

**POWER OF THE
PUBLIC
SCREEN**

COMMUNICATION HUBS

THE ORIGINAL INNOVATOR



1964 - Jean-Claude Decaux invents the concept of advertising street furniture in Lyon, France.



1971 - Expansion into Portugal, the Company's first non-French speaking subsidiary.



1982 - Expansion into major European countries, including Germany and Spain.



1984 - JCDecaux enters the UK market for the first time.



1992 - Lord Norman Foster becomes first designer to work with JCDecaux.



1994 - JCDecaux wins its first contract in America.



2015 - JCDecaux UK is awarded the world's largest bus shelter advertising concession.



2019 - JCDecaux UK installs its first Communication Hub.

“

My whole career has been driven by a constant desire for excellence, a strong emphasis on design, and an obsession with always, always using our advertising-based business to serve the community.

”

JEAN-CLAUDE DECAUX

FOREWORD OF THE BOOK “JCDECAUX – 50 YEARS OF PASSION AND INNOVATION”



DELIVERING SMART CITY SOLUTIONS

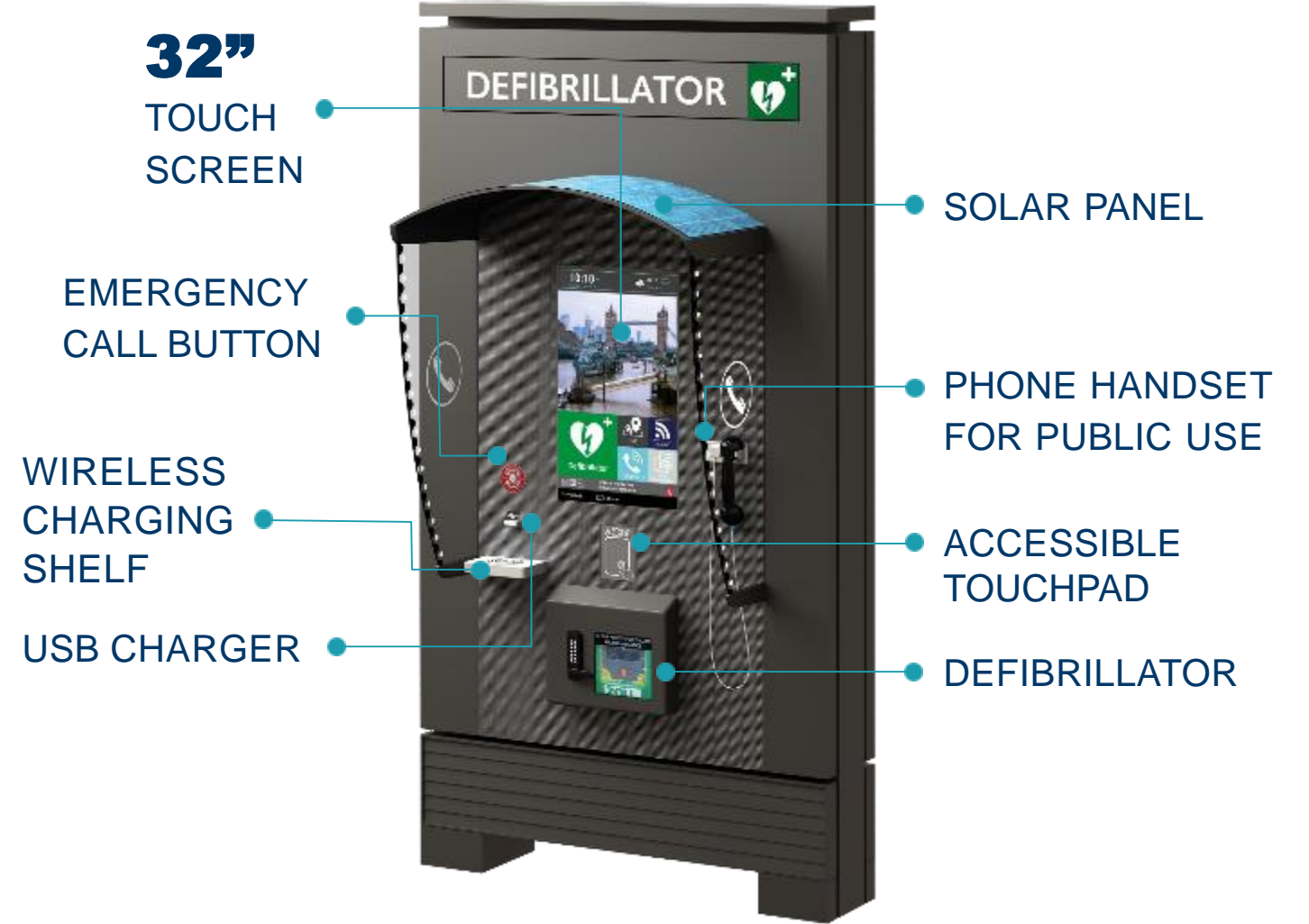
JCDecaux UK is a pioneer for urban street furniture, supporting the delivery of smart cities in the communities it serves.

- Innovative products tailored to the unique requirements of people, cities and visitors
- Multi-functional Communication Hubs providing access to a wide range of digital services
- Keeping communities connected in the urban environment



IMPROVING THE PUBLIC REALM

POWERING THE SMART CITY





GOOD FOR... THE ENVIRONMENT

SOLAR POWER

USED TO PROVIDE DOWN-LIGHTING

ENERGY CONSUMPTION

100% RENEWABLE ENERGY

AIR QUALITY

MONITORING CAPABILITY

CLEANED

WITH COLLECTED RAINWATER

GOOD FOR... CONNECTIVITY

The key to a smart city is connectivity. By using the latest digital technology via the LiveTouch interactive screen, Councils are able to engage with the community in real-time.



FREE CALLS AND WIFI

ACCESS TO THE PUBLIC - EXCLUDES MOBILES



CONNECT TO LOCAL SERVERS

ABILITY FOR COUNCILS TO INTERACT WITH THE PUBLIC



PROVIDING 4/5G

AIDING RELIABLE NETWORKS FOR THE 21ST CENTURY

GOOD FOR... CONNECTING WITH COMMUNITIES

JCDecaux UK's 32" LiveTouch screen provides local information, allowing Councils to communicate with the public in real-time.



INTERACTIVITY

DIRECT LINKS TO LOCAL SERVICES

PLACES

LOCATION-BASED SERVICES

LIVE FEEDS

REAL-TIME UPDATES ON EVENTS

SOCIAL

CITY RECOMMENDATIONS

TRANSPORT

WAYFINDING, MAPS AND TIMETABLES

GOOD FOR... COMMUNITY MESSAGING

Each day, JCDecaux is in contact with millions of people all over the world, providing them with increasingly relevant information and services as they travel.

JCDecaux UK works alongside local authorities and police services to provide a way to interact with communities, whether that be displaying Covid-19 information, encouraging voting in elections or providing messaging to keep cities safer.

“

GMP has used the digital screens on JCDecaux's Communication Hubs to promote a wide range of **key public messaging** including online reporting, safety in the night-time economy, counter-terrorism prevention and crime-prevention strategies. The Hubs have allowed us to reach a **large number of the public** passing the screens and our messaging has been received positively by the public. We have also been able to use the screens to support dedicated action days in specific locations. I believe this is a **positive initiative**, contributing to safety within Manchester City Centre.

”

INSPECTOR O'CONNOR

GREATER MANCHESTER POLICE



GOOD FOR... COMMUNITY MESSAGING

An innovative 'Tap to Donate' and digital donation scheme to tackle homelessness has been launched by Andy Burnham across Greater Manchester.

12 'tap to donate' points have been installed across the city region. Flagship locations include The Trafford Centre and JYSK stores in Stockport, Bolton, Bury and Oldham.

A digital screen campaign with a text to donate message and QR code on 17 digital Communication Hubs across Manchester City Centre, in partnership with JCDecaux UK, is supporting the campaign.

“

We are hugely grateful to our existing supporters and sponsors who have helped us roll out these devices so far. We're on a mission to achieve real change within the homelessness system right across our city region, but we cannot do it without the support of companies, businesses and the generous Greater Manchester public.

”

VANESSA HAWORTH

HEAD OF THE GREATER MANCHESTER MAYOR'S CHARITY



GOOD FOR... HEALTHY COMMUNITIES



GET WALKING

MAP APPS TO ENCOURAGE
WALKING IN THE COMMUNITY



HELPLINE SERVICES

ACCESS TO FREE DIAL HELPLINES



AIR POLLUTION MONITORING

NOTIFICATIONS ON AIR QUALITY

GOOD FOR... HEALTHY COMMUNITIES

IN PARTNERSHIP WITH THE COMMUNITY HEARTBEAT TRUST

Communication Hubs are designed with public health at the forefront of innovation and development, including the installation of defibrillators which can triple the chance of saving a life.

“

We are delighted to work with JCDecaux UK to provide defibrillators across the UK. Cardiac arrests can happen to anyone at any time and after calling 999 and doing CPR, using a defibrillator offers the best chance to save a life. Early defibrillation can triple a victim's chance of survival. With clear voice and visual instructions that guide the user through the process, these defibrillators are straightforward to use and require no special training, although we will work with the communities near these kiosks to offer training. We would urge everyone to be prepared, be ready and save a life.

”

MARTIN FAGAN

NATIONAL SECRETARY | THE COMMUNITY HEARTBEAT TRUST CHARITY



GOOD FOR... SAFETY

Communication Hubs utilise state-of-the-art technology to help keep the community safe.



EMERGENCY CALLS FUNCTION

QUICK ACCESS TO EMERGENCY SERVICES



FREE PHONE CHARGING

KEEPING PEOPLE SAFELY CONNECTED



LIFESAVING

INSTALLED WITH DEFIBRILLATORS FOR PUBLIC SAFETY

GOOD FOR... CITYSCAPES

INFOCUS TO COMMUNICATION HUB UNIT

User friendly and accessible, the Communication Hub, with an 86" digital screen, has a high quality, inclusive design which visually complements its environment.



“ The function of design is letting design function. ”

MICHA COMMEREN



In order to keep products and cityscapes looking their best, JCDecaux UK takes care of regular maintenance and cleaning, including consistent refurbishment.



SHORTLISTED FOR IEMA AWARDS

JCDecaux UK was shortlisted for two prestigious awards by the Institute of Environmental Management & Assessment (IEMA) in the following categories:

- Community and Social Value (for the social impact and charities programme)
- New Product, Service or Technology (for the Communication Hub rollout)

These nominations reflect JCDecaux UK's work within the communities it serves and the ability to deliver tangible benefits for people living, working and visiting its cities.



SUSTAINABILITY

Key to the future
of our cities

100% RENEWABLE ENERGY

JCDecaux 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

A graphic of a lightbulb where the glass part is a globe. The number '100%' is written inside the globe. The word 'GREEN' is written in a green banner above the lightbulb. To the right, there is a box containing the text 'ELECTRICITY used in our buildings and advertising sites' and 'LED lighting installed on street furniture' with a small icon of a lightbulb.

COMMITTED TO CARBON NEUTRAL BY
100% 2030

9 ELECTRIC VANS IN OPERATION



98.7% OF ALL WASTE RECYCLED OR RECOVERED

A graphic featuring a recycling symbol (three chasing arrows) in the background. In the center, there is a white box with the text '98.7%' and 'OF ALL WASTE RECYCLED OR RECOVERED' below it.

100% OF PAPER AND PE VINYL POSTERS RECYCLED

An illustration showing three posters or signs. The largest one in the foreground has the text '100% OF PAPER AND PE VINYL POSTERS RECYCLED' and the JCDecaux logo at the bottom. The other two posters behind it show a small plant growing from a seed.

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

An illustration of a modern building with green walls and trees. A rainwater collection system is shown with a cloud raining into a tray that leads to a container. A bus shelter is also visible with a plant growing on its wall.

800 TONNES OF WASTE DIVERTED FROM LANDFILL

A graphic showing a box labeled '800 TONNES OF WASTE' with 'DIVERTED FROM LANDFILL' written below it. To the right, there are two bins: a yellow trash bin and a green recycling bin. Arrows indicate a cycle from the trash bin to the recycling bin.

SEDEX AWARD
2ND PLACE
MARCI 2019

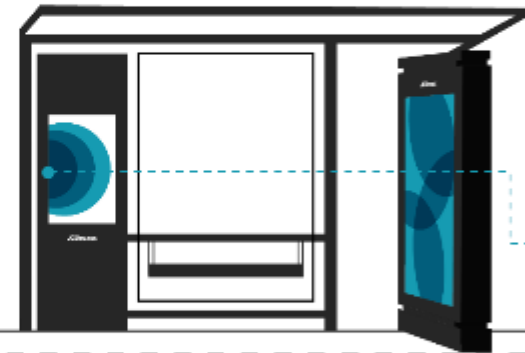
BEST ENVIRONMENTAL SUSTAINABILITY PROGRAMME

CERTIFIED
ISO 14001 & ISO 50001

A graphic showing a trophy with the number '2' on it, representing the Sedex award. Below it, there is a logo for ISO 14001 and ISO 50001 certification, featuring a gear and a ribbon.

FORCE FOR GOOD

Out-of-Home
making a difference



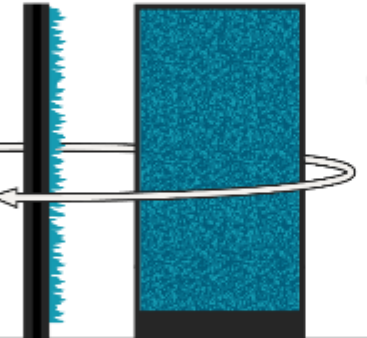
128
LIVETOUCH PANELS
OFFERED WITHIN STREET
FURNITURE ASSETS



102
DEFIBRILLATORS OFFERED
WITHIN STREET FURNITURE ASSETS



LARGE FORMAT
ASSETS
EQUIPPED
WITH
SUSTAINABLE
GREEN-WALLS



COLLABORATING WITH COUNCILS

50%
OUT-OF-HOME REVENUE
RETURNED TO THE COMMUNITY
AND LOCAL AUTHORITIES





5 NEW
TREES
PLANTED IN MANCHESTER FOR
EVERY COMMUNITY INFORMATION
PANEL INSTALLED



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



JCDecaux

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