

**Reading Borough Council
Roadside Advertising Estate
SUSTAINABILITY AIMS**

Our business is backed
by electricity generated
from renewable
sources



We certify that

JCDecaux UK Limited

Has 100% of it's electricity generated in
the UK from clean renewable sources,
wind, solar and/or hydro.

All Sites

01/01/2026 - 31/12/2026

A handwritten signature in black ink, appearing to read 'Matt Nunn'.

Matt Nunn
Director of EDF Business Solutions



Clean Renewable

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.*

OUR SUSTAINABILITY ACHIEVEMENTS

JCDecaux

OUT-OF-HOME: THE SUSTAINABLE PUBLIC SCREEN

Out-of-Home is a sustainable medium that gives back by providing valuable public amenities including bus shelters and life-saving defibrillators, funded by advertising. JCDecaux is committed to achieving Net Zero Carbon by 2050, through a Science Based Targets trajectory. By 2030 reduce Scope 1 and 2 emissions by at least 60%, reduce Scope 3 emissions by 46% and by 2050 reduce by at least 90% the emissions of Scopes 1, 2 and 3 vs. 2019. #Power of the Public Screen.



OUR ESG VISION

Find the Sustainable Media 2030 Vision brochure on our website

- Towards more sustainable living spaces
- Towards an optimised environmental footprint
- Towards a responsible business environment



OUR ESG PERFORMANCE

Global validation & UK partnerships

- CDP: A
- EcoVadis: Gold
- MSCI: (AA)
- FTSE4Good: 3.4/5 rated
- Sustainalytics: 13.7
- Pledge To Net Zero
- Certified by Planet Mark
- Members of Ad Net Zero
- ISO 45001 (Health & safety)
- ISO 14001 (Environment)
- ISO 50001 (Energy)



OUR PURPOSE

Creating Real Value through the Power of the Public Screen

- One Team
- Minds Matter
- Difference Matters
- Community Channel
- Reach



KEY THINGS TO KNOW

"Out-of-Home is a public, one-to-many medium, efficiently reaching an audience of millions with a relatively small number of displays. Digital Out-of-Home represents just 0.03% of the UK's 100 million digital screens."

(Source: The Drums/Clear Channel estimate)

"Out-of-Home represents a fragment of the UK's total energy usage. The UK's OOH sector accounts for less than 0.04% of the UK's total energy usage."

(Source: BEIS Report 2020)