



Sustainability Policy

oOh!media believes that as we grow, so does our responsibility to reduce our impact on the environment, to lead by example in our industry and to encourage our clients and partners to do the same.

We pride ourselves on our out-there thinking, and are dedicated to exploring innovative ways of minimising our carbon footprint. Our goal is to dramatically reduce our environmental footprint across our operations and set a new benchmark for the out-of-home industry.

Ways in which we will strive to **Protect our Great Outdoors**:

1. Make sustainability an integral part of our decision-making and activities.
2. Minimise our carbon footprint, by implementing the energy efficiency measures as detailed in our Sustainability Action Plan. Such measures would include conversion to Green Power, energy efficient lighting and implementation of environmentally friendly printing substrates.
3. Provide a progressive workplace by valuing our people and their opinions, supporting people's development and adhering to OH&S standards.
4. Engage with our employees and foster their sustainable practices in the workplace. This involves the establishment of the Green Team and recognition of their individual contributions.
5. Contribute to the community by participating in worthwhile causes and organisations.
6. Engage with our stakeholders and welcome views and feedback on our performance.
7. Encourage our suppliers to improve their own sustainability performance.
8. Support our 3 year partnership with Landcare Australia, by communicating their initiatives to the public, as well as their corporate partners' Landcare projects.
9. Support the OMA in implementing and participating in industry-wide sustainability initiatives.
10. Investigate and initiate appropriate carbon offsetting programs.