

**LONDON BOROUGH OF
RICHMOND UPON THAMES**

Communication Hub Proposal

PART 3 - SUSTAINABILITY AIMS

SUSTAINABILITY : Key to the Future of Cities

COMMITTING TO **100% RENEWABLE ENERGY BY**

2022 JCDcaux is the first Out-of-Home company to join the RE100 initiative



GREEN

100% **ELECTRICITY** used in our buildings and advertising sites

LED lighting installed on street furniture

9 **ELECTRIC VANS IN OPERATION**



98.5% OF ALL WASTE **RECYCLED OR RECOVERED**

100% OF PAPER AND PE VINYL POSTERS **RECYCLED**

JCDcaux

31% LESS CO2 PRODUCED BY OUR VEHICLES COMPARED TO 2012



SITE LANDSCAPING, GREEN WALLS AND VISUAL AMENITY
RAINWATER COLLECTED FOR CLEANING BUS SHELTERS

814 TONNES OF WASTE **DIVERTED FROM LANDFILL**

SEDEX AWARD 2ND PLACE **CERTIFIED** ISO 14001 & ISO 50001

BEST ENVIRONMENTAL SUSTAINABILITY PROGRAMME

Our business is backed
by electricity generated
from renewable sources.

All source certification meets GHG Protocol Scope 2 Guidance Quality Criteria. This is not a REGO certificate. REGO certificates are held by energy suppliers for Fuel Mix Disclosure. The zero carbon electricity that we buy for Zero Carbon or Renewable tariffs and products is supplied into the National Grid. Customers receive that electricity through the National Grid, not directly from zero carbon generators.

We certify that

JCDecaux UK Limited

has 100% of its electricity generated in
the UK from clean renewable sources,
wind, solar and/or hydro.

Insert site address here

All sites

Insert date here

01/01/2020 - 31/12/2021



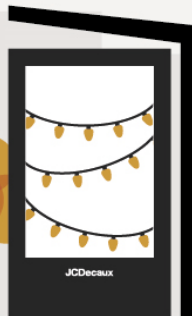
Rich Hughes
Director of Sales and Marketing



OUT OF HOME : As a Force of Good

8,200
BUS SHELTERS

PROVIDED & MAINTAINED
BY JCDECAUX UK

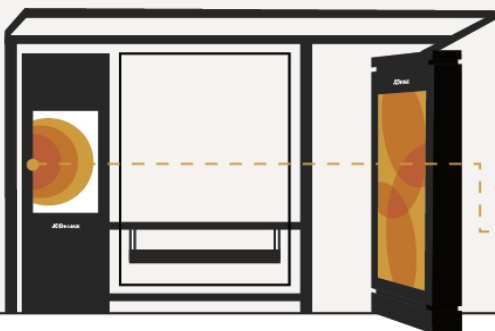


+330 STAFF IN OPERATION & MAINTENANCE

STREET FURNITURE CLEANED
EVERY 2 WEEKS



EMERGENCY MESSAGING
WILL OVERRIDE ADS TO SHOW LIVE ALERTS FOR THE PUBLIC



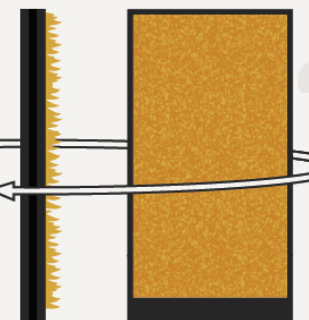
+88

LIVETOUCH PANELS
OFFERED WITHIN STREET FURNITURE ASSETS



+50

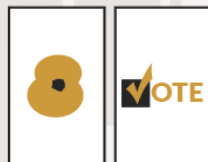
DEFIBRILLATORS OFFERED
WITHIN street furniture assets



COLLABORATING WITH COUNCILS

+2,000
STATIC ADS

offered to councils to promote local jobs, businesses & opportunities



+11 MILLION
MONTHLY IMPRESSIONS*

delivered in digital screens, with a 10% share of time

*number of eyeballs that see an advert



VIOOH

Digital campaigns can be updated and scheduled remotely by our Council Partners through VIOOH, an independent marketplace that enables automated planning and trading of out-of-home inventory