



## Sustainable Inventory in Programmatic OOH

Consumer demand for eco-conscious brand initiatives is on the rise, and advertisers are leaning into sustainable marketing channels like DOOH to better align with consumer values. DOOH has emerged as a frontrunner in sustainable marketing with energy efficient LED displays, waste reduction of physical materials, smart technology and remote management, among many other reasons. In addition, a growing number of Place Exchange publishers are embracing sustainable business practices, such as transitioning to renewable energy sources, powering down during periods of low traffic, and using their platforms to promote green initiatives within communities.

# 86%

of consumers expect businesses to play a role in solving big challenges like climate change<sup>1</sup>

# 2.5x

increase in product sales growth when brands optimize campaigns toward ESG goals<sup>2</sup>

# 30%

of shoppers are willing to pay more for sustainability<sup>3</sup>

# 90%

of products showcasing sustainable features are more likely to be purchased than their conventional counterparts<sup>4</sup>

Source: <sup>1</sup>Wunderman Thompson Market Research, <sup>2</sup>NielsenIQ, <sup>3</sup>The Global Sustainability Study, <sup>4</sup>NYU Stern - Center For Sustainable Business

### Greensigns - 100% solar/wind powered



### Intersection - Transit



## PX partners highlighting sustainable initiatives

### ADKOM

Adkom has introduced a solar-powered, carbon-neutral media format, featuring digital kiosks that can be used for versatile advertising purposes, including driving foot traffic to events or stores and enhancing brand visibility. In a bid to promote environmental responsibility, Adkom encourages brands to allocate at least 5% of their outdoor advertising budgets to these zero-carbon media solutions to reduce CO2 emissions.

### Clear Channel

Clear Channel outdoor operates one of the largest portfolios of advertising formats across multiple environments. CCO reduced its carbon footprint by 82% since 2008, and is on a journey to be Carbon Net Zero by 2030 (Scope 1 & 2 emissions) and 2045 (Scope 3). CCO has adopted strategies such as using energy-efficient LED lighting and fostering green partnerships and investing in renewable energy sources.

### EOS — LINX —

EOS Linx is dedicated to bringing EV charging stations and sustainability to communities across the United States. They power EV charging stations with solar energy and are committed to a cleaner, healthier planet.

### greensigns

GreenSigns is Chicago's first and only sustainable OOH operator with prominent large-format digital inventory throughout the Chicagoland suburbs. All of GreenSigns' digital faces are 100% powered by wind and solar energy, and the actual signs holding those faces are constructed from recycled steel and plastic resins. Its sales operations are entirely paperless, furthering GreenSigns' commitment to sustainability.

- Total Screens: 25,000+
- Impressions (4-week): 9+ billion

#### Coverage

Digital Screens	1,141
4-Week Impressions	3B
Markets Reached	185

#### Coverage

Digital Screens	1,916
4-Week Impressions	1.9B
Markets Reached	26

#### Coverage

Digital Screens	104
4-Week Impressions	16M
Markets Reached	Texas

#### Coverage

Digital Screens	7
4-Week Impressions	8.8M
Markets Reached	Chicago

## PX partners highlighting sustainable initiatives



GSTV operates digital screens at gas stations that engage consumers and amplify brand messaging. GSTV has partnered with Ara Labs to tie in standalone ad screens with charging units run by ChargePoint. The ChargePoint electric vehicle (EV) charging units are at high-traffic retail locations, supporting the electric vehicle movement to reduce carbon emissions.

### Coverage

Digital Screens	8,056
4-Week Impressions	66M
Markets Reached	191

## Intersection

Intersection is a leader in the smart cities revolution, with award-winning products like LinkNYC street-side kiosks offering free WiFi and USB chargers, as well as digital assets in major transit systems. They help fund carbon-efficient transportation in major hubs, including Chicago's CTA, Philadelphia's SEPTA, New Jersey's NJT, Amtrak, and more.

### Coverage

Digital Screens	11,339
4-Week Impressions	8B
Markets Reached	6

## JCDecaux

JCDecaux focuses heavily on sustainability by using LED lighting in displays, reducing energy use with efficient appliances, and offsetting carbon emissions through renewable energy projects such as turning off displays during slow hours. In 2021, their initiatives resulted in saving over 10,000 tonnes of CO2 emissions and recycling over 1,000 tonnes of materials, illustrating their commitment to environmental preservation.

### Coverage

Digital Screens	46
4-Week Impressions	100M
Markets Reached	Chicago



Lamar has begun deploying LED displays and has installed over 7,000 solar panels onto some 2,000 billboard structures in Louisiana and Florida, with a total installed system capacity of 1.7 Megawatts.

### Coverage

Digital Screens	3,602
4-Week Impressions	2.6B
Markets Reached	165

## PX partners highlighting sustainable initiatives

### OUTFRONT/

Outfront is committed to continuously improving its environmental performance across its footprint. As the largest operator of transit system advertising in the U.S., the revenue shares Outfront pays to the various municipalities help fund this important public resource that enables millions of commuters to reach their destinations without using private vehicles, eliminating significant GHG emissions.



In 2022, Simon approved over \$25.8M in sustainability projects across their portfolio to reduce our environmental footprint. Simon is constantly looking for ways to improve our operations and find efficiencies, and are proud to say that their green investments in 2022 included LED screens, HVAC replacements, updated chillers, irrigation controllers, and implementation of new energy controls systems.



Volta Charging has installed over 20,000 electric vehicle chargers, saving over 10 million gallons of gasoline. They also bolster the renewable energy transition by buying Green-e® Renewable Energy Certificates to match their charging and media network's power usage. Additionally, they aim to reduce their chargers' energy consumption by 20% by 2025.

#### Coverage

Digital Screens	1,400
4-Week Impressions	990M
Markets Reached	100

#### Coverage

Digital Screens	1,116
4-Week Impressions	276M
Markets Reached	27

#### Coverage

Digital Screens	5,842
4-Week Impressions	1.2B
Markets Reached	52