

SUSTAINABILITY GOALS



ENVIRONMENT
Net-zero until 2050* & climate neutral until 2025

*SBTi

EMPLOYEES
Ensuring the quality of personnel work

BUSINESS PARTNERS & SOCIETY
Expanding sustainable solutions

GOVERNANCE
Robustly develop governance systems

CLIMATE STRATEGY



INNOVATION



Further developing the portfolio purposefully with regard to climate change

Ensure expansion of digital communications infrastructure and climate resilience of outdoor advertising.

Circular economy and life cycle: selection of components, maintenance of operation, disposal of materials.

Avoid and continuously reduce GHG emissions

Switch to renewable energy sources, improve energy efficiency and purchase climate-friendly goods and services.

REDUCTION



Offset of unavoidable GHG emissions

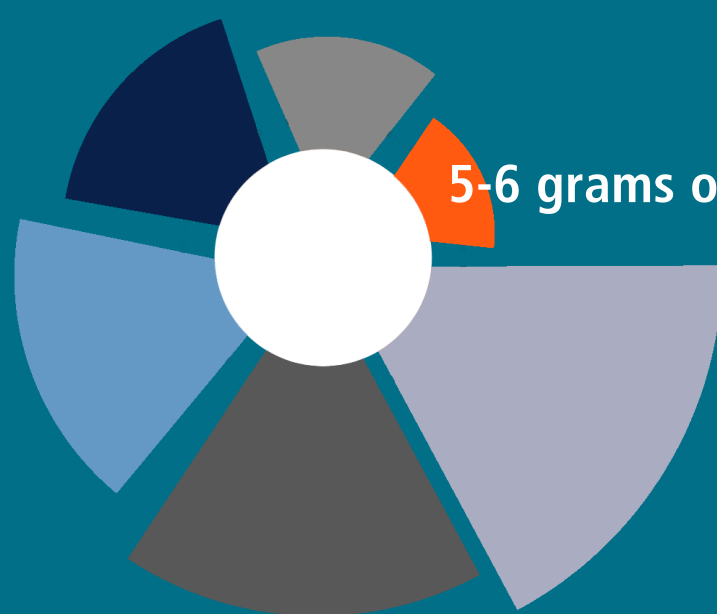
Fully offset carbon footprint annually until at least 2025.

From 2025, full offsetting of the corporate carbon footprint.

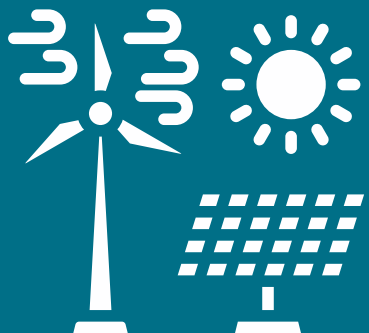
COMPENSATION



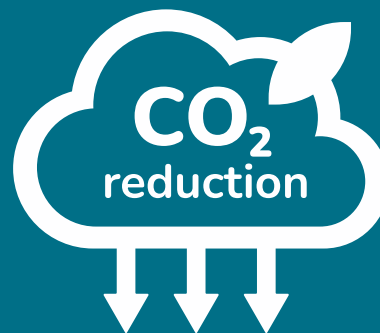
COMMUNICATION SOLUTIONS



DOOH with the lowest CO₂ emissions compared to other forms of advertising (for 1,000 DOOH contacts)



100% green power for our digital media products in Germany



Reducing the carbon footprint of advertising campaigns through OOH and DOOH in the media mix

REACH



20 million euros
media volume per year for pro bono advertising services



More than 7,000
digital media carriers alert the public about dangerous situations in public spaces



Green Voice
Distribution of sustainability subjects online and in the public space