

## 01 PURPOSE

Under the Outdoor Media Association (OMA) *Code of Ethics*, members are expected to engage in environmentally responsible and sustainable practices to minimise the impact of the industry's operations on the environment, and to contribute to the sustainability of the communities in which they operate.

**VERSION: November 2023**

## 02 SCOPE

This policy outlines OMA members' commitment to environmentally sustainable practices and provides example actions for members to implement.

## 03 OMA ENVIRONMENT AND SUSTAINABILITY FOCUSSES

- 3.1 OMA members have committed to working towards making the industry net zero for carbon emissions and are committed to reducing the impact of the industry on the environment and promote best practice in their operations.
- 3.2 The OMA supports environmentally responsible and sustainable practices undertaken by its members and embraces new initiatives as they are developed.
- 3.3 The OMA is committed to advancing the industry's environment and sustainability policies through targeted promotion and education across the industry workforce and with external stakeholders, adopting a leadership position amongst the media industry.
- 3.4 The OMA is committed to recommending reputable assessment and reporting standards.

## 04 ACTIONS

OMA members can demonstrate commitment to the environment by undertaking the following practices:

### Accreditation

- Being awarded ISO14001 Standard certification which specifies the requirements of an Environmental Management System (EMS) for small to large organisations. An EMS is a systemic approach to handling environmental issues within an organisation. It also includes the business having a dedicated sustainability resource (individual or committee).

### Education and partnerships

- Communicating openly and constructively with relevant authorities, government agencies and the community on sustainability and environmental issues which relate to the industry.

- Advancing the industry's environment and sustainability policies through targeted promotion and education across each member's workforce and amongst stakeholders.
- Sourcing products and services from suppliers with commitment to similar standards outlined in this policy.
- Providing sponsorships or in-kind support for environmental initiatives and causes.

### Energy efficiency

- Establishing achievable and measurable programs to conserve energy, water and natural resources through increased efficiency and new technologies and production methods.
- Committing to energy efficiency such as offsetting greenhouse gases and investing in renewable energy sources and carbon offset initiatives.
- Establishing achievable and measurable targets to increase the number of fuel- efficient vehicles within transport fleets, and to reduce carbon emissions.

### Sustainable design and development

- Endorsing eco-friendly and sustainable advertising products and solutions.
- Committing to implementing sustainable policies and promoting energy efficiencies in infrastructure design.
- Seeking opportunities where possible to refurbish assets, reduce the demand for new raw materials, minimise landfill waste and reduce emissions from manufacturing new product.
- Switching to use of energy efficient initiatives, including LED lighting and solar panels.
- Billboards & Shopping Centre Panels:
  - Recycling, and where possible reusing, printing materials including inks, solvents, packaging materials and billboard banners.
  - Researching sourcing of recyclable products for manufacture of billboard skins with consideration to both open-loop and closed-loop recycling options.

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- Street Furniture:
  - Trialling sustainability practices that reduce water consumption, use rain water, and eliminate the need for detergents to clean bus shelters.
  - Recycling and re-purposing of broken safety glass.
  - Recycling of steel and aluminium bus shelter structures and media display poster materials.
  - Working with suppliers with waste management plans in place and actively working to decarbonise their business operations.

#### **Waste and e-waste reduction**

- Establishing achievable and measurable benchmarks for monitoring waste reduction.
- Adopting programs to reduce waste, including the waste produced from the production and display of PVC and other printed advertising banners.
- Moving towards paperless offices and having office-wide recycling programs and energy efficiency practices.
- Adopting programs to reduce e-waste generated from digital equipment, technology, batteries, and promoting responsible consumption, product lifecycle management and proper disposal practices
- Utilising data centres, cloud-based systems, data management and internet connectivity to reduce environmental footprint across the industry.

## **05 DEFINITIONS**

### **Closed-Loop Recycling**

Closed-loop recycling is when a material or product can be recycled infinitely into what it was originally used for, without degrading or losing its original properties.

### **Open-Loop Recycling**

Open-loop recycling is any recycling process where the recycled materials are converted into both new raw materials and waste product. This can also be called down-cycling, or reprocessing.

It involves recycling materials into materials for the same or original use, or for a different use. Open loop recycling involves finite recycling of materials.

### **Net Zero**

Setting corporate net-zero targets aligned with meeting societal climate goals means:

- (a) reducing scope 1, 2 and 3 emissions to zero or a residual level consistent with reaching net-zero emissions at the global or sector level in eligible 1.5°C scenarios or sector pathways; and
- (b) neutralising any residual emissions at the net zero target date – and any GHG emissions released into the atmosphere thereafter.

A goal of net zero should mean cutting emissions to zero, as soon as possible. If not immediately possible, then a goal of net zero means implementing a realistic plan for transitioning to zero for all greenhouse gases while finding offsets for residual emissions.