

## SNAPSHOT

- Outdoor Media Association (OMA) members engage in environmentally responsible and sustainable practices to minimise the impact on the environment.
- OMA members contribute to the sustainability of the communities in which they operate, through initiatives such as recycling of waste materials.
- OMA members are continually improving sustainable practices and embracing new initiatives as they are developed.

## 01 WHAT IS THE OMA'S ENVIRONMENTAL COMMITMENT?

The OMA requires its members to demonstrate a commitment to the environment by:

- Establishing benchmarks for monitoring the reduction in the generation of waste, including recycling programs for the heavy-duty vinyl used on many outdoor advertising signs (known as 'skins').
- Adopting programs to conserve energy, water and natural resources using increased efficiency and the introduction of new technologies and production methods.
- Setting targets to increase the number of fuel efficient vehicles within operational transport fleets.
- Providing sponsorships or in-kind support towards community initiatives that champion environmental

## 02 WHAT DO OMA MEMBERS DO?

OMA members demonstrate a commitment to the environment and sustainability by:

- Switching to LED and LCD (digital network technology) on digital billboard screens and trialling solar panels to reduce energy consumption for illuminated sites.
- Recycling of printing materials (ie. inks, solvents, packaging materials, billboard banners) on traditional billboards, and conducting research into sourcing recyclable products for manufacture of billboard skins.
- Trialling of sustainability practices that reduce water consumption and eliminate the need for detergents to clean bus shelters.
- Repurposing shattered safety glass on billboards and street furniture, and recycling of steel and aluminium bus shelter structures and media display poster materials.
- Partnering with the Vinyl Council of Australia to trial recycling of PVC coated banners into new products, and supporting Vinyl Council research partners' in developing prototype products made from recycled PVC.

**For further information please contact OMA:**

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