

ACHIEVE NET ZERO THROUGHOUT OUR ADVERTISING ACTIVITIES



Execution

- Implemented comprehensive ESG guidelines, quarterly reporting, and the JCDecaux 360 Footprint tool for global campaign data, ensuring accountability and sustainability transparency.
- Optimized energy use with smart lighting, renewable energy sourcing, efficient transport, paperless tools, sustainable materials, and eco-friendly waste management processes.

Challenge

Hong Kong citizens' contributions to achieving a Net Zero environment is relatively low compared to European countries, but JCDecaux Cityscape remains committed to promoting net zero practices and raising employee awareness.

Brief

Support JCDecaux Group's global sustainability strategy, aiming to achieve Net Zero Carbon by 2050 across the entire value chain by focusing on three principles: Measure, Reduce, and Contribute.

Solution

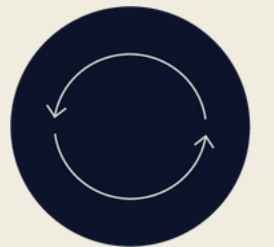
Using the Ad Net Zero 5-point Action Plan, JCDecaux Cityscape created a comprehensive plan to address, measure and reduce emissions across the whole business.

- Promoted staff awareness with green challenges, ambassador initiatives, and training; support NGOs through media space, sustainable awards, and recognition programs.
- Leveraged automation tools, engage stakeholders through ESG awards, and exchange sustainability insights to foster innovation and collective progress toward Net Zero goals.

Results



21.4% vehicles emissions reduction vs 2019 (gCO₂eq/km).



70% energy consumption of digital assets via smart lighting system.



60% energy consumption of analogue assets via smart lighting system.

