



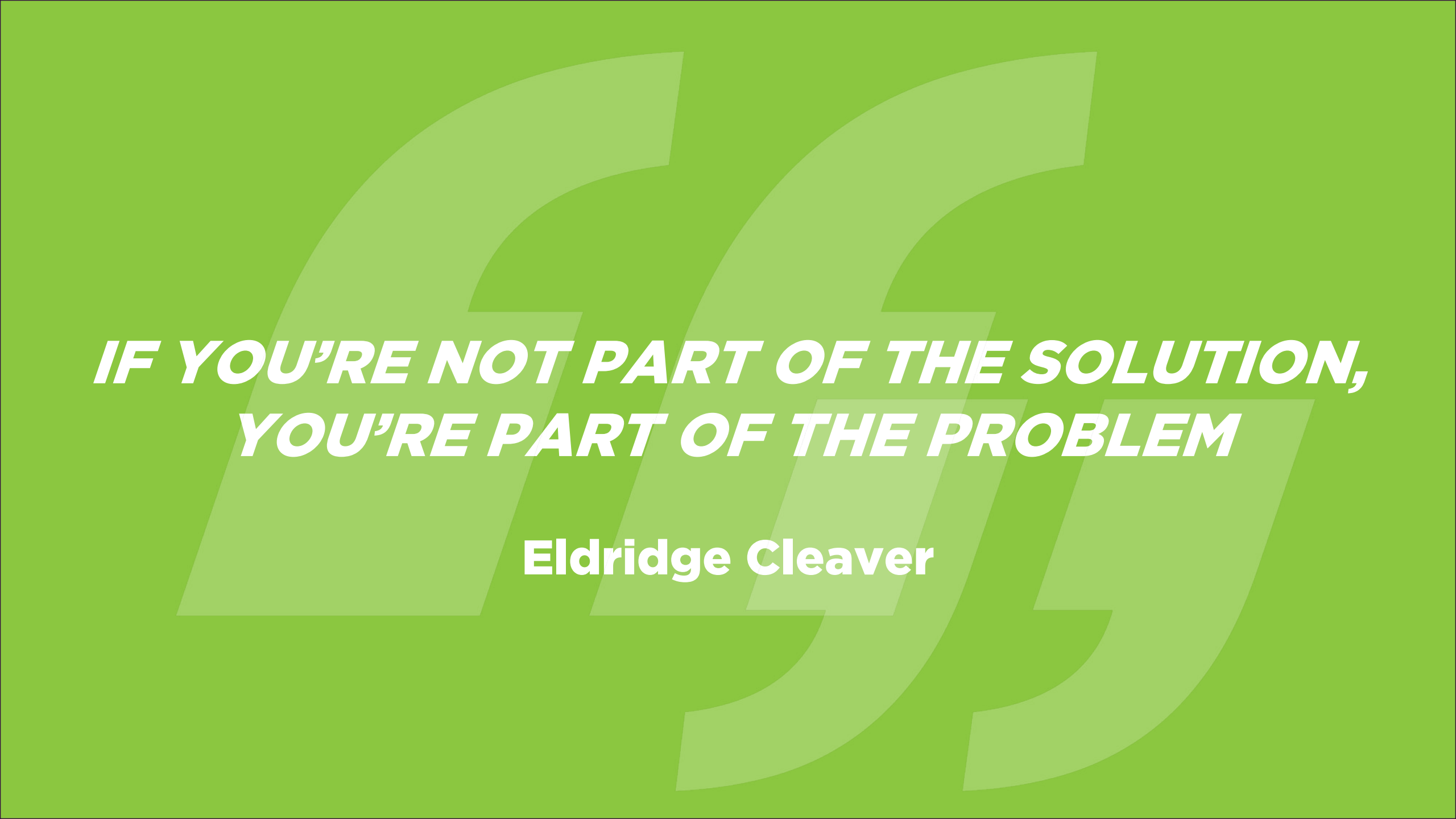


IMPROVING EFFICIENCY



RENEWABLE ENERGY SOURCES





***IF YOU'RE NOT PART OF THE SOLUTION,
YOU'RE PART OF THE PROBLEM***

Eldridge Cleaver

VISION

WE WILL RECOGNISE AND ADDRESS OUR ENVIRONMENTAL RESPONSIBILITY AS AN AGENCY, WHILST ACTIVELY WORKING WITH THE WIDER INDUSTRY TO ENCOURAGE POSITIVE CHANGES IN OOH AND BEYOND.



beyond

UK LAUNCH INITIATIVE

**OFFSETTING DOOH
EMISSIONS ON BEHALF
OF OUR CLIENTS**

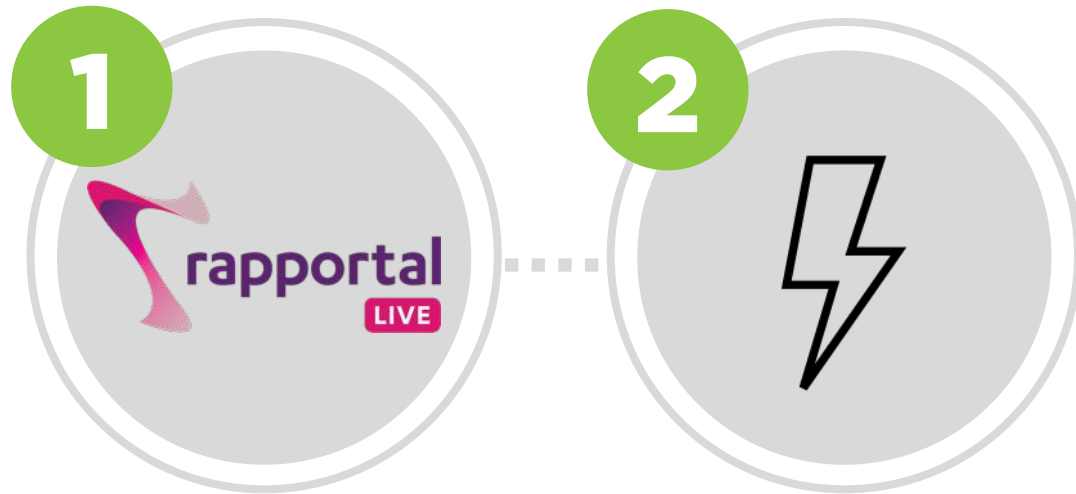
THE PROCESS



**QUANTIFY TOTAL
NUMBER OF
DOOH HOURS**

Rapportal

THE PROCESS



**QUANTIFY TOTAL
NUMBER OF
DOOH HOURS**

Rapportal

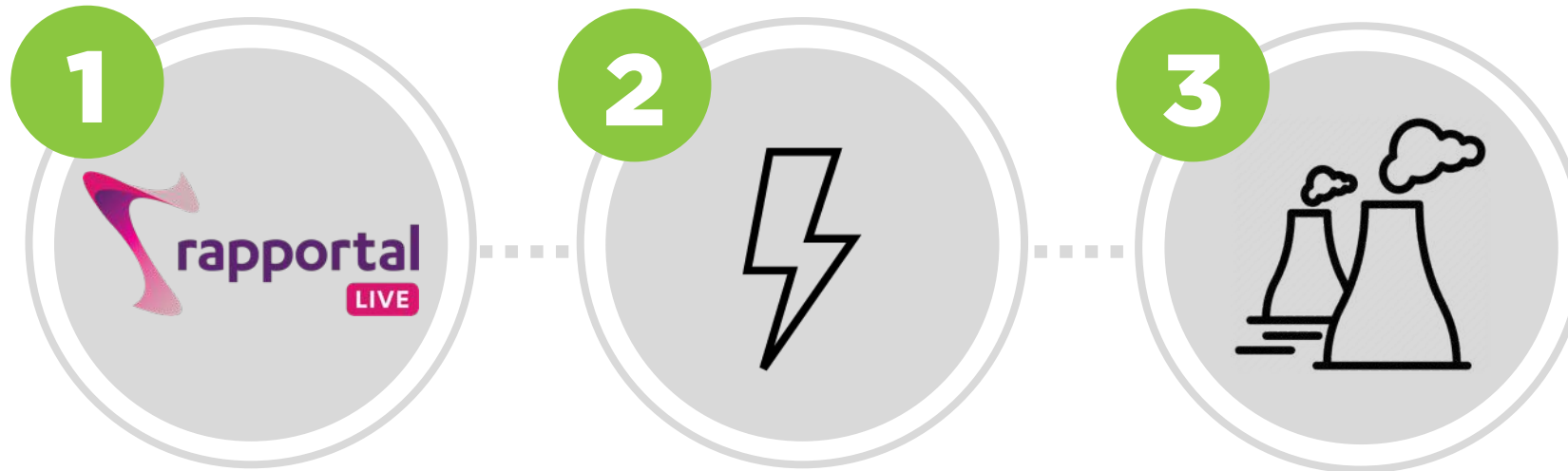
**CALCULATE TOTAL
ELECTRICITY
CONSUMPTION**

Media Owner Energy
Consumption Data

 Clear Channel

JCDecaux

THE PROCESS



**QUANTIFY TOTAL
NUMBER OF
DOOH HOURS**

Rapportal

**CALCULATE TOTAL
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Media Owner Energy
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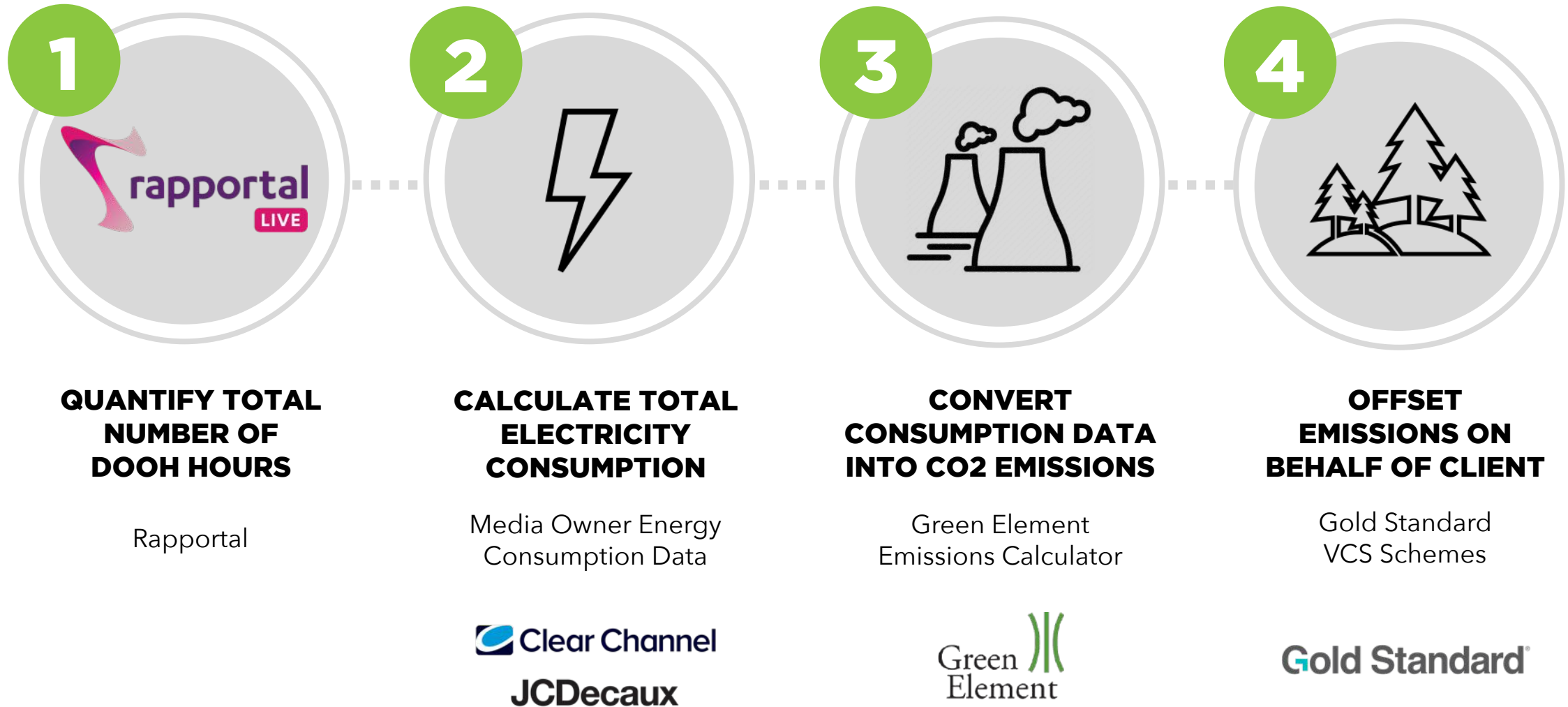
 Clear Channel
JCDecaux

**CONVERT
CONSUMPTION DATA
INTO CO2 EMISSIONS**

Green Element
Emissions Calculator

Green 
Element

THE PROCESS



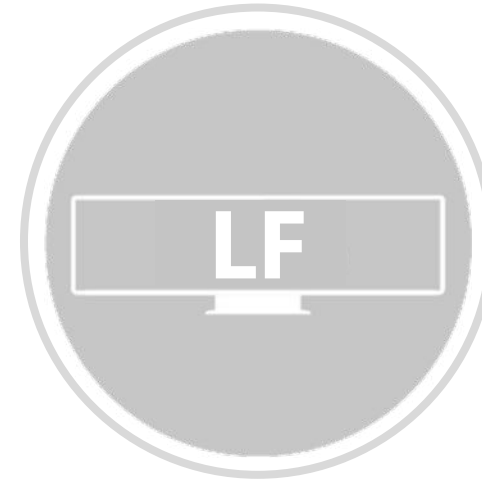
2020 – Q4 2021



1,898,422
hours



284,915
hours



81,049
hours



45,369
hours



TOTAL: 1252 tCO₂e

1252 tCO₂e OF CARBON CREDITS PURCHASED ACROSS A NUMBER OF GLOBAL PROJECTS



**CEARA PROJECT - TACKLING
DEFORESTATION IN BRAZIL**



**SOLAR COOKING STOVES
FOR REFUGEE FAMILIES IN
CHAD**



**PLANTING BIODIVERSE
FORESTS IN PANAMA**

1.4901

1.4902

AMAZON ORIGINAL

THE BOYS



NEW SEASON
4 SEPT

prime
video



BEYOND
LIMITS



CLEARCHANNEL



beyond
print

OUR NEW CLASSIC OOH SUSTAINABLE PRODUCTION CYCLE



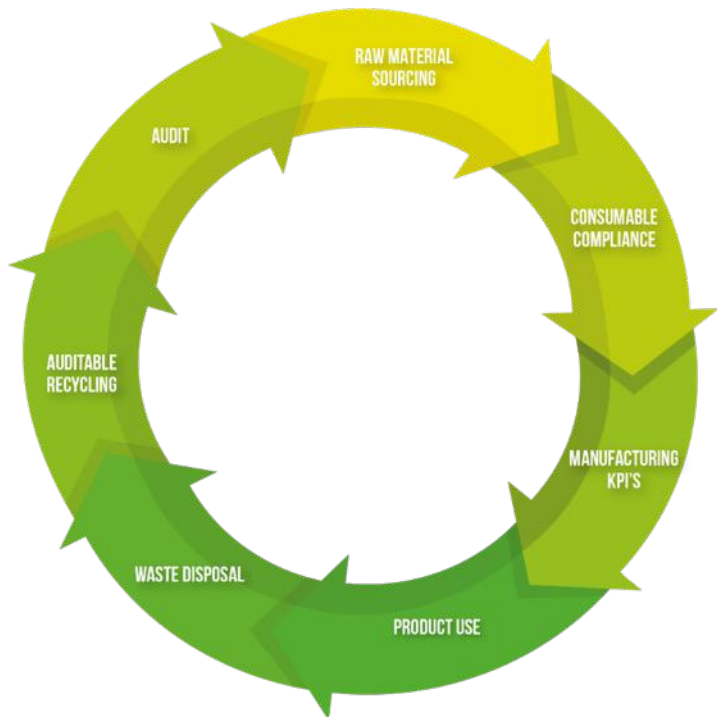
**Best-in-Class
Raw Material
Sourcing**

**Sustainable
Manufacturing**

**Responsible
Disposal**

MEDIACO: END TO END SUSTAINABILITY APPROACH

End-to-end Sustainability



Sustainable Manufacturing

- State of the Art, energy compliant technology
- EU REACH compliant
- ISO14001 and ISO9001 certifications.



OUR NEW ECO-FRIENDLY POSTERS

ECO-P1 POSTERPAPER

6 Sheets

Produced from 100% recycled post consumer waste

Weight reduced to 135 gsm

Waste is de-inked, without the use of chlorine bleaching agents

Paper is Triple Certified – including FSC compliance

Posters 100% recyclable in standard waste streams



OUR NEW ECO-FRIENDLY POSTERS



ECO-P3 BLUE BACKED ECO PAPER

16 Sheets

48 Sheets

96 Sheets

Produced from 30% recycled post consumer waste

Weight reduced to 115 gsm

Waste is de-inked, without the use of chlorine bleaching agents

Paper is Triple Certified – including FSC compliance

99.5% avoids landfill*

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END TO END SUSTAINABILITY: FROM MEDIACO TO MEDIA OWNERS



BEYOND PRINT: SUMMARY



ALL AT A NEAR NEGLIGIBLE COST TO CLIENT



beyond