

01 PURPOSE

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

VERSION: November 2024

02 SCOPE

These guiding principles outline OMA members' commitment to environmental practices and provide example actions for members to implement.

03 OMA ENVIRONMENT FOCUSSES

- 3.1 The OMA supports environmentally responsible practices undertaken by its members and embraces new initiatives as they are developed.
- 3.2 The OMA is committed to advancing the industry's environment policies through targeted promotion and education across the industry workforce and with external stakeholders, adopting a leadership position amongst the media industry.
- 3.3 The OMA is committed to recommending reputable assessment and reporting standards.

04 OMA MEMBER ACTIONS

OMA members should work towards reducing carbon emissions generated by the Out of Home industry in alignment with the Paris Agreement* and in contribution to a low carbon future, are also committed to reducing the impact of the industry on the environment and promoting best practice in their operations.

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

Measurement and reporting

- Measuring and reporting their own Scope 1, 2 and 3* carbon emissions annually, setting realistic targets, tracking progress and sharing results and accreditation.
- Utilise measurement and reporting to understand contribution to the industry's carbon footprint and to devise relevant strategies to reduce emissions.
- Members can learn more about measuring and reporting Scope 1, 2 and 3 emissions at <https://ghgprotocol.org/>

Emissions reduction

Resource efficiency

- Establishing achievable and measurable programs to conserve energy, water and natural resources through increased efficiency and new technologies and production methods.

Vehicle emissions reduction

- Establishing achievable and measurable targets to increase the number of fuel- efficient vehicles within transport fleets, and to reduce carbon emissions.

Waste and e-waste reduction

- Establishing achievable and measurable benchmarks for monitoring waste reduction.
- Moving towards paperless offices and having office-wide recycling programs and energy efficiency practices.
- Adopting programs to reduce, reuse and recycle waste and e-waste.

Environmental actions

- Endorsing eco-friendly advertising products and solutions.
- Committing to implementing environmental 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.
- Sourcing products and services from suppliers with commitment to similar standards outlined in this policy.
- Recycling, and where possible reusing, printing materials including inks, solvents, packaging materials and billboard banners.
- Recycling and re-purposing of broken glass where possible.
- Recycling of steel and aluminium structures and media display poster materials.
- Researching sourcing of recyclable products for manufacture of billboard skins with consideration to both open-loop and closed-loop recycling options.

For further information please contact OMA:

Outdoor Media Association / Suite 504, 80 William Street, East Sydney NSW 2011
Telephone: 02 9357 9900 / **Email:** info@oma.org.au / **Web:** oma.org.au

- Trialling environmental practices that reduce water consumption, use rain water, and eliminate the need for detergents to clean bus shelters.
- Working with suppliers with waste management plans in place and actively working to decarbonise their business operations.

Education and partnerships

- 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).
- Communicating openly and constructively with relevant authorities, government agencies and the community on environmental issues which relate to the industry.
- Advancing the industry's environment -policies through targeted promotion and education across each member's workforce and amongst stakeholders.
- Providing sponsorships or in-kind support for environmental initiatives and causes.

05 DEFINITIONS

Scope 1 Emissions

The direct emissions that a company controls or owns. For example, in the OOH industry this would include emissions as a result of company owned operational vehicles that run on petrol or diesel. This also includes emissions from burning fossil fuels on-site, such as boilers, furnaces or heaters, as well as fuel used in a company's operations (e.g. LPG powered forklifts) and any stationary combustion sources (e.g. petrol powered generators).

Scope 2 Emissions

The indirect emissions that result from the generation of purchased electricity used a company. For example, in the OOH industry this would include the emissions as a result of electricity purchased to power advertising signage.

Scope 3 Emissions

Indirect emissions that a company does not directly own or control, but occur in a company's up and down stream value chain. For example, in the OOH industry this would include emissions generated by the manufacturing process of capital goods purchased, emissions associated with waste or disposal, or commissions associated with staff commutes. There are 15 categories of different Scope 3 emissions for members to consider as relevant to their businesses.

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.

SBTi Net Zero Standard

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 least 90%-95% reduction) 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.

The Paris Agreement

The Paris Agreement's central aim is to strengthen the global response to the threat of climate change by keeping a global temperature rise this century well below 2°C above pre-industrial levels and pursue efforts to limit the temperature increase even further to 1.5°C.