

# World NGO day

JCDecaux supports Justdiggitt

In **2014**

JCDecaux partnered with Justdiggitt

Campaigns were rolled out since 2021 in:

**13**

African countries



**6**

European Capital Cities  
and all around France





Since 2021:

10

campaigns were displayed  
on

+500

JCDecaux screens

+291M

people reached globally with  
their awareness campaigns

Reminder

37% of the climate problems can be  
solved by applying nature based  
solutions



## Justdiggit mission & achievements

"We cool down the planet by regreening Africa"

**9.7M**      **+** **300K**      **+** **200K**

Trees regenerated

ha of land under  
intensive and extensive  
restoration

semicircular water bunds  
dug

"Our mission is to regreen Africa in the coming 10 years, together with all 350 million farmers, and with you."