

## 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. This includes the recycling of waste materials, where practicable.

## 02 SCOPE

This Policy provides a framework for OMA members to follow as a guideline for best practice in this area.

## 03 OMA ENVIRONMENT AND SUSTAINABILITY POLICY

- 3.1 OMA members are committed to reducing the impact of the industry on the environment and are continually seeking to promote best practice.
- 3.2 The OMA supports environmentally responsible and sustainable practices undertaken by its members and embraces new initiatives as they are developed.
- 3.3 OMA members are committed to the environment by undertaking these practices:
  - Adopting programs to reduce waste generation, including the waste produced from the production and display of PVC advertising banners.
  - Monitoring and reporting on evolving OOH technologies that reduce the impact of industry on the built and natural environment.
  - Providing sponsorships or in-kind support for community initiatives that champion environmental causes.
  - 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 amongst stakeholders.
  - Establishing achievable and measurable environmental initiatives, including:
    - Benchmarks for monitoring the reduction in the generation of waste, including recycling programs for outdoor advertising skins.
    - Programs to conserve energy, water and natural resources through increased efficiency and the introduction of new technologies and production methods.
  - Targets to increase the number of fuel efficient vehicles within operational transport fleets.

## 04 ACTIONS

OMA members have adopted a range of practices that demonstrate a commitment to the environment and sustainability.

- Members have been awarded ISO14001 Standard certification. The ISO 14001 Standard 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.
- Billboards & Shopping Centre Panels:
  - Switching to LED and LCD (digital network technology) screens and trialling solar panels to reduce energy consumption for illuminated sites.
  - Recycling of printing materials including inks, solvents, packaging materials and billboard banners.
  - Research into sourcing of recyclable products for manufacture of billboard skins.
- Street Furniture:
  - Switching to use of energy efficient initiatives, including LED lighting and solar panels.
  - Trialling of the operation of sustainability practices that reduce water consumption and eliminate the need for detergents to clean bus shelters.
  - Recycling and repurposing of broken safety glass.
  - Recycling of steel and aluminium bus shelter structures and media display poster materials.
- Adopting or utilising suppliers which provide carbon offset programs" i.e. tree planting.
- Moving towards paperless offices and have recycling programs and energy efficiency practices in offices.

**For further information please contact OMA:**

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