

LONDON BOROUGH OF HILLINGDON

Communication Hub Proposal

SUSTAINABILITY AIMS AND

ACHIEVEMENTS



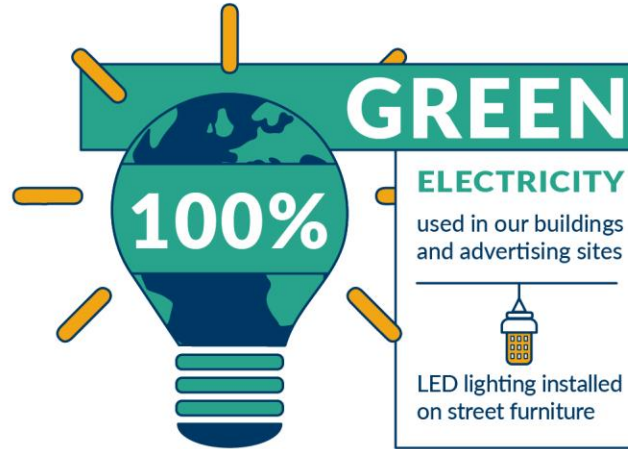
SUSTAINABILITY : Key to the Future of Cities

COMMITTING TO

100% RENEWABLE ENERGY BY

2022

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



9 ELECTRIC VANS IN OPERATION



31% LESS CO2

PRODUCED BY OUR VEHICLES COMPARED TO 2012



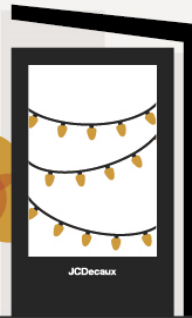
SITE LANDSCAPING, GREEN WALLS AND VISUAL AMENITY
RAINWATER COLLECTED FOR CLEANING BUS SHELTERS



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

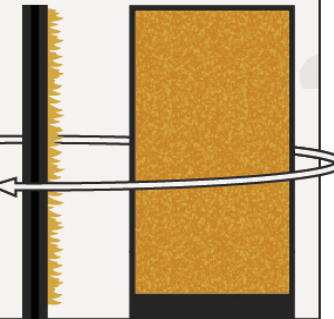


+50

DEFIBRILLATORS OFFERED
within street furniture assets

LARGE FORMAT
ASSETS
EQUIPPED
WITH
SUSTAINABLE
GREEN-WALLS

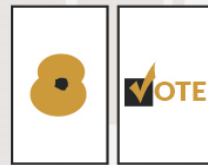
JCDecaux



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

