



Outsmart Environmental & Sustainability Code

2017

Members of Outsmart recognise that our activities have the potential for both positive and negative impacts upon the environment at local, national and global levels. We acknowledge our responsibility for protecting the environment and aim to contribute to the national commitment to sustainable development. We seek to achieve continual improvement in how we measure and respond to our environmental impacts

In particular, our members commit to:

- Communicating our environmental policy and activities to staff, customers and other stakeholders (including suppliers) and to raise awareness amongst these groups of their own environmental responsibilities and requirements
- Adhering to all relevant statutory and regulatory requirements
- Addressing the environmental concerns of customers and stakeholders
- Encouraging our members to continually improve their environmental performance
- Encouraging our members to share ideas, best practice and innovation to reduce the environmental impact of the OOH advertising industry
- Reducing our environmental impact and preventing pollution by avoiding or limiting the use of environmentally damaging substances, materials or processes and through assessing any potential end of life impact
- Applying the principles of the Waste Hierarchy to our waste activities as part of our drive to reduce the proportion of waste going to landfill
- Achieving energy performance improvements as part of an overall environmental strategy
- Encouraging members to establish Environment Management Systems that meet or exceeds the requirements of ISO14001

This Policy is subject to regular review to ensure that it continues to reflect the aims of Outsmart members and promotes continuous environmental improvement throughout all areas of Outsmart members operations.