JCDecaux

APPENDIX B

Communication Hub Proposal

COMMUNITY CHANNEL

JCDecaux community channel

THE COMMUNITY CHANNEL

The JCDecaux Community Channel is a UK initiative where community-based organisations can apply for time on our public screens for not-for profit causes.

As an organisation, since the first bus shelter was built in 1964, we have always strived to enhance the public spaces we work and live in and ensure that Out-of-Home is a medium that can be a true force for good.



Suicide prevention charity Campaign Against Living Miserably (CALM) has been awarded Gold in the Outdoor category at the Cannes Lions Festival of Creativity

COMMUNITY CHANNEL: Aims & Benefits

- Support wider sustainability and social value positioning and credentials, specifically global ambition to drive action on the UNSDGs – in a highly trackable way
- Identify and develop unique creative approaches, proving the Power of the Public Screen to create positive impact
- Reflect JCDecaux UK's commitments to community, diversity and the environment & our Choose to Care value
- Strengthen relationships with partners (Manchester City Council, NR, TfL etc)



"Our Last Photo campaign was all about breaking down the stigma around suicide and starting vital, life-saving conversations. JCDecaux and the Community Channel were invaluable in helping to get that message out there right across the country in prominent, high footfall locations - showing that suicidal doesn't always look suicidal and reaching more people so that if they were struggling they were more likely to ask for help. JCDecaux were a vital part of what we achieved."

DANNY WRIGHT, CREATIVE DIRECTOR, CALM



"White Ribbon wants to reach as many men as possible to get our message out that everyone can make a difference to end violence against women. That is why the support of JCDecaux UK, and the power of Out-of-Home is so welcome. We know that thousands of people will be introduced to the symbol of the White Ribbon and what it means, maybe for the first time. It is by raising awareness that we know real change can occur."

ANTHEA SULLY, CHIEF EXECUTIVE, WHITE RIBBON UK



"We are delighted to partner with JCDecaux to raise awareness of the COP27 climate summit. COP27 marks an opportunity for bigger, bolder climate action from national and local governments, cities and businesses. Climate Action is at the heart of the Global Goals and it is critical that the level of ambition is accelerated, robust financial mechanisms are put in place, adaptation is properly tackled, and climate justice is centred. Public awareness and pressure is a key tool in driving urgent action."

JON HALES, CLIMATE AND BUSINESS DIRECTOR, PROJECT EVERYONE

"Since becoming Mayor, I've made it a personal priority to tackle rough sleeping, helping a record 13,500 people off the streets through our support services as we work to build a fairer London for all. I would like to thank JCDecaux's Community Channel for their continued support of my winter rough sleeping campaign, raising vital funds for London's rough sleeping charities and encouraging Londoners to connect people they see sleeping rough with support services through Streetlink."

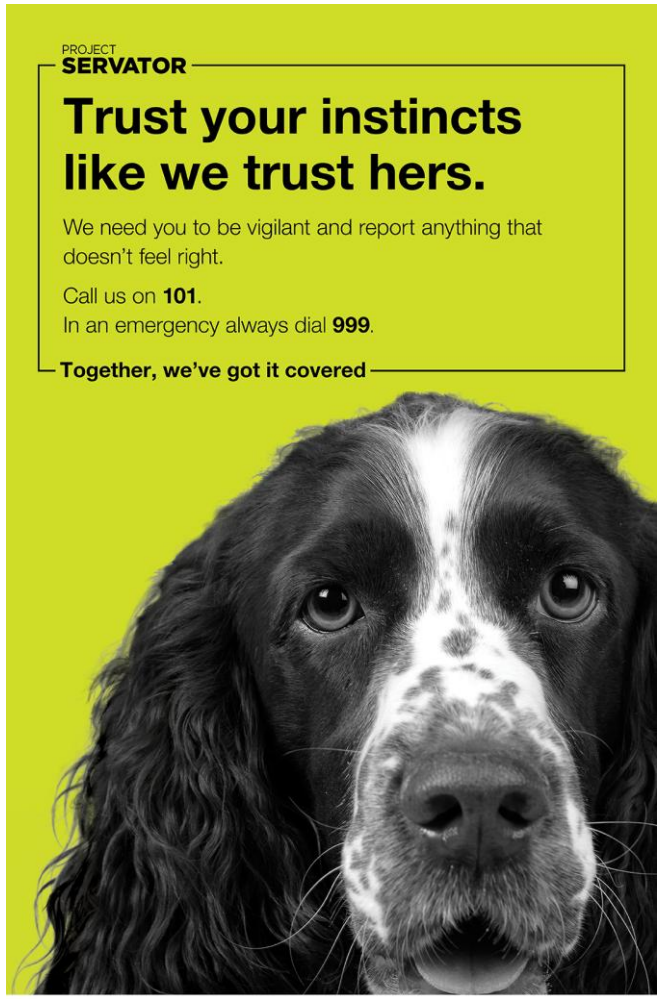
THE MAYOR OF LONDON, SADIQ KHAN



Project SERVATOR

Aberdeen





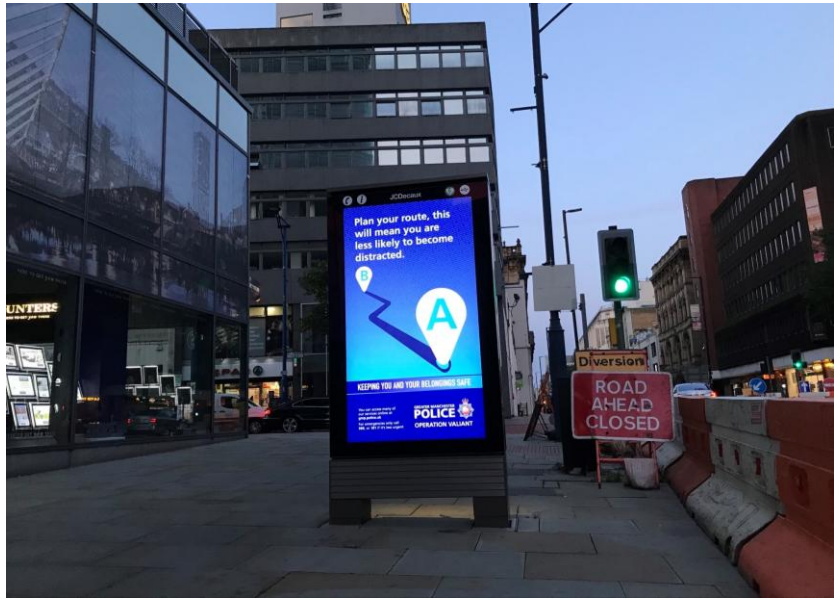
POLICE SCOTLAND
Keeping people safe
POILEAS ALBA



Project SERVATOR

Manchester







KEY IMPACTS



Heart Research UK

- "Significant" increase in web traffic, donations and engagements
- One of which directly said that the **"campaign saved their life".**



CALM

- The campaign helped contribute increased aided **brand awareness from 21% to 36% Apr 2022**
- And specifically up **60% among 18-24 year olds**, from 32% to 51%



READ EASY

- **35%** increase in reader enquiries
- **71%** increase in social reactions
- **36%** increase in new followers
- **10%** increase in web page visitors

BACKING AWARD WINNING WORK

CALM: *The Last Photo*



Purpose Awards 2023
WINNER
Best Advocacy Campaign
Best Health Cause Campaign

Publicis Foundation x Macmillan, *Working With Cancer*



Cannes Lions International Festival of Creativity 2023
WINNER
Health Grand Prix for Good

PROMOTING PUBLIC HEALTH AND SAFE STREETS

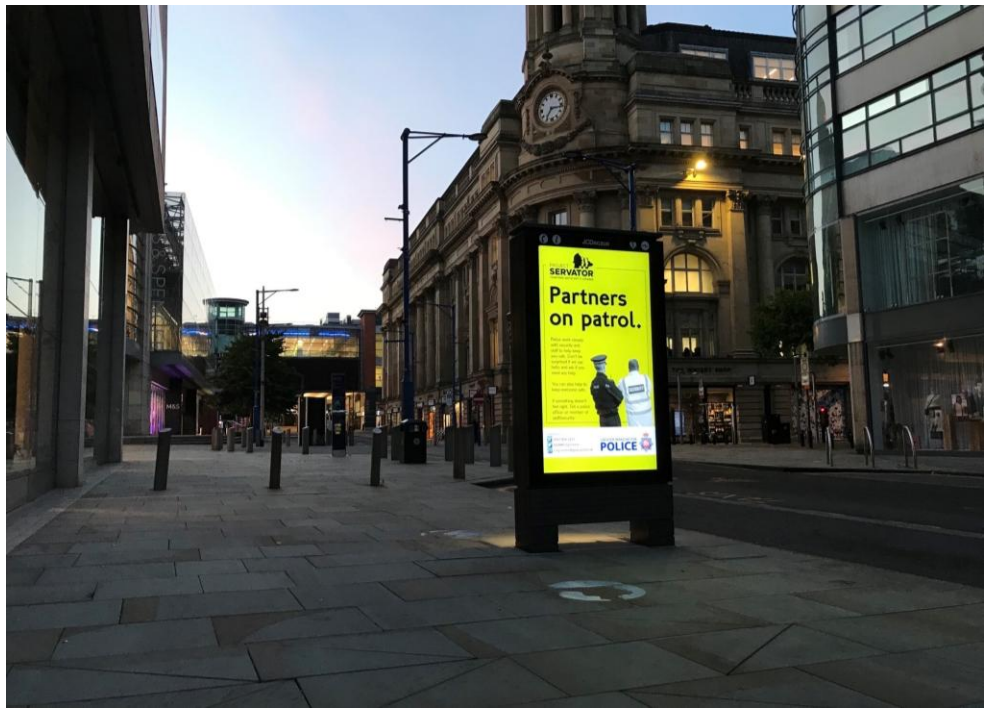




- Through our partnership with the Greater Manchester Mayors Charity, we have provided free space on the interactive screen for the charity to promote their contactless donation initiative to tackle homelessness.
- Greater Manchester Mayor Andy Burnham saw first hand the power of the public screen and we are working with the Mayors office to develop an action plan to deliver defibrillator's across the whole of Greater Manchester.
- In parallel, collaboration with the Greater Manchester Police sees JCDecaux running creative campaigns giving the people of Manchester crime prevention advice.

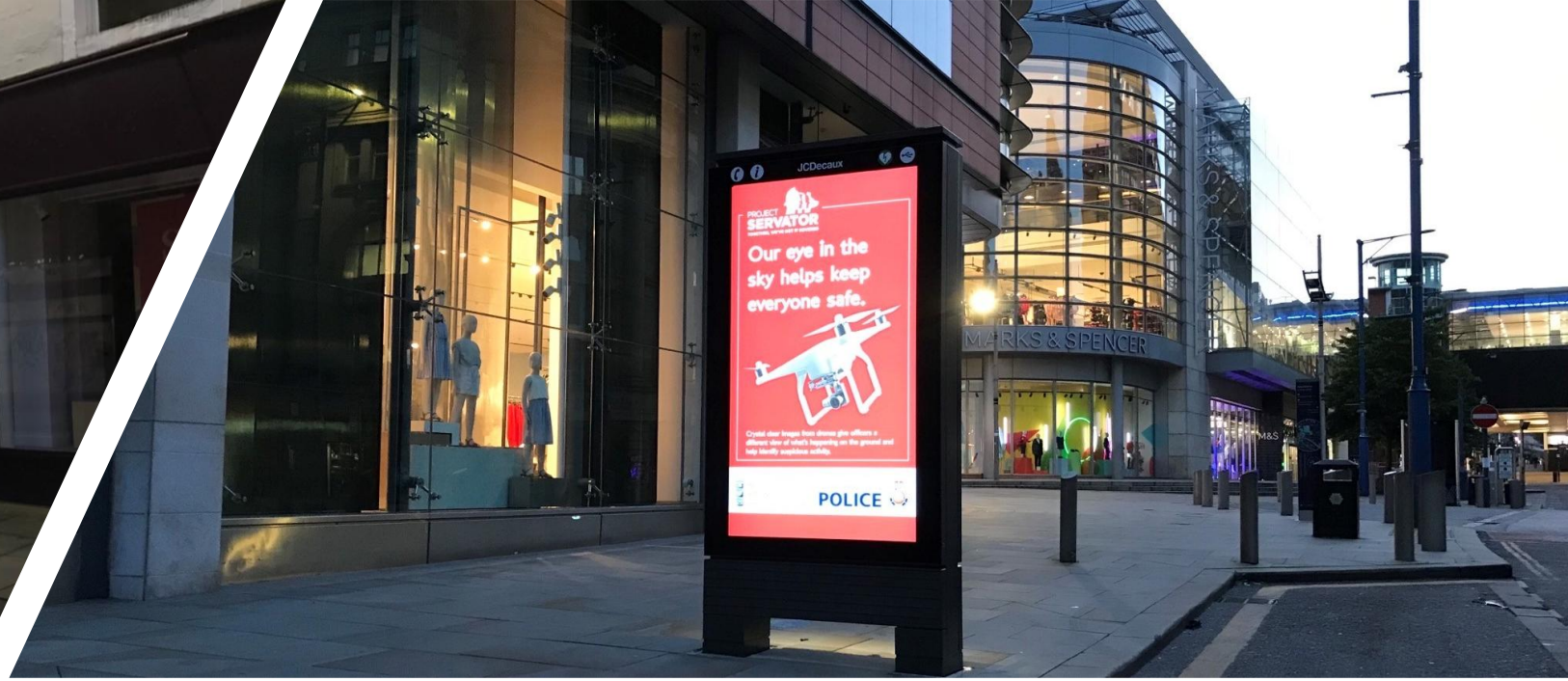

JCDecaux
Try to stick to well-lit pathways and avoid isolated areas.
KEEPING YOU AND YOUR BELONGINGS SAFE
You can access many of our services online at gmp.police.uk
For emergencies only call 999, or 101 if it's less urgent
GREATER MANCHESTER POLICE
OPERATION VALIANT

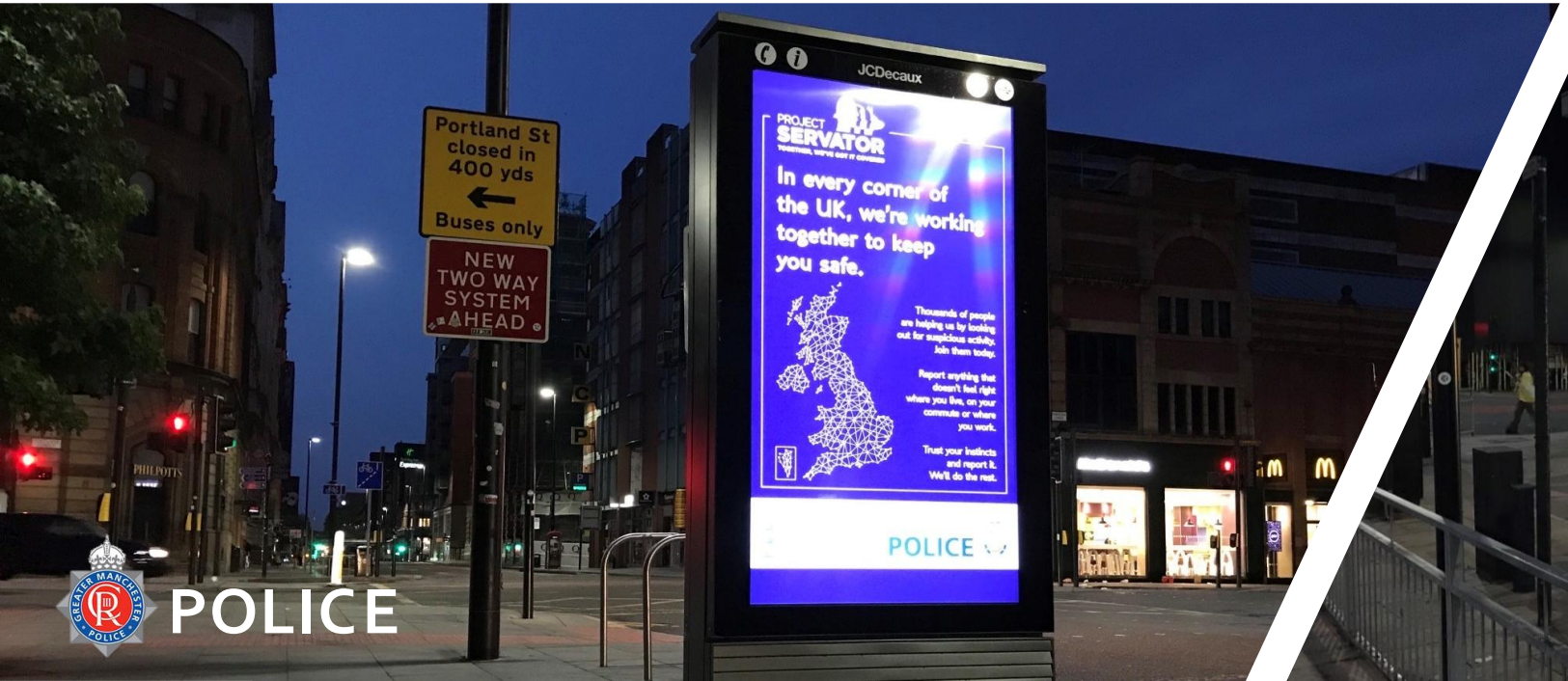

Portland St closed in 400 yds
Buses only
NEW TWO WAY SYSTEM AHEAD
JCDecaux
PROJECT SERVATOR
In every corner of the UK, we're working together to keep you safe.
POLICE


SERVATOR
Partners on patrol.
POLICE

POLICE


JCDecaux
YOU CAN'T RIDE AN
E-SCOOTER
ON A UK PUBLIC ROAD,
CYCLE LANE OR PAVEMENT
POLICE


JCDecaux
PROJECT
SERVATOR
Our eye in the
sky helps keep
everyone safe.
POLICE
MARKS & SPENCER


Portland St
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400 yds
Buses only
NEW
TWO WAY
SYSTEM
AHEAD
JCDecaux
PROJECT
SERVATOR
In every corner of
the UK, we're working
together to keep
you safe.
Thousands of people
are helping us by looking
out for suspicious activity.
Join them today.
Report anything that
doesn't feel right
where you live, on your
commute or where
you work.
Trust your instincts
and report it.
We'll do the rest.
POLICE


JCDecaux
Try to stick to well-lit
pathways and avoid
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KEEPING YOU AND YOUR BELONGINGS SAFE
POLICE
OPERATION VALIANT

POLICE