



## JCDecaux taking sustainability seriously.

Leading communities into a zero-carbon world means partnering with people who make bold choices and lead by example.

*We take sustainability seriously and won't settle for "good enough". Our goals are ambitious and represent a large investment in environmental sustainability both financially and in people power.*

**Jose Sanz | Production Transit and Sustainability Director  
JCDecaux Australia & New Zealand**

JCDecaux is the number one out-of-home media company worldwide, with more than one million advertising panels in more than 80 countries and more than 13,000 employees. They strive to deliver exceptional experiences for brands, partners and their people. Their purpose is to connect brands with communities and enrich urban life.

JCDecaux is deeply invested in sustainability. With a commitment to integrity and excellence in service, innovation, and design, they aim to be an environmentally sustainable and socially responsive organisation.

JCDecaux was the first Out-of-Home Media company to join the RE100 initiative, re-affirming its commitment to the climate and renewable energies. As part of this commitment, they have set bold targets and aim to reach RE100 certification by 2022. ZEN Energy worked with the team on an approach that has helped them achieve these targets. We developed a simple and transparent, 100% renewable contract structure, through the purchase of Large-scale Generation Certificates (LGCs).

One LGC is equal to one-megawatt hour (MWh) of net electricity generated by a renewable energy asset. ZEN guided JCDecaux through the process of measuring their requirements and purchasing the large-scale generation certificates

JCDecaux is committed to fostering a company-wide culture of sustainability by educating and communicating with staff and clients, through the launch of JCDecaux EARTH. Partnering with ZEN helps make this commitment a reality. The team at JCDecaux said the ZEN Energy service has been outstanding, with very knowledgeable consultants.



*Working with ZEN, JCDecaux Australia and New Zealand is really showing how cost-effective solutions can be and that the gold standard can be achieved from a sensible budget.*

**Jose Sanz | Production Transit and Sustainability Director  
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