In 2024, we accelerated our progress, embedding lower-emissions media solutions, deepening transparency for our stakeholders, and helping brands make smarter, more sustainable choices.

We built on our 2023 commitments with tangible and meaningful action. We launched industry-first Scope3-enabled programmatic networks that make it easier for advertisers to measure and lower the emissions of their digital Out-of-Home campaigns. These ready-made, data-informed packages mark a new chapter in sustainable media buying - simple, scalable, and effective.

We also sharpened our internal focus, embedding a Responsible Procurement Policy, launching our Diversity, Equity, Inclusion & Belonging strategy, and continuing to drive emissions reduction across our operations in line with our Net Zero 2050 target.

We're proud to lead the media sector in sustainability innovation and to help our partners do the same.

This report showcases the work behind the headlines, evidence of our leadership and the partnerships that make it possible.

Through transparent reporting, accountable partnerships and smart product innovation, we are creating a more sustainable Out-of-Home ecosystem without compromising on quality, creativity, or effectiveness.

We thank our teams, our partners and our clients for their shared commitment. We know there is more to do, but together, we are making progress that matters.



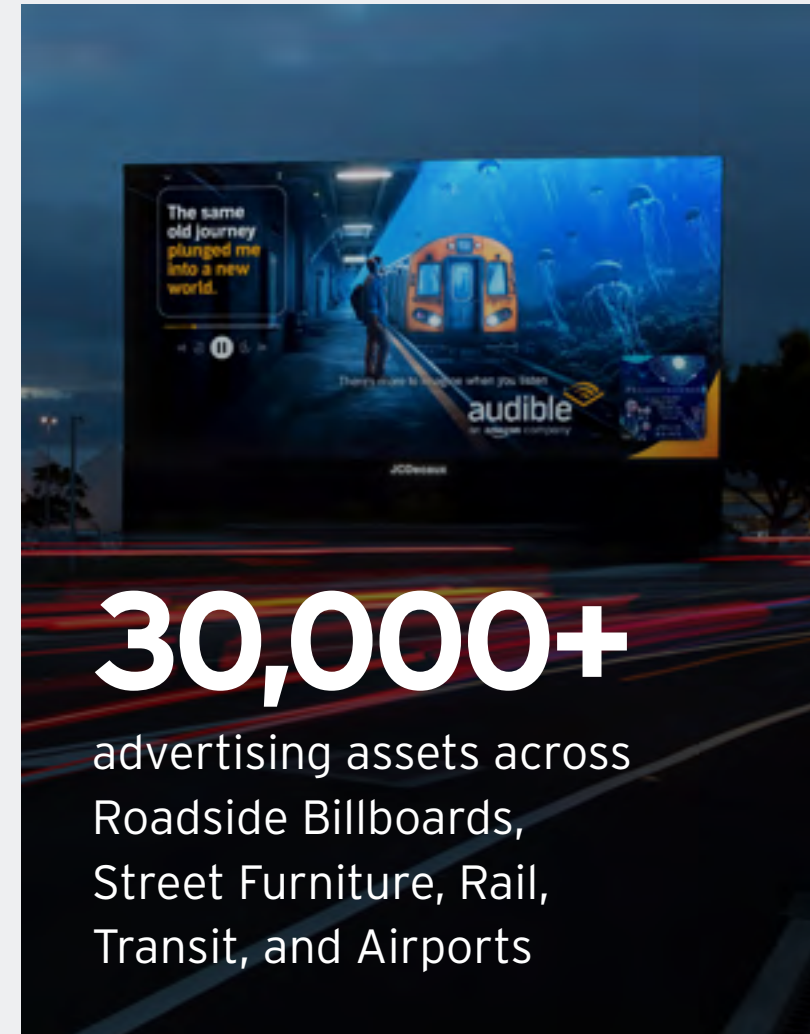
David Watkins and Max Eburne
Co-Chief Executive Officers
JCDecaux Australia & New Zealand



SNAPSHOT OF OUR BUSINESS

Australia

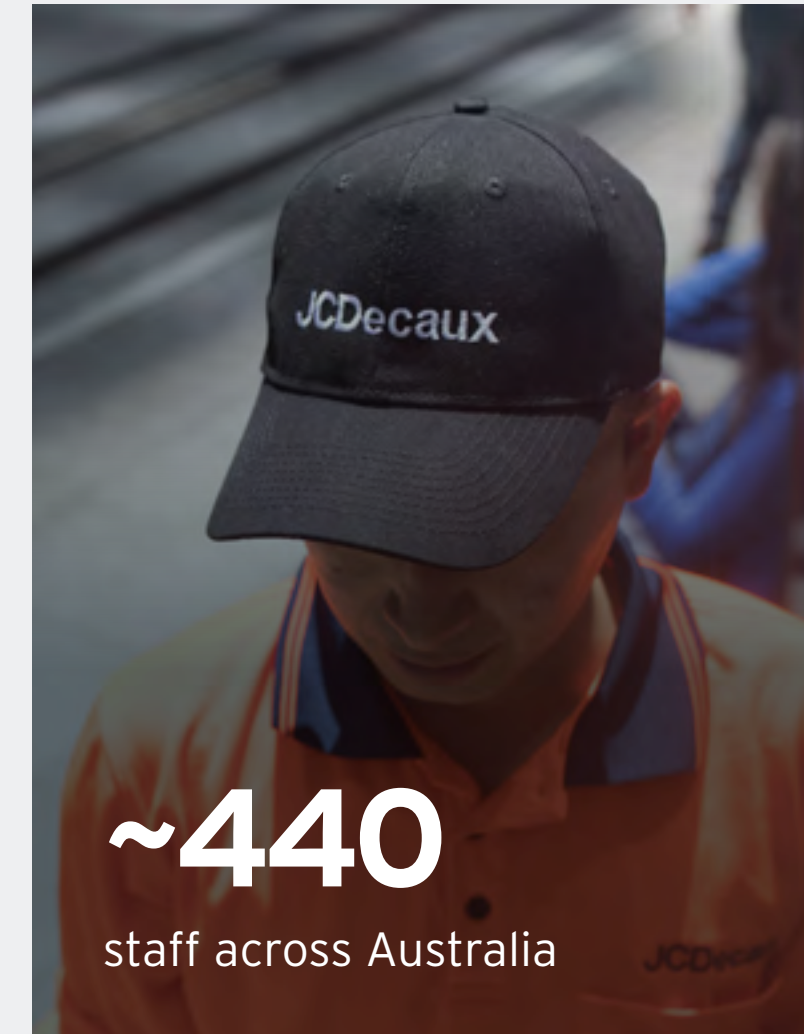
→ Learn more about our business in Australia [here](#)



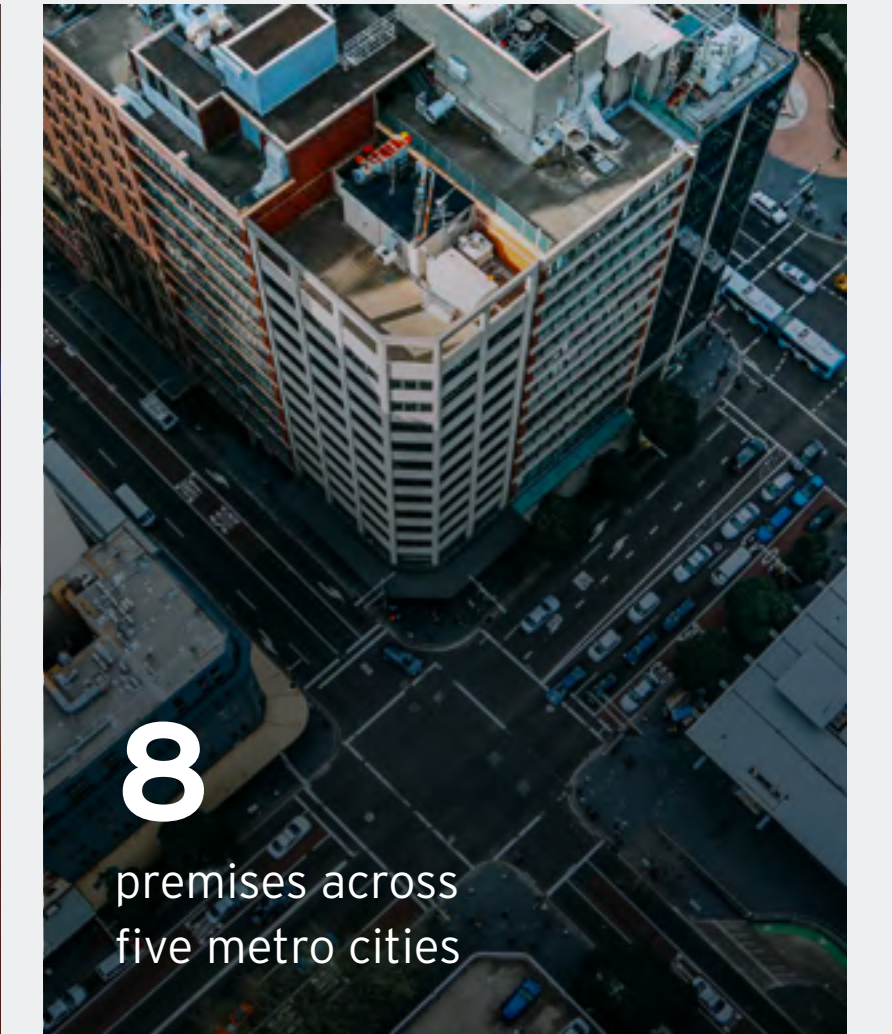
30,000+
advertising assets across Roadside Billboards, Street Furniture, Rail, Transit, and Airports



500+
contracts with partners ranging from state bodies to private landlords



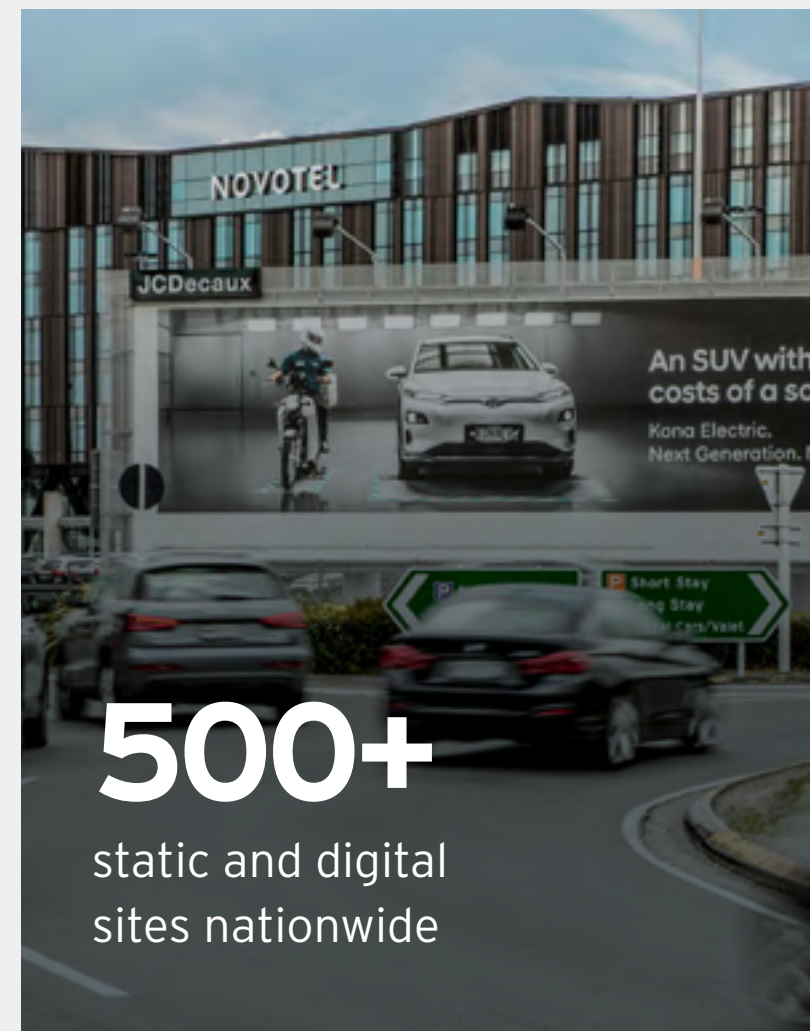
~440
staff across Australia



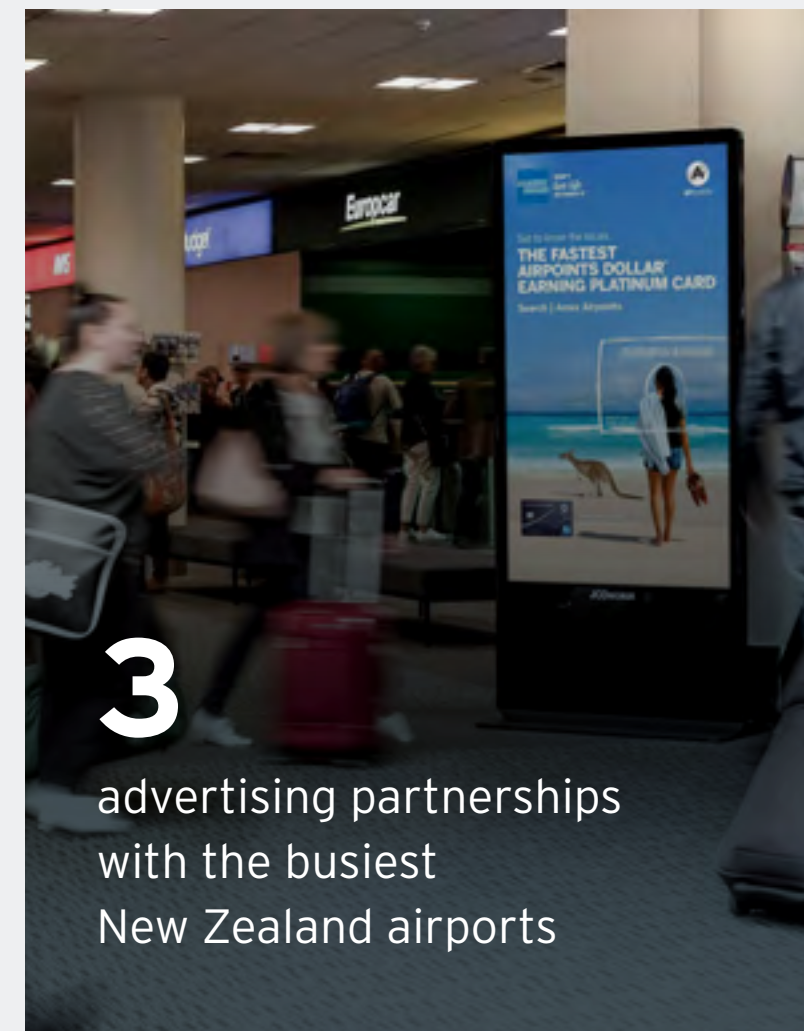
8
premises across five metro cities

New Zealand

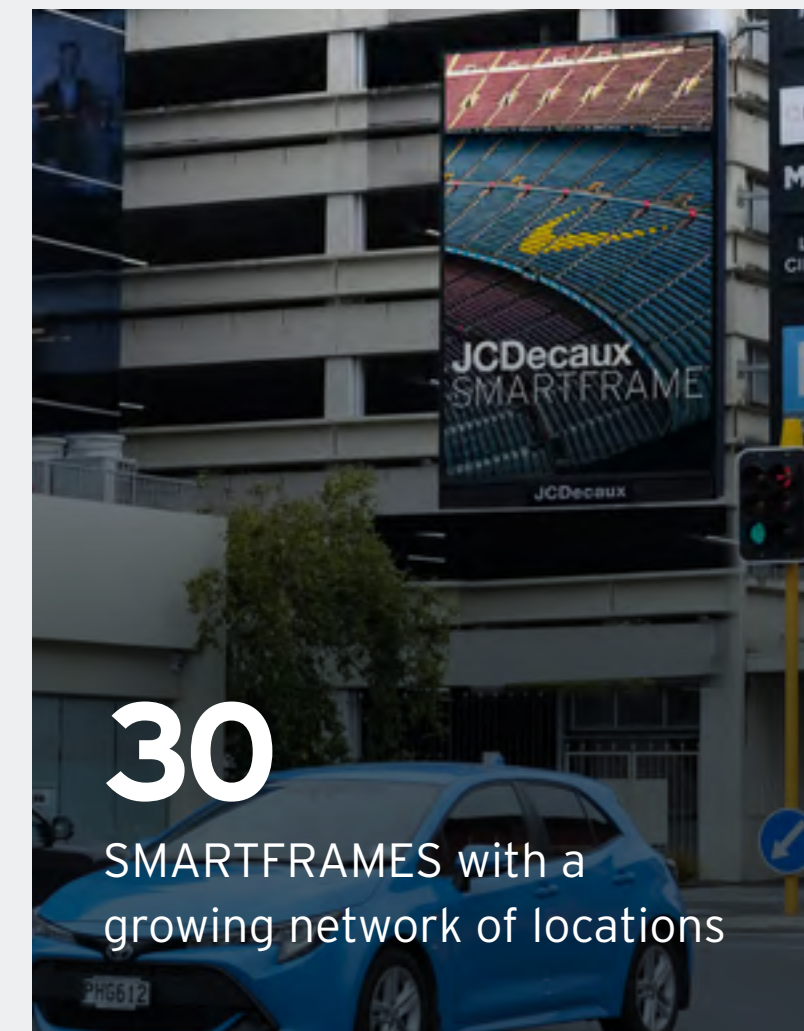
→ Learn more about our business in New Zealand [here](#)



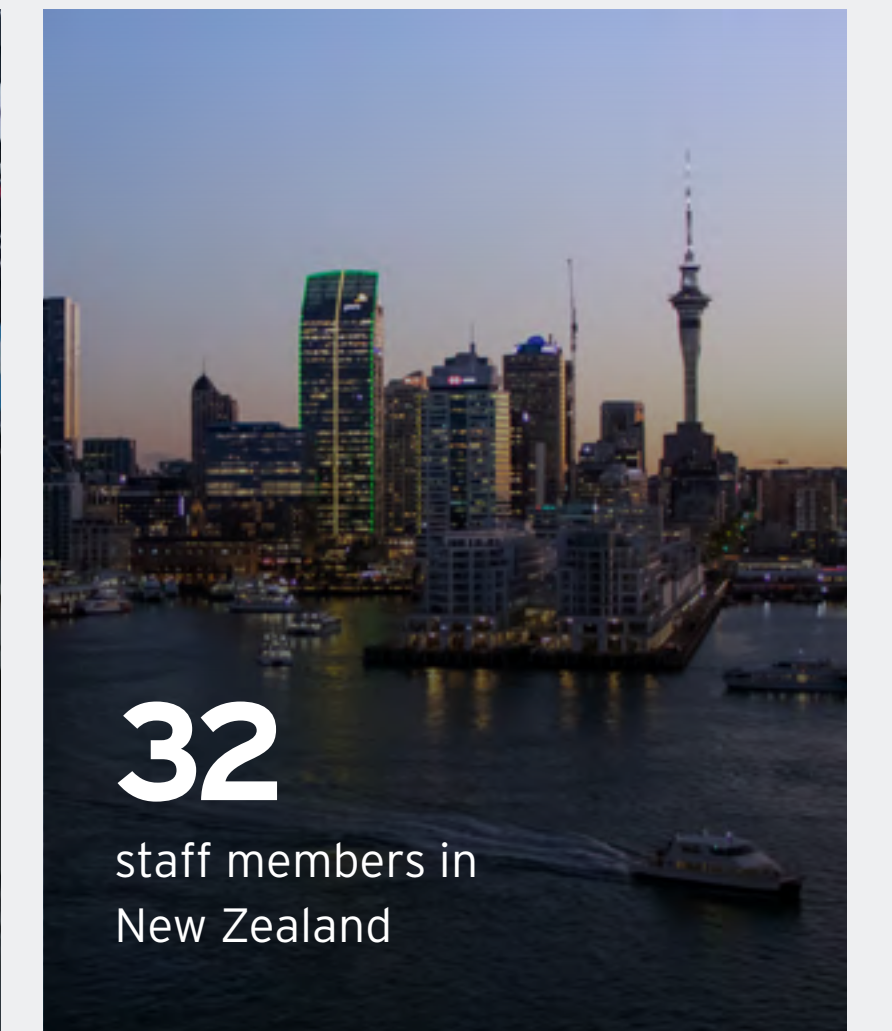
500+
static and digital sites nationwide



3
advertising partnerships with the busiest New Zealand airports



30
SMARTFRAMES with a growing network of locations



32
staff members in New Zealand

OUR AUSTRALIA & NEW ZEALAND 2024 SUSTAINABILITY ACHIEVEMENTS

- **100% of assets** powered across Australia & New Zealand are covered by renewable sources, either Green Power, a renewable energy retailer, or local renewable energy certificates.
- Founding member of **Ad Net Zero** Australia & New Zealand
- **In partnership with Scope3**, launched transparent media emissions for digital Out-of-Home across Australia and New Zealand



NEW ZEALAND

- **JCDecaux HEART** charity partnership with Cure Kids, Kaipatiki Project, and Catalytic Foundation in New Zealand
- Member of **Amotai** to unlock procurement opportunities with Māori and Pasifika businesses
- **Toitū** Carbon Reduce Certified
- 48% **Non-PVC** banner used across static asset network



AUSTRALIA

- Awarded Highly Commended at Mumbrella Awards for **Sustainable Practices**
- Awarded The KARI Foundation **Commitment to Aboriginal Advancement** Award
- **100% of employees** participated in at least one professional development training
- Expanded use of **solar assets** & **Ecobanner** across network





OUR UNIQUE ESG APPROACH FOR AUSTRALIA AND NEW ZEALAND

To strive for positive change in our business, our communities, and our industry by integrating sustainability into everything we do.

The following pages detail our objectives and achievements aligned to each of the pillars of our ESG approach:

01.

Build a sustainable and responsible business

We want to create positive impact across the business areas that matter most:

- Creating sustainable public spaces
- Optimising our environmental footprint
- Building a responsible business ecosystem

02.

Be transparent and always collaborative

Authentic change needs transparency and collaboration. We share our journey to educate the market and accelerate solutions by working together.

03.

Create the future with sustainable solutions

While sustainability for our company is good, enabling the industry to make sustainable choices is even better. We want to create solutions that enable our customers, clients and contract partners to make sustainable choices as well.

BUILD A SUSTAINABLE AND RESPONSIBLE BUSINESS

Our ESG Strategy – Three Impact Areas, Six Focus Topics

Our strategy is designed to focus on key material issues and stakeholder impacts. It is aligned to our global ESG roadmap and adds the most critical local priorities.

SUSTAINABLE PUBLIC SPACES

- Sustainable assets
- Responsible advertising

OPTIMISED ENVIRONMENTAL FOOTPRINT

- Toward net zero emissions
- Curb waste and water

RESPONSIBLE BUSINESS ECOSYSTEM

- A responsible employer
- Exemplary business conduct

SUSTAINABLE PUBLIC SPACES

SUSTAINABLE ASSETS

→ DEVELOP ASSETS THAT MEET PUBLIC, CLIENT, AND SUSTAINABILITY NEEDS

→ **Improve energy efficiency of our digital screen network. 100% of new or replaced digital screens to have energy efficiency improvements from 2024 onwards**

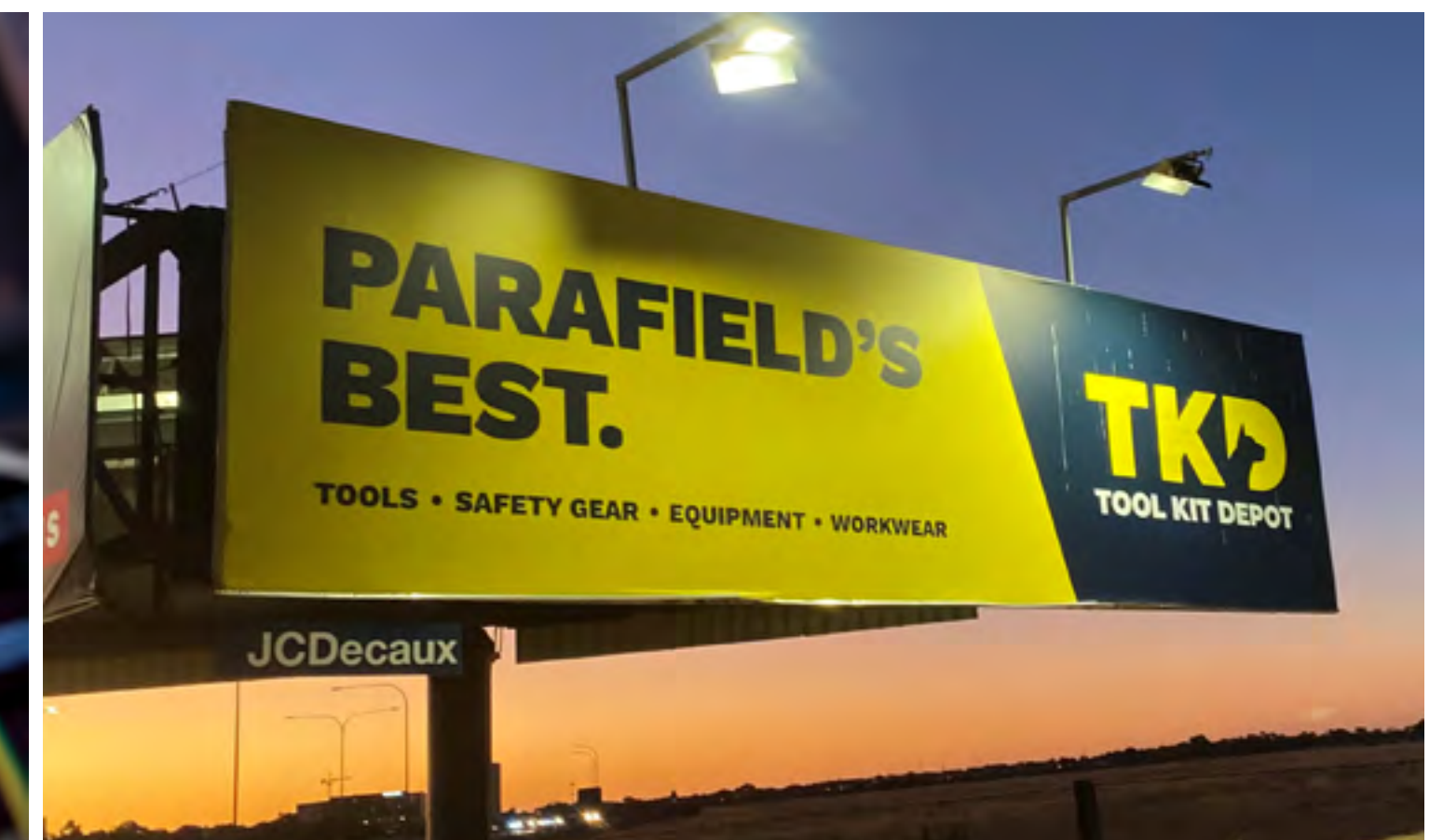
In 2024, we deployed energy-saving technology on a 40m² Large Format Supersite in Perth. Throughout the year, we continued to integrate this technology into all new screens where feasible, supporting our goal to reduce electricity consumption and actively collaborating with screen suppliers to advance next-generation energy-efficient solutions.

→ **Improve sustainability of assets over the whole lifecycle**

In 2024, we began collecting decommissioning waste data from key suppliers to strengthen transparency and accountability. Our assets are built using a high percentage of recyclable materials, and we remain committed to enhancing the sustainability of our asset design, construction and end-of-life process over time.

→ **Advance innovative, sustainable asset formats and integrations**

More than 3,800 JCDecaux assets across Australia support public amenities, representing an investment of over \$200 million. In 2024, we expanded our network of solar-powered Classic Large Format sites and advanced multiple trials of solar-powered advertising assets, reinforcing our commitment to scalable, sustainable infrastructure.



SUSTAINABLE PUBLIC SPACES

RESPONSIBLE ADVERTISING

PROMOTE RESPONSIBLE OUTDOOR ADVERTISING

→ Ensure advertising on our assets complies with community expectations and standards

JCDecaux's internal review team investigated 202 campaign creatives in Australia and seven in New Zealand, resulting in action being taken on 67 in Australia and seven in New Zealand.

To educate our staff on the risks of greenwashing, guidance and protocols were developed to support our marketing and sales teams to identify and respond to claims that may be misleading or inaccurate.

74

creatives adjusted due to internal compliance or review

→ Amplifying impact for causes that matter

Through our charity partnerships initiative JCDecaux HEART, each year, across Australia and New Zealand we partner with charitable and not-for-profit organisations that are aligned with our values and the UNSDG goals. Partners receive a pro bono campaign to help to extend their impact.

In 2024, we worked with our charity partners to provide over \$16 million in media value in Australia, and NZ\$700,000 in New Zealand, amplifying important messages that matter to the communities we serve.

The JCDecaux New Zealand team further supported The Catalytic Foundation by packing Christmas gift boxes for families living in hardship in Aotearoa. Through our partnership, the Catalytic Foundation doubled the number of boxes they provided in 2024.

In Australia, volunteer days were organised with Thread Together, OzHarvest, and Eat Up, with people from across JCDecaux getting involved.

Australia partners



New Zealand partners



\$16M+

in media value donated to charities across NZ and Australia

OPTIMISED ENVIRONMENTAL FOOTPRINT

TOWARD NET ZERO EMISSIONS

→ REACH NET ZERO BY 2050

→ **By 2030 reduce emissions from Scope 1 & 2 by 73% and Scope 3 by 46%, compared to emissions produced by JCDecaux Australia and New Zealand in 2019**

Since 2019, in Australia, we have achieved a 23% reduction in emissions from our buildings (location-based, before accounting for renewable certificates). This is supported by strategic initiatives, including the consolidation of facilities in the second half of 2024, which, on its own, delivered a 50 MWh electricity saving.

Initiatives to address asset energy consumption include Project Switch Off, screen energy efficiency innovation, and lighting upgrades. Previously, JCDecaux blacked out screens during regulated shut-off periods. However, Project Switch Off introduces technology that enables the complete shutdown of screens and reduces unnecessary electricity consumption.

Since 2023 27.5% of classic assets in scope have been upgraded with LED lighting.

→ **100% of electricity covered by renewable sources**

Since 2021, JCDecaux has maintained RE100 compliance across Australia and New Zealand, covering 100% of our electricity consumption with renewable sources. Approximately 50% of our asset energy consumption is connected to accredited GreenPower in Australia, and we purchase renewable energy certificates to cover remaining electricity use. Each year, we aim to increase the percentage of assets connected to GreenPower, or renewable solutions, such as solar power, ensuring our renewable commitments go beyond compliance and deliver real, measurable outcomes.

→ **Reduction in fleet emissions and transition to electric vehicles**

Our fleet emissions have reduced 43% since 2019, driven by continuous improvements to vehicle operations, including annual eco-driver training for our drivers, and reducing size of the water tanks in 11 maintenance vans – both interventions aimed at increasing fuel efficiency.

100%
of electricity consumption including 100% of assets, covered by renewable energy sources

23%
reduction in building electricity consumption since 2019 in Australia





OPTIMISED ENVIRONMENTAL FOOTPRINT

CURB WASTE AND WATER

→ **REDUCE WASTE TO LANDFILL AND WATER USAGE**

→ **In 2024, we diverted 79% of our operational waste from landfill**

JCDecaux is committed to achieving zero operational waste to landfill by 2035, wherever supporting infrastructure exists. By diverting 79% of our operational waste from landfill in 2024, we are well on our way to achieving this goal.

→ **Supply chain engagement for waste management**

Increasing supply chain engagement around waste management was a key focus for 2024. To support this, we created a tracking tool to identify and monitor suppliers responsible for major waste streams associated with our operations. Responses from suppliers have been positive, with many already reporting high recycling rates. Our next step is to analyse areas for improvement and work with our supply chain to progress further.

→ **Accelerate the shift to a Classic banner recycling solution**

JCDecaux invests in the transition to more sustainable solutions for Classic Large Format banners, which are traditionally made from PVC, a challenging material to recycle which often ends up in landfill.

We partnered with a start-up working on a technology that separates PVC materials for recycling, and introduced EcoBanner, by Gale Pacific, a non-PVC alternative made from partially recycled, closed-loop materials.

EcoBanners were installed across multiple sites in Sydney, and we have identified over 700 locations, nationally, where EcoBanner could become standard.

In New Zealand, non-PVC banner materials are offered as standard across our static network.

→ **Facilitate responsible water management**

Water conservation remained a priority. Since 2019, we have reduced water use by more than 50%. In 2024, we further lowered consumption by reducing the size of water tanks in select maintenance vans, following a successful trial of low-water cleaning methods for Small Format street furniture.

79%

of operational waste diverted from landfill in 2024

50%

reduction of water use since 2019

RESPONSIBLE BUSINESS ECOSYSTEM

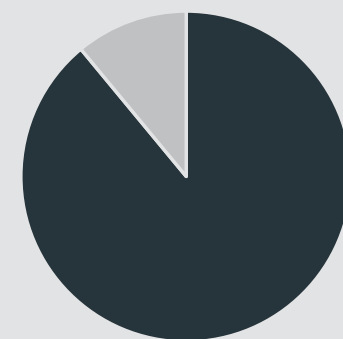
A RESPONSIBLE EMPLOYER

→ **DIVERSITY & INCLUSION**
FOSTER A WORKPLACE WHERE PEOPLE FEEL VALUED, SUPPORTED AND EMPOWERED TO THRIVE

→ **Provide employee experiences that matter and drive our future success**

In 2024, 89% of employees reported feeling proud to work at JCDcaux and 87% expressed satisfaction with the flexible work arrangements available to them. Our employee Net Promoter Score (e-NPS) increased by 32% over the past four years.

We introduced a range of enhanced leave benefits, including marriage leave, an increase in primary parental leave to 14 weeks, extended full-pay leave for secondary carers and additional bereavement and compassionate leave entitlements.



89%
of employees feel proud to work at JCDcaux

→ **Empower our people within a welcoming culture of equality and diversity**

The launch of our Diversity, Equity, Inclusion and Belonging (DEIB) Strategy in 2024 helped formalise many of the practices already instilled across the business. 100% of senior leadership recruitments had a female candidate at final interview or hired. 44% of the senior leadership team are women.

We maintained a 60:40 female-to-male hiring split, and our gender pay gap remained below both national and industry averages, with a median pay gap of 0.9% and a mean gap of 12.4%.

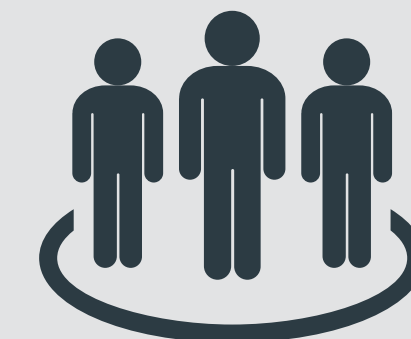


100%
of senior leadership recruitments had a woman at final interview or hired

→ **Develop our current and aspiring leaders through a range of targeted development initiatives**

With an eye towards leadership development, we identified current and aspiring leaders across the business and provided them with opportunities to build capability, confidence and consistency in people leadership.

94% of the executive team completed core leadership training, and 100% of employees participated in a professional development initiative, for example leadership training, presentation skills or customer service training. As a result, 62% of leadership roles were filled by internal candidates.



62%
of leadership roles were filled by internal candidates

RESPONSIBLE BUSINESS ECOSYSTEM

A RESPONSIBLE EMPLOYER

→ TO PROVIDE AN INCLUSIVE, SAFE, AND HEALTHY WORKPLACE FOR ALL

→ **Aim for zero critical incidents and minimise near misses**

In Australia, our incident and serious near miss frequency outperforms the industry average. We improved asset condition standards and refined our framework for surveillance and response, resulting in reduced asset downtime and an improved safety profile for assets.

We established a strategy to improve the critical risk of working near live traffic. This will be supported by tailored training for key personnel. We installed AI-enhanced cameras on forklifts in Australia to reduce the risk of collisions with pedestrians.

We successfully achieved a three-year reaccreditation for our safety system to ISO9001, ISO 14001 and ISO 45001.

→ **Increase focus on psychological risk and wellbeing**

In 2024, we established a three-year psychological safety plan. JCDecaux became the first Out-of-Home company to partner with The Mates Group, a suicide prevention charity

specific to the construction sector. Building on momentum created by the business wide RUOK event and mental health at work, the CEO and executive leaders undertook suicide prevention training. Additionally, 20 Australian employees took part in Mental Health First Aid training with the plan to roll out the training to more employees in 2025. In 2025 the internationally accredited Applied Suicide Intervention Skills (ASIST) will be offered across Australia to all staff.

In New Zealand, we partnered with the Umbrella Group to deliver leadership training in psychological safety and personal resilience to 26 staff members.

→ **Strengthened workplace safety and respect initiatives**

JCDecaux implemented a Sexual Harassment Prevention plan, aligned with Queensland regulatory requirements and as part of our broader commitment to a safe and respectful workplace. The plan includes tailored training, updated reporting pathways, and leadership

engagement, with national rollout scheduled for completion in 2025. This reflects our zero-tolerance stance on inappropriate workplace conduct and builds on our diversity, equity, inclusion, and belonging and psychological safety commitments. Recognising the unique public-facing nature of our industry, we also introduced occupational violence awareness training for our operations team, an essential step in preparing staff to navigate potentially hostile interactions in the field. Plans are in place to extend this education to key contractor partners in 2025.

20 staff trained in Mental Health First Aid



RESPONSIBLE BUSINESS ECOSYSTEM

EXEMPLARY BUSINESS CONDUCT

→ ADVANCE RECONCILIATION ACTION

Our vision for reconciliation

is for an Australia that listens to, celebrates, embraces and is united by First Nations voices and perspectives.

JCDecaux is proud to have received endorsement from Reconciliation Australia for its Innovate Reconciliation Action Plan (RAP). We were honoured to receive the KARI Foundation Commitment to Aboriginal Advancement Award, recognising the multiple genuine efforts we've made across our business.

→ **Expand procurement opportunities for Aboriginal and Torres Strait Islander owned businesses**

Through procurement and partnerships, JCDecaux invested in a range of Aboriginal and Torres Strait Islander businesses in FY24, such as hosting cultural education and experiences, creating First Nations artwork, and supplying our HQ with Indigenous-owned coffee beans. We also continued our membership of Supply Nation, helping identify new procurement opportunities.

→ **Improve employment and development outcomes for First Nations people within our business**

To inspire the next generation of Indigenous leaders, in partnership with KARI, JCDecaux visited Windsor High School to talk about careers in media.

→ **Continue to build education and cultural awareness within our business**

In partnership with Aboriginal education provider Mirri Mirri, we continued to deliver cultural learning sessions to meet our ambition to have 100% executive team participate across Australia and New Zealand, and 100% senior leadership in Australia. Team members also participated in immersive cultural experiences, including a Tribal Warrior Cultural Cruise in Sydney and a Cultural Walking Tour in Melbourne.



RESPONSIBLE BUSINESS ECOSYSTEM

EXEMPLARY BUSINESS CONDUCT

→ ADVANCE RECONCILIATION ACTION

→ **Increase opportunities for First Nations storytelling to build cultural understanding in the community using our advertising network**

During National Reconciliation Week, we hosted an event with speakers from some of our Indigenous owned partners including Cox Inall Ridgeway, Mirri Mirri, and ARA. We donated media space to display the official 2024 National Reconciliation Week campaign - Now More Than Ever - across our digital assets nationally. We launched a new Large Format site in Gosford. As a way of acknowledging the Traditional Owners of the land, an Acknowledgment of Country creative was displayed (see photo on bottom right), following endorsement from the Darkinjung Local Aboriginal Land Council. As part of our ongoing commitments, an acknowledgement of the Traditional Owners has become standard information included on all Large Format site cards which are provided to clients.



RESPONSIBLE BUSINESS ECOSYSTEM

EXEMPLARY BUSINESS CONDUCT

→ RESPONSIBLE PROCUREMENT

→ Modern Slavery process and evaluation implemented in the business

JCDecaux assessed 100% of key suppliers, defined as suppliers meeting specific spend and potential risk thresholds, for compliance as well as expanding our due diligence to include relevant, high risk non-key suppliers. At the end of 2024, we launched a tailored engagement program that provided resources, support and guidance for key suppliers without an existing Modern Slavery Statement or policy. This resulted in key suppliers with a Modern Slavery policy increasing by 15%, reaching 95% by July 2025.

→ Integrate social and environmental consideration into procurement process

We expanded our supplier evaluation criteria in 2024 to include these factors, enabling more informed decision-making and alignment with our values. Our updated Responsible Procurement Policy, coming into effect from 2025, formally outlines our commitment to partnering with suppliers who share our social and environmental goals.

→ Annual key supplier evaluation for 100% key suppliers

In line with our Supplier Code of Conduct, we ensured that 100% of key suppliers underwent an annual evaluation.





DRIVING PROGRESS THROUGH TRANSPARENCY AND COLLABORATION

Meaningful progress requires transparency and shared collective action across the media value chain. Through key partnerships and industry participation, JCDecaux continues to lead by example in the open exchange of data, ideas and innovation.

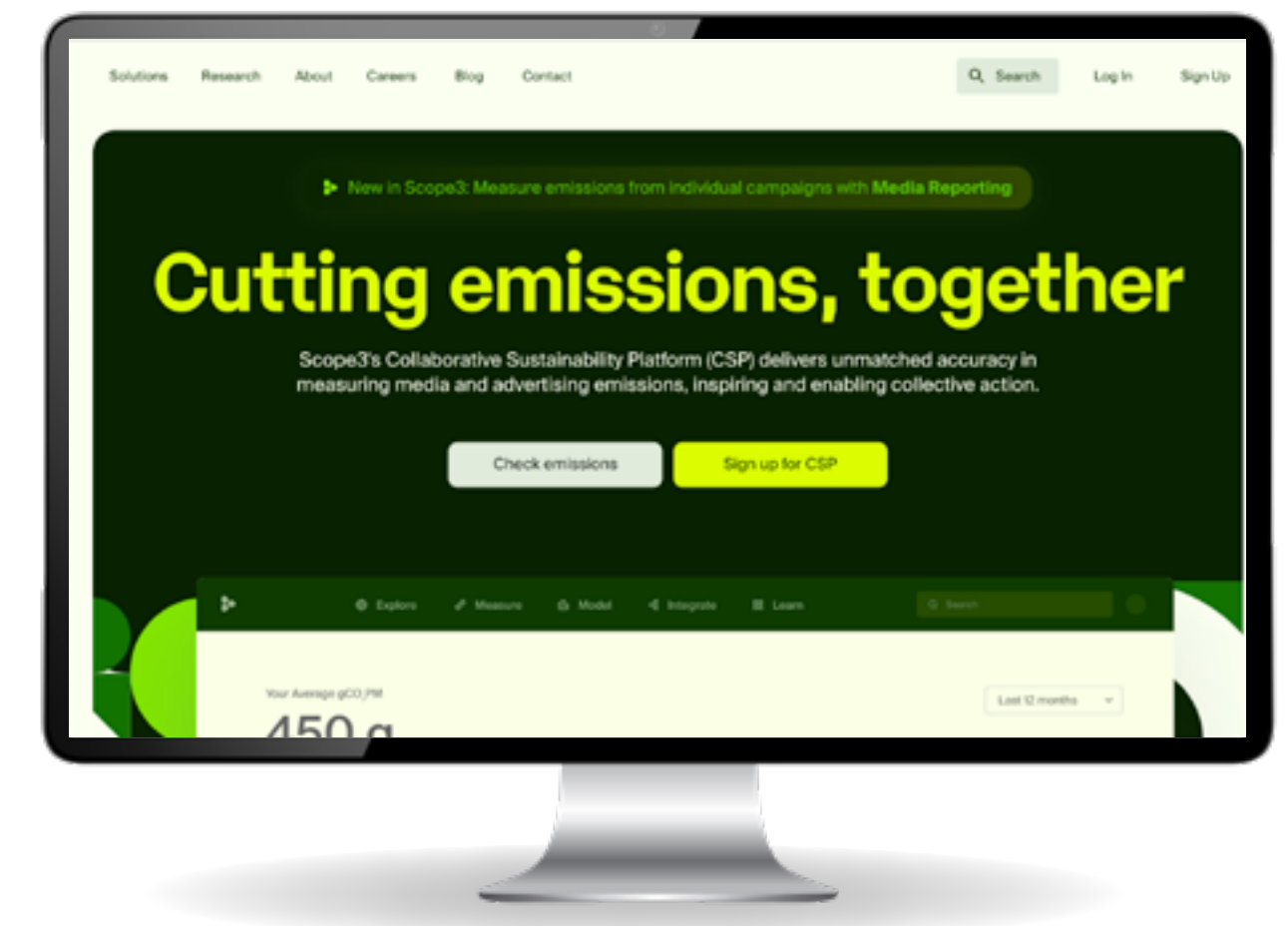
Transparency Through Measurement: Partnership with Scope3

Since 2023, JCDecaux Australia & New Zealand has partnered with Scope3, the global leader in media emissions measurement, to bring greater transparency and standardisation to carbon reporting in the Out-of-Home sector. The platform provides carbon measurement across the digital media supply chain, enabling advertisers to assess and manage emissions associated with each aspect of their media buy.

In 2024, JCDecaux and Scope3 proudly launched the digital Out-of-Home channel on their emissions measurement platform becoming the first and only Out-of-Home media company in Australia to publish emissions data through Scope3, which are publicly available. In New Zealand, we joined industry peers in supporting this initiative, helping to establish a consistent and transparent standard for measuring and managing carbon emissions across the New Zealand market.

With growing global and local requirements for carbon reporting, JCDecaux is supporting clients and advertisers with timely access to trusted, open-source methodologies.

Notably, **digital Out-of-Home has emerged as the most energy-efficient media channel** among those currently measured on Scope3.



- [Read more about our partnership with Scope3](#)
- [In the press – JCDecaux partners with Scope3 on measuring emissions](#)

Leading Through Collaboration: Creating opportunities to share with peers

Advancing Sustainability in Out-of-Home Advertising - Industry Event

JCDecaux facilitated a landmark industry event at the Sydney Opera House in partnership with the Outdoor Media Association (OMA), oOh!media, and QMS. The event, hosted by OMA CEO Elizabeth McIntyre, featured keynote speaker Senator Jenny McAllister, then Assistant Minister for Climate Change, and drew over 100 attendees from across the media industry. Sessions covered emissions measurement, industry waste management, and the role of cross-sector collaboration in accelerating change.

IAB & JCDecaux - Learning Opportunities

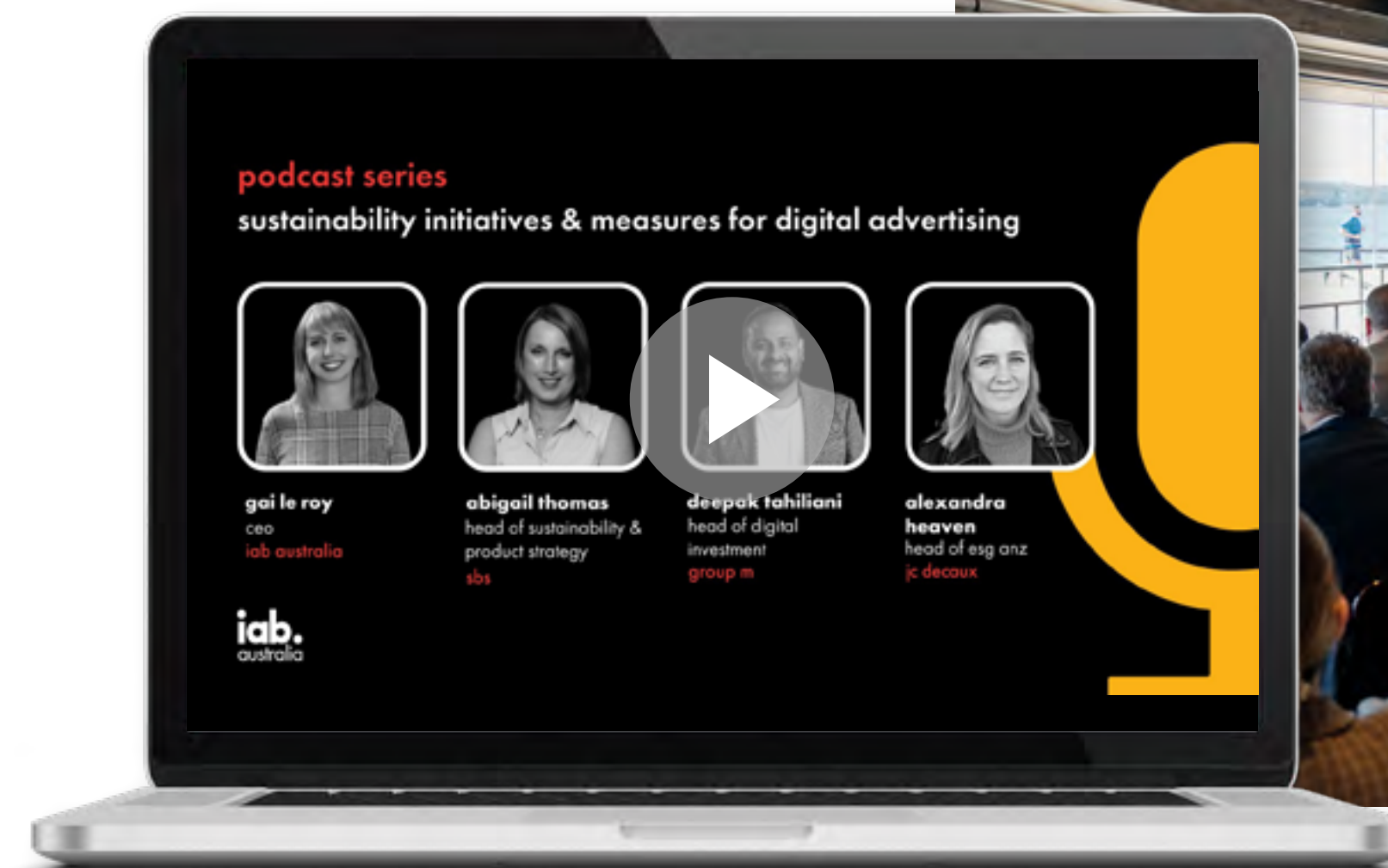
JCDecaux's Head of ESG, Alexandra Heaven, has continued to champion knowledge sharing across the broader media ecosystem. This included a feature appearance on an IAB Podcast with Gai Le Roy and Deepak Tahiliani (GroupM), exploring developments in digital advertising emissions reporting. Alex also hosted a sustainability panel at the IAB & OMA Powering Digital Out-of-Home conference, joined by leaders from Publicis, Hivestack, and Scope3, to discuss the future of responsible media.

- ➔ **IAB Podcast - Sustainability Initiatives and Measures for Digital Advertising**
- ➔ **Powering Digital Out-of-Home - A Sustainable Future for programmatic Digital Out-of-Home (Session Recording)**

Advancing Industry Progress: Founding Member of Ad Net Zero in Australia & New Zealand

JCDecaux is a foundation member of Ad Net Zero in both Australia and New Zealand, joining a collective effort to address the climate emergency in the advertising and media industries. The initiative is focused on decarbonising advertising operations and promoting sustainable behaviours, services, and products.

In 2024, Ad Net Zero launched in Australia and our Head of ESG, Alexandra Heaven, represented JCDecaux at the Australian launch event, joining senior leaders from Nestlé, Google, and Publicis Australia & New Zealand on a panel to discuss the sector's path forward. In both markets, JCDecaux actively contributes to the Media Emissions Working Group, ensuring the voice of the Out-of-Home sector is part of shaping emissions reduction strategies across the value chain.



SUSTAINABLE MEDIA SOLUTIONS

JCDecaux recognises that our biggest opportunity for impact lies in enabling advertisers to make more sustainable media choices. We expanded our portfolio of sustainable solutions in 2024, allowing brands to reduce emissions, support renewable energy and promote responsible messaging.

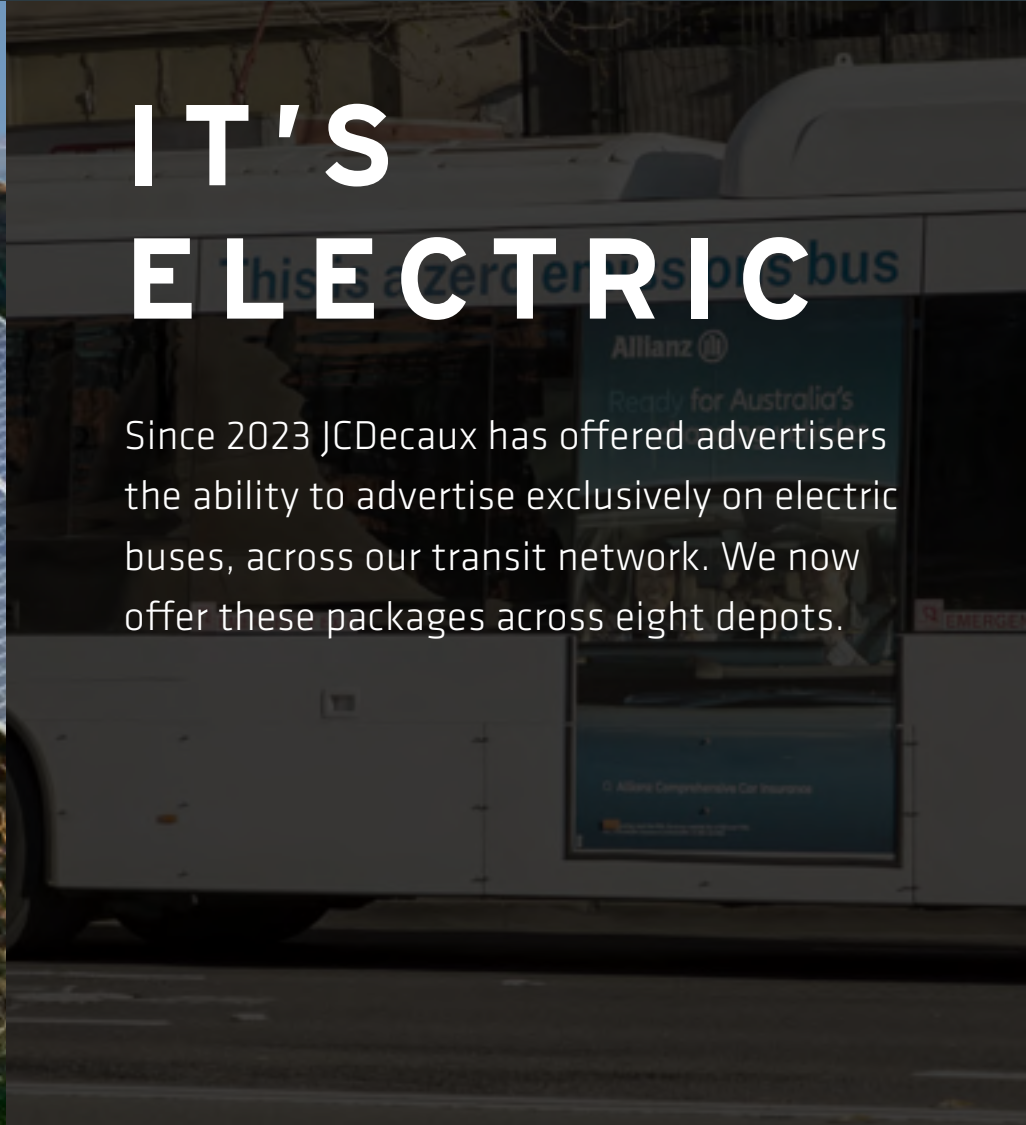
LOW-EMISSIONS MEDIA

JCDecaux introduced new ready-made lower-emission programmatic networks powered by Scope3. These pre-selected networks which offer 31-53% emissions reduction compared to the Scope3 digital Out-of-Home benchmark, offer a straightforward way for clients to measure and reduce their impact, while still reaching the right audience.



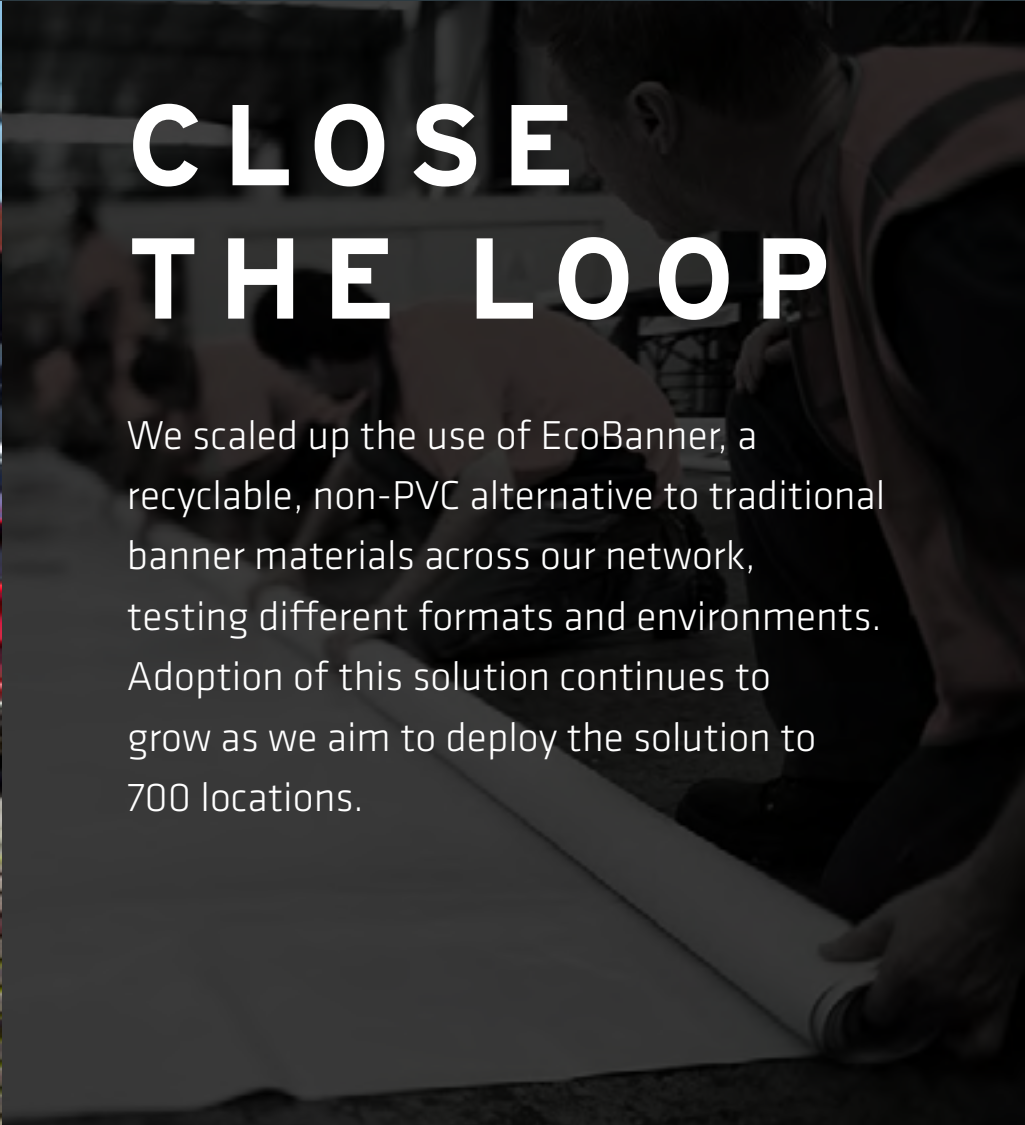
IT'S ELECTRIC

Since 2023 JCDecaux has offered advertisers the ability to advertise exclusively on electric buses, across our transit network. We now offer these packages across eight depots.



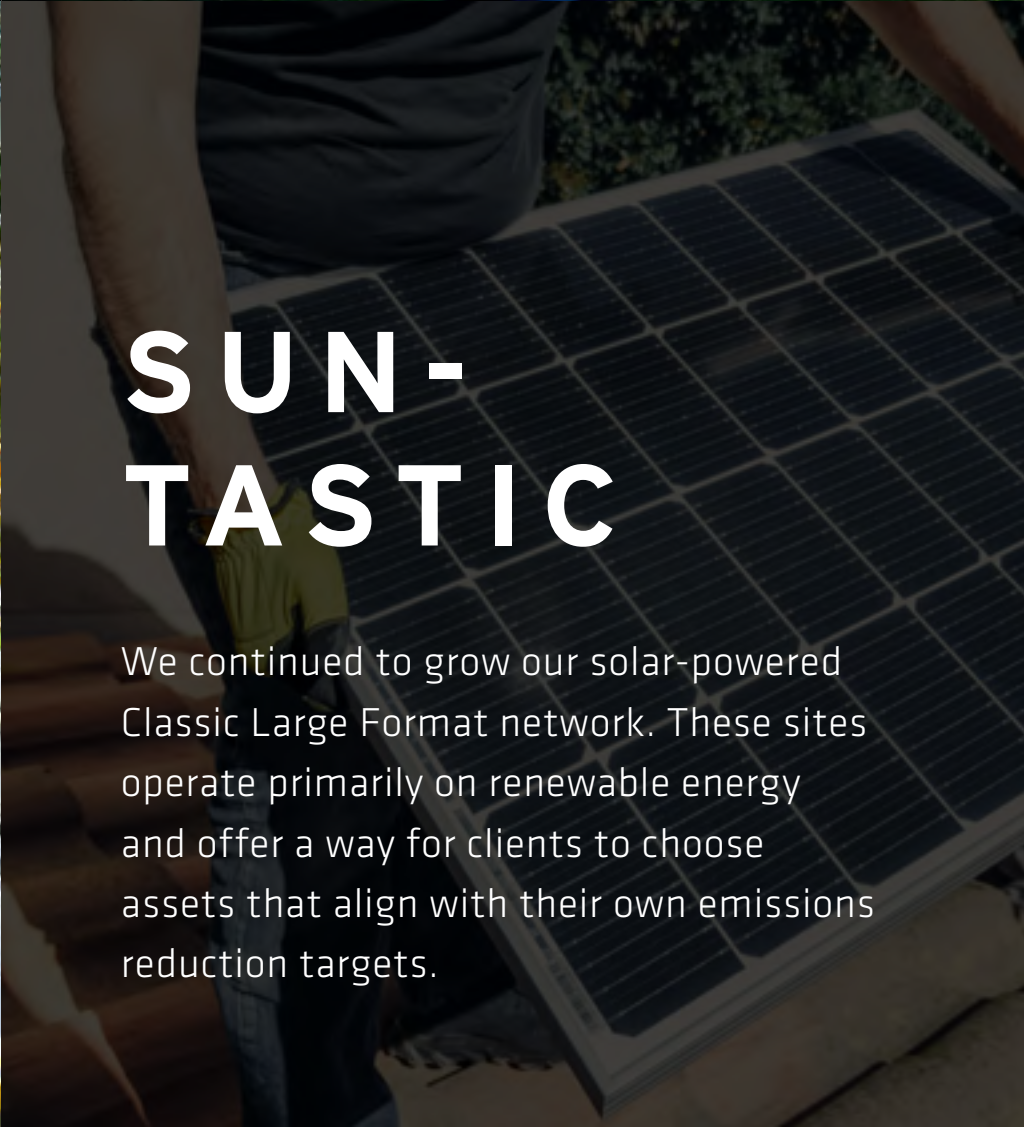
CLOSE THE LOOP

We scaled up the use of EcoBanner, a recyclable, non-PVC alternative to traditional banner materials across our network, testing different formats and environments. Adoption of this solution continues to grow as we aim to deploy the solution to 700 locations.



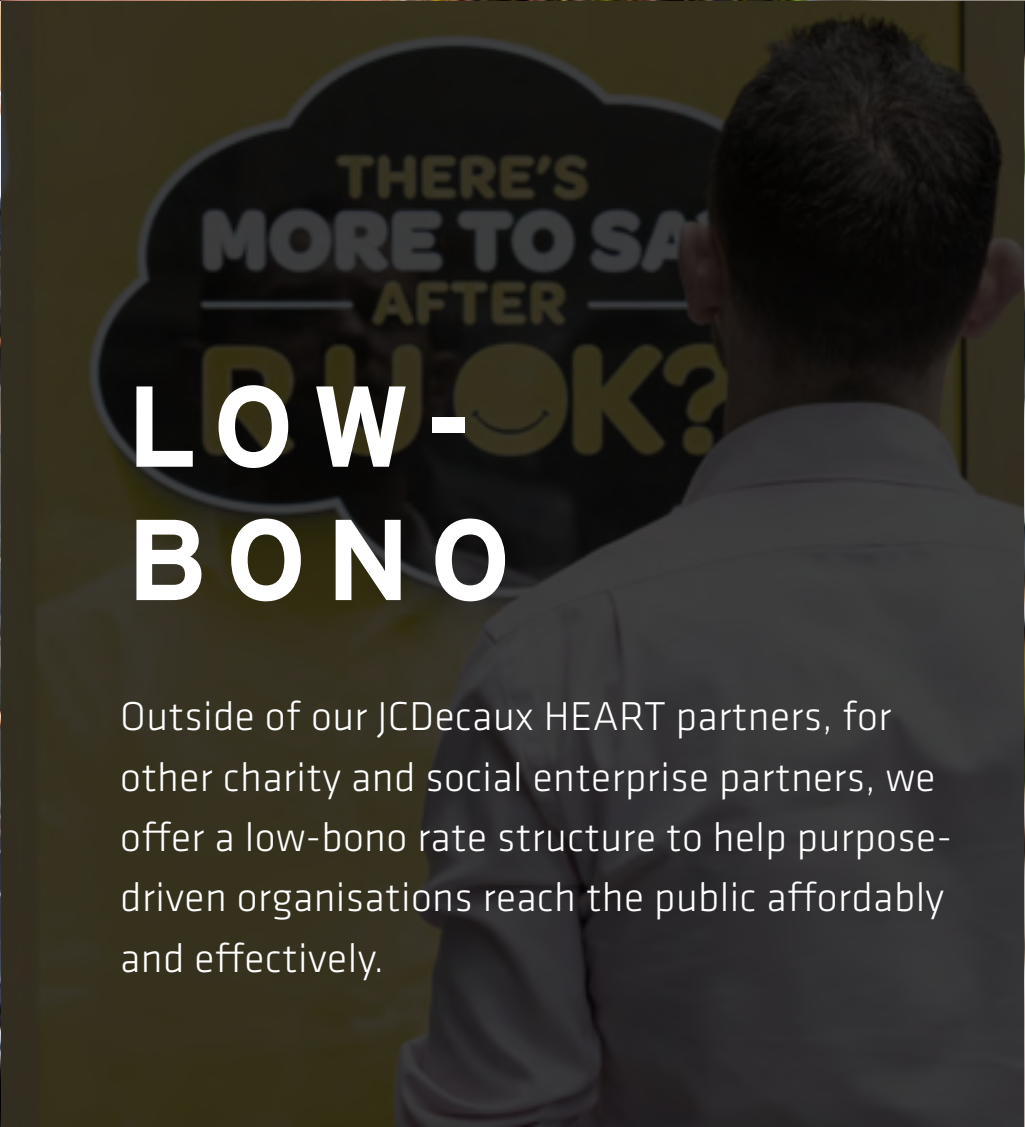
SUN-TASTIC

We continued to grow our solar-powered Classic Large Format network. These sites operate primarily on renewable energy and offer a way for clients to choose assets that align with their own emissions reduction targets.



LOW-BONO

Outside of our JCDecaux HEART partners, for other charity and social enterprise partners, we offer a low-bono rate structure to help purpose-driven organisations reach the public affordably and effectively.



SUSTAINABLE MEDIA SOLUTIONS

JCDecaux values working with clients who put sustainability at the heart of their campaigns. From ready-made solutions to bespoke innovations, we are proud to partner and champion the brands that choose our sustainable media options to help drive positive impact.

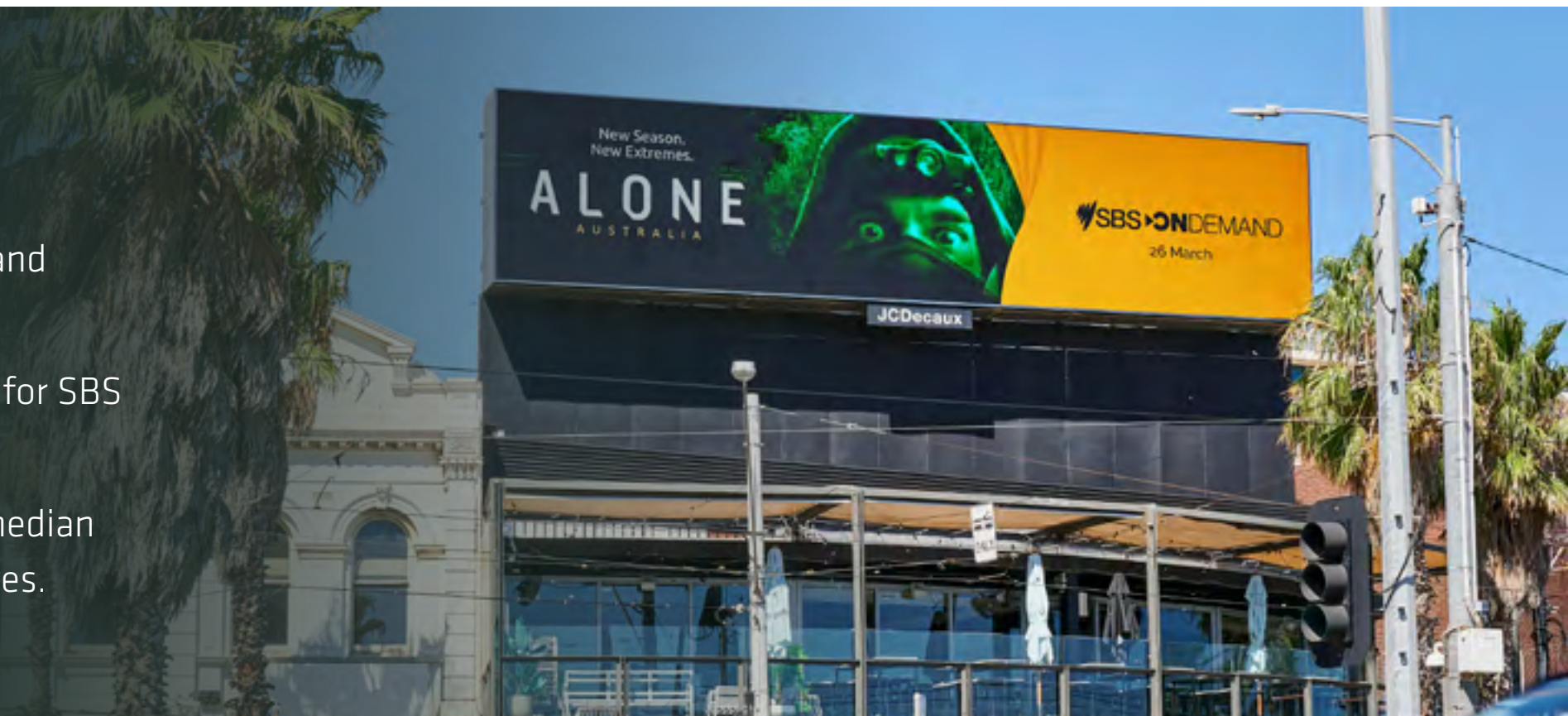
Launch partner for JCDecaux low-emissions programmatic solutions



SBS, in its commitment to sustainability, aims to design promotional campaigns which minimise emissions. As a valued and values-aligned partner SBS engaged JCDecaux to develop a more sustainable campaign for Alone Australia Season 3.

Our newly developed low-emissions programmatic solution met both sustainability and audience targeting requirements for SBS with ready-made formats and a curated panel selection.

The campaign resulted in an estimated 57% lower median emissions per 1000 impressions (gCO2ePM) than the Scope3 median digital Out-of-Home benchmark, successfully achieving reduced emissions while maintaining campaign targeting objectives.



Aligning brand and media values



For the Australian launch of its Eco Made Logical campaign, Earthwise chose to align its media strategy with its core sustainability values. By leveraging JCDecaux's electric bus fleet across Melbourne and Sydney, the brand not only amplified its message but also actively supported the transition to low-emissions transport, demonstrating a genuine commitment to sustainable action through responsible media choices.



Committed to sustainable innovation

Felix Mobile partnered with the JCDecaux Creative Solutions team to upcycle their billboard materials into stylish and practical tote bags, gaining a second life for their brand message and the billboard material.



ESG BAKED INTO THE BUSINESS

Where possible, our approach is to **embed sustainability** into existing functions and processes.

GOVERNANCE STRUCTURE FOR ESG AT JCDECAUX AUSTRALIA & NEW ZEALAND

JCDECAUX GLOBAL

EXECUTIVE BOARD

SUSTAINABLE DEVELOPMENT TEAM

JCDECAUX AUSTRALIA & NEW ZEALAND

EXECUTIVE LEADERSHIP TEAM

ANZ ESG LEADERSHIP

ESG RESPONSIBILITY

Sets global strategy, local ESG targets and budgets

Develops global ESG strategy, provides resources, engages teams

Oversight of ANZ strategy and performance

Development and leadership of ANZ ESG strategy and performance

ESG EMBEDDED ACROSS ALL FUNCTIONS OF THE BUSINESS

Sustainable Assets

HEART Committee

People & Culture

Advertising Ethics

Reconciliation Action Plan Working Group

Diversity, Equity, Inclusion & Belonging Committee

Sustainability in Operations



FRAMEWORKS AND POLICIES

As a global leader in our industry, we have a duty to run our business in an ethical and exemplary manner. Our framework of policies governs our way of working and business conduct.

Code of Ethics

JCDecaux’s Code of Ethics seeks to formalise the rules of business conduct applicable to all Group employees, customers, financiers, and suppliers/service providers. It highlights three fundamental rules of ethics:

- The prevention and fight against corruption and undue influence
- The prohibition of anti-competitive practices
- The obligation of accuracy and transparency in accounting and financial areas.

In addition to our Code of Ethics, in 2024 we:

- Implemented the JCDecaux Group internal Policy on Conflicts of Interest
- Implemented the JCDecaux Group internal procedure relating to Sponsorship & Patronage
- Expanded the local Australia and New Zealand Workplace Conduct Policy to include specific anticorruption provisions
- Implemented a local Australia and New Zealand Gifts, Invitations and Other Benefits Policy

→ [Discover our Code of Ethics](#)

Modern Slavery Act Statement

In accordance with our Australian statutory obligations, JCDecaux publishes a Modern Slavery Act Statement each year, which can be found here. It covers operations in Australia and New Zealand.

→ [Modern Slavery Act Statement](#)

Supplier Code of Conduct

The JCDecaux Supplier Code of Conduct defines the principles that any supplier working with us must respect across all its activities and throughout the world. It is part of the JCDecaux sustainability approach. It sets out JCDecaux’s expectations of its suppliers in terms of IT security, social and ethics, health, safety and hygiene, and the environment.

→ [Discover our Supplier Code of Conduct](#)

Reporting system

A system for alerting to or reporting potential or realised ethics risks (in violation of Code of Ethics) or Vigilance (in violation of International Charter of Fundamental Social Values) has been rolled out since 2018 across all Group subsidiaries.

→ [Australian Whistleblowing Procedure](#)

Ensure that personal data is protected

As part of our business activities, the companies within JCDecaux are required to process personal data. This data concerns people outside the company, in particular third party contacts (customers, service providers, suppliers, etc.), job candidates, employees, and other staff members. Our privacy policy covers responsible handling of that data.

→ [Privacy Policy](#)

International Charter of Fundamental Social Values


JCDecaux’s International Charter of Fundamental Social Values describes the Group’s commitment to respecting human rights and strengthens the protection of fundamental social rights.

→ [International Charter of Fundamental Social Values](#)

Responsible Tax Policy

The Group tax policy states JCDecaux’s commitment to ensuring adherence to tax regulations and to interpreting them in a reasonable and consistent manner across all of our operations. We pay tax in the place where the related value is created, and economic activity is conducted. We practice transparency to build trusting relationships with the tax authorities. We do not use tax vehicles located in tax havens for tax optimisation purposes. You can read more about our tax policy here:

→ [JCDecaux global universal registration document](#)



Contact
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Alexandra Heaven
Head of ESG



THE
SUSTAINABLE
MEDIA