

POWER OF THE PUBLIC SCREEN

COMMUNICATION HUBS

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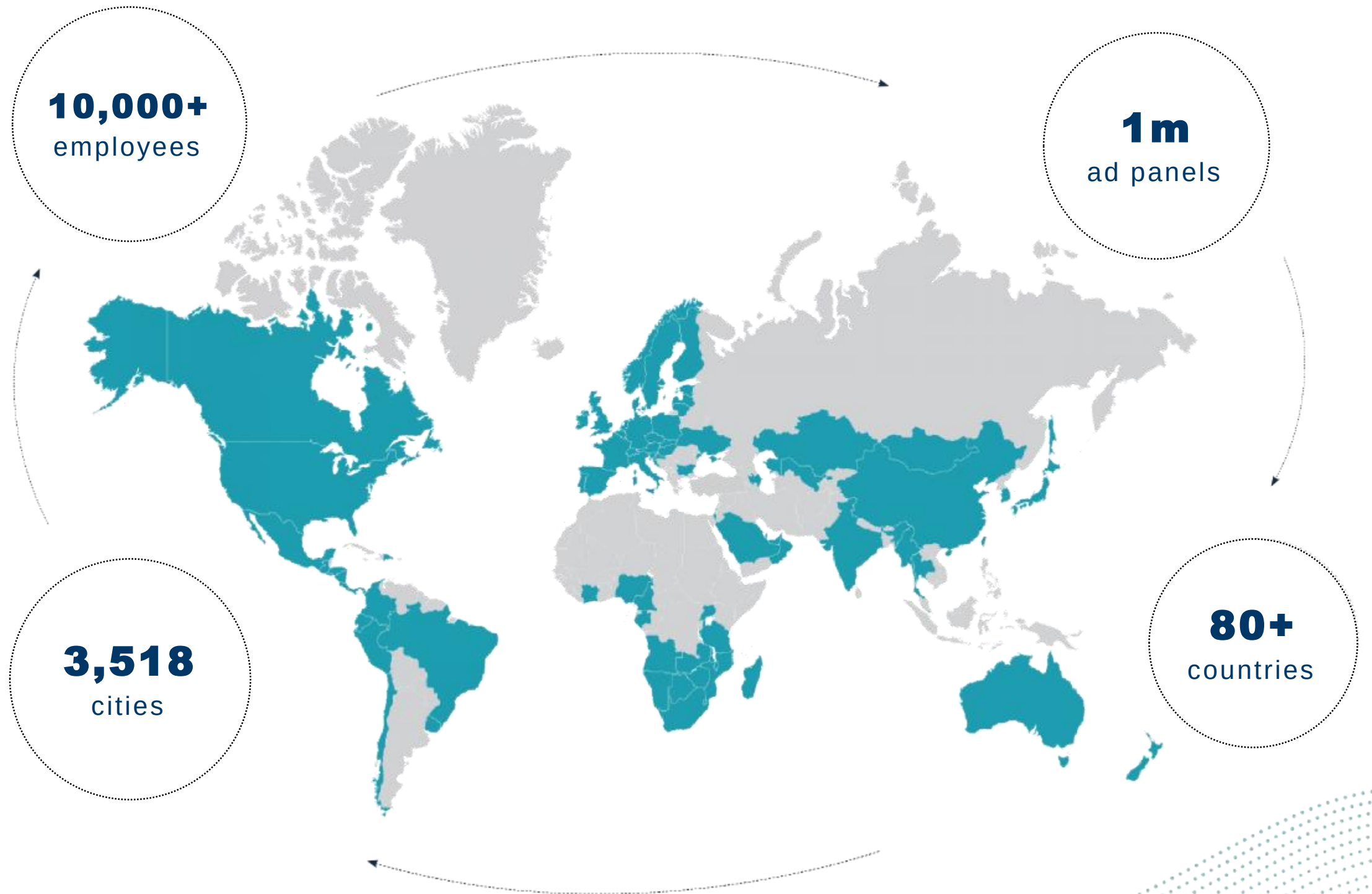
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CONNECTING PEOPLE IN THE
HEART OF THE COMMUNITY

NUMBER ONE WORLDWIDE

IN OUT-OF-HOME ADVERTISING



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.

LEADERS IN DIGITAL STREET FURNITURE

18
CITIES

127
SCREENS

UK-WIDE
CHANNEL

- COMMUNICATION HUBS
- UPCOMING DEVELOPMENTS



DELIVERING SMART CITY SOLUTIONS

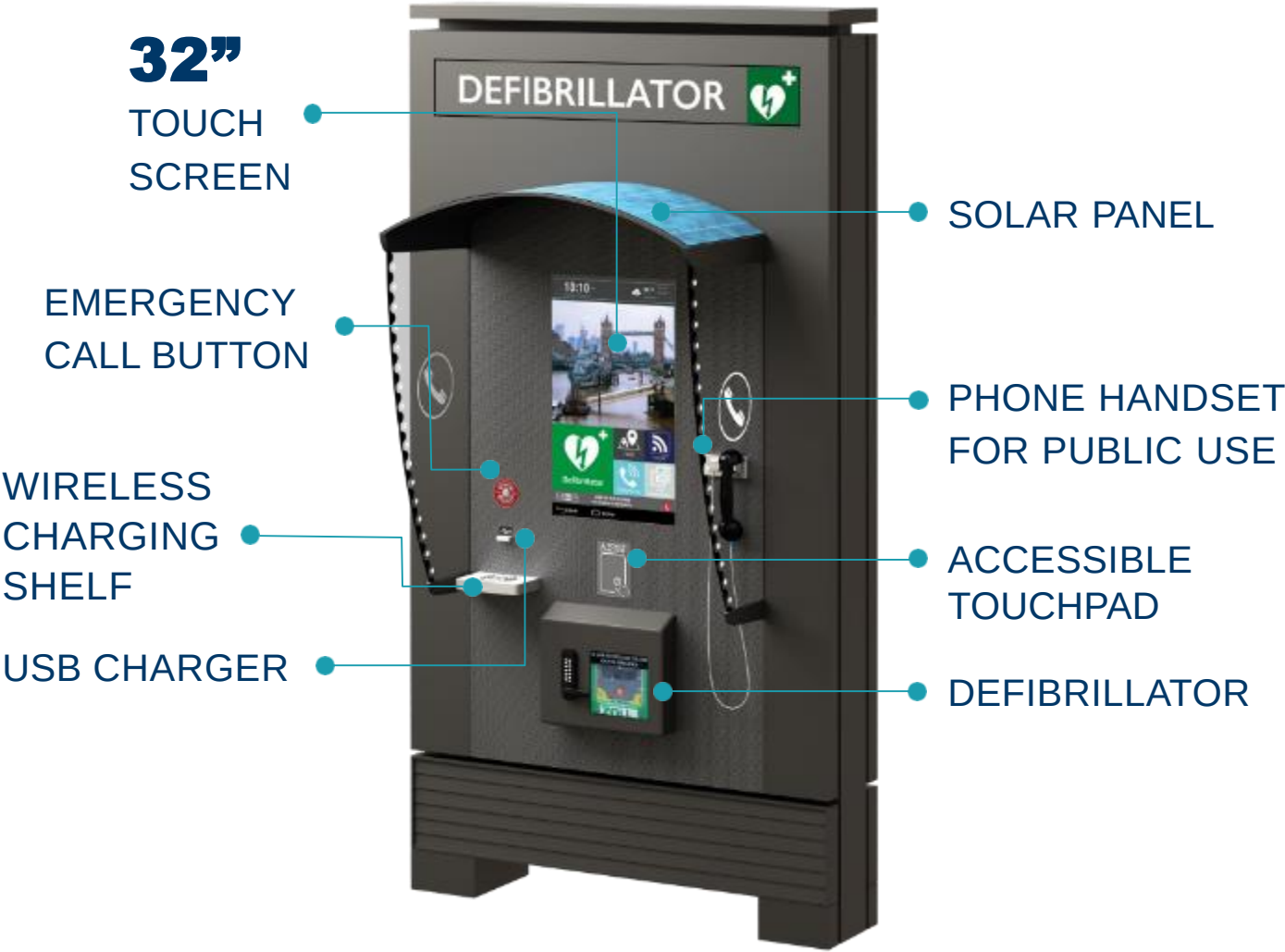
JCDecaux UK is a pioneer for urban street furniture, supporting the delivery of smart cities in the communities it serves.

- 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... 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

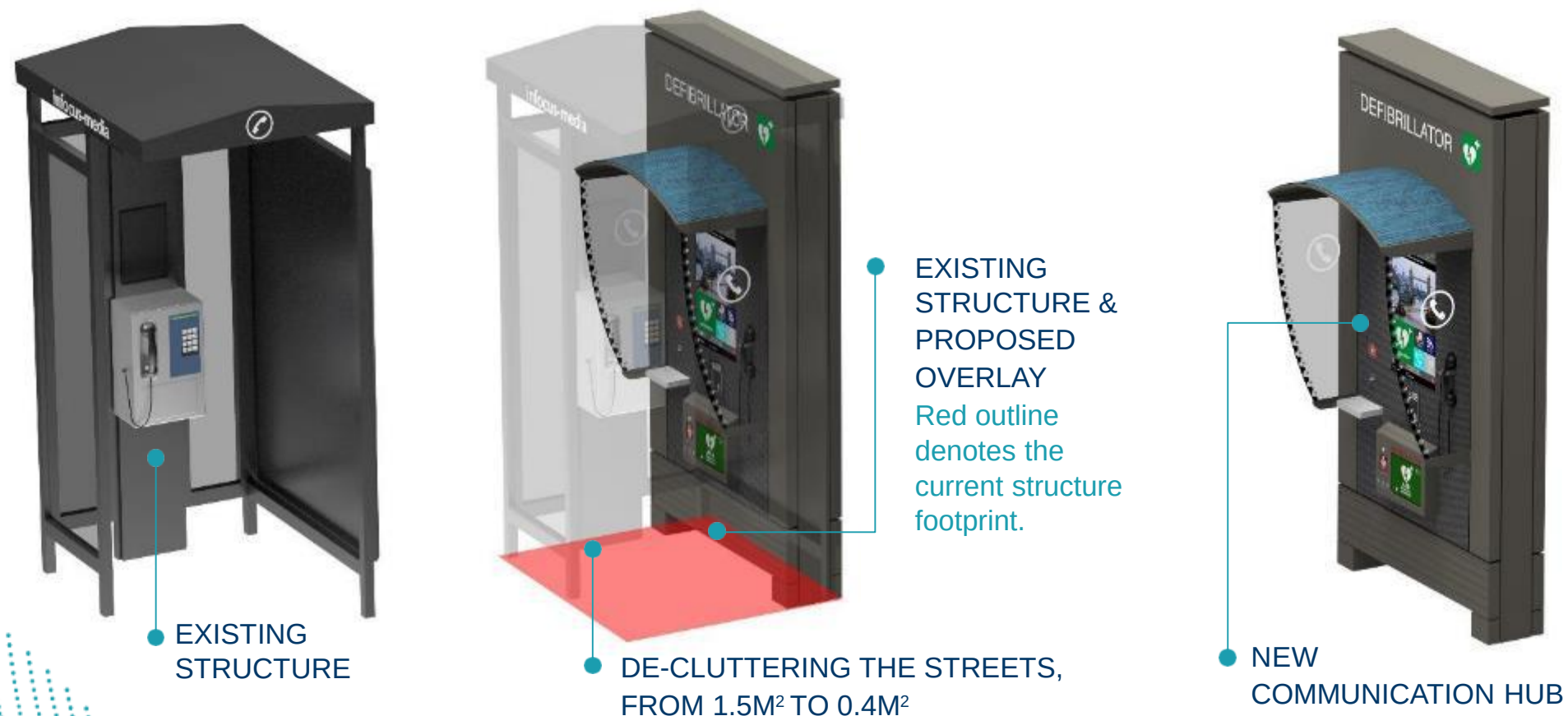
TRANSPORT

WAYFINDING, MAPS
AND TIMETABLES

GOOD FOR... 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.



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...

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... 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... 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... BUSINESS

Usually developed on high streets or within popular commercial areas, Communication Hubs support local retail and business through advertising.



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



ENVIRONMENTAL CORPORATE OF THE YEAR

JCDecaux UK has won 'Environmental Corporate of the Year' at the West London Business Awards. The awards recognise companies that lead the way in environmental performance and whose products and services are designed to maximise their value and reduce waste.

The judges were impressed by JCDecaux UK's plans to achieve Net Zero carbon by 2030. In the past 12 months, JCDecaux UK has diverted 98.7% of all its waste away from landfill, while 100% of electricity is from renewable sources. Carbon and cost savings on fuel consumption through the introduction of fuel efficient and electric vehicles have also been made.

“

Sustainability is at the heart of our business, and so we are delighted to have received this prestigious award. This award reflects our commitment to a business model that respects the environment and provides a sustainable platform for our partners and clients to meet their marketing and communication goals.

”

CHRIS COLLINS

CO-CEO AT JCDECAUX UK



BRITISH TENNIS PLAYER AND PRESENTER ANNABEL CROFT, CHRIS COLLINS, JACK FLANAGAN, ROY MCGRAA AND CHAIR OF THE WEST LONDON BUSINESS BOARD CHRIS MAW.

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.

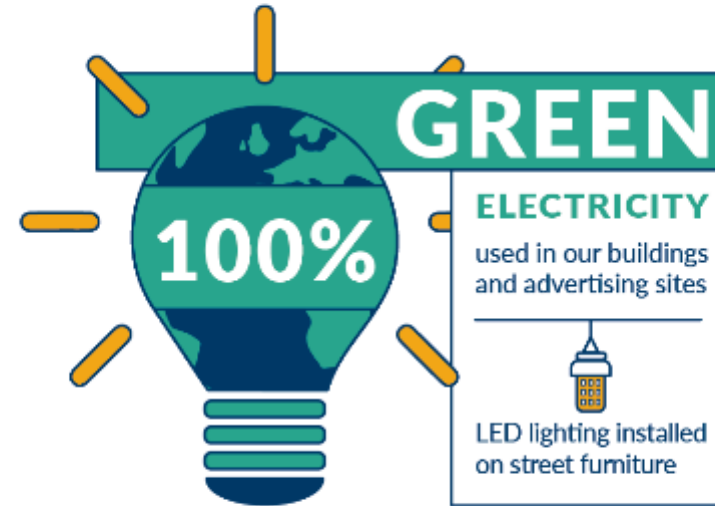


SUSTAINABILITY

Key to the future
of our cities

100% RENEWABLE ENERGY

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



COMMITTED TO CARBON NEUTRAL BY
100% 2030

9 ELECTRIC VANS
IN OPERATION

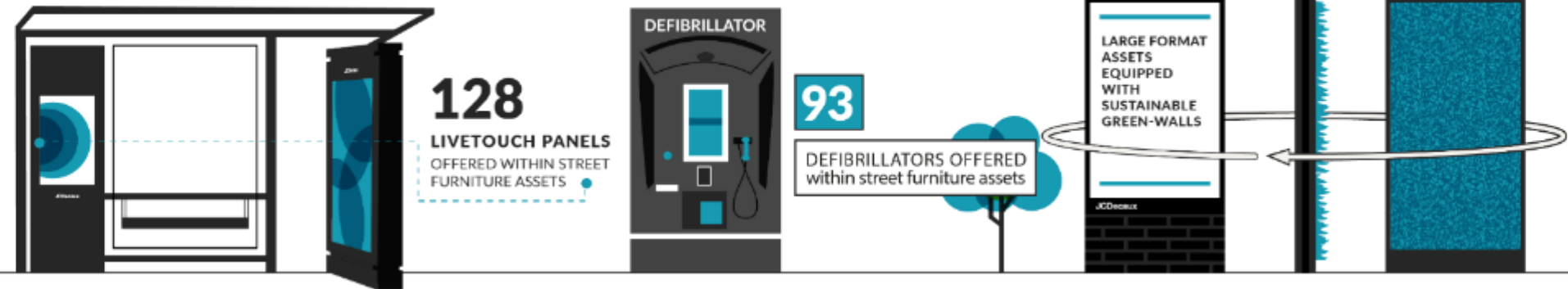


SITE LANDSCAPING, GREEN WALLS AND VISUAL AMENITY
RAINWATER COLLECTED FOR CLEANING BUS SHELTERS



FORCE FOR GOOD

Out-of-Home
making a difference



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

“

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”





JCDecaux

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