



## OMANZ's Environment and Sustainability Statement

As the representative body for the New Zealand outdoor advertising industry, the Outdoor Media Association of New Zealand (OMANZ) recognises our responsibility to minimise the impact of our industry's operations on the built and natural environments, and to contribute to the sustainability of the communities in which we operate.

We further recognise that to remain a responsible industry requires leadership through monitoring global industry trends, abiding by the industry's Code of Ethics, and promoting best practice.

OMANZ members endeavour to achieve these goals by:

- Reviewing evolving outdoor media technologies that reduce the impact of outdoor advertising on the built and natural environments
- Establishing achievable and measurable environmental initiatives, including:
  - Benchmarks for reducing waste generation, including recycling programs for outdoor advertising skins
  - Programmes 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
- Providing sponsorships or in-kind support toward community causes and not-for-profit organisations
- Communicating openly and constructively with relevant authorities, government agencies and the community on sustainability and environmental issues which relate to the outdoor advertising industry.