

Guide to Sustainability Best Practice

Introduction

Outsmart, the trade body for the Out of Home (OOH) advertising industry in the UK is dedicated to protecting and advancing OOH advertising businesses.

Outsmart members are committed to increasing sustainability through innovation, ensuring our practices are environmentally responsible and contributing positively to the communities we serve.

Collective action can create meaningful environmental change. This guide provides a clear framework for Outsmart members to follow, ensuring consistent, accountable, and continuous improvement across all sustainability efforts.

Brands are increasingly using sustainability criteria to inform their advertising investments, and they require robust data to measure how their media choices impact the climate.

This document is intended for all Outsmart members, both media owners and service and delivery partners, and it serves as a guide for collaboration towards a low carbon, zero waste future.

Wider Industry Resources:

- [Ad-Net Zero](#): Support and join the Advertising Industry Net Zero Campaign.
- [Living Wage](#): Consider joining the Living Wage Foundation.
- [UN Global Compact](#): Adopt UN Sustainable Development Goals.

Key Recommendations Underpinning Sustainability in OOH

Environmental Management and Measurement

- Adopt an Environmental Management system that meets the requirements of ISO14001.
- Record data on energy, fuel, waste, water, business travel and materials used, as a minimum.

Net Zero and Carbon

- **Net Zero Targets:** All Outsmart members should strive to set net zero carbon targets and reduce greenhouse gas emissions to as close to zero as possible. Consider setting science-aligned net zero targets.
- **Measurement:** Regularly measure and report on carbon emissions to track progress and identify areas for improvement.
- **Verify and disclose:** Independent verification of GHG Inventory is a strong indicator of transparency and publication shows accountability.

Energy

- **Efficiency:** Install, upgrade, or renew by purchasing energy-efficient technologies and practices to reduce overall energy consumption.
- **Renewable Energy:** Transition to buying renewable energy sources wherever possible.
- **Fossil fuels:** Transition to using zero emission vehicles (see below).

Waste – Circular Economy

- **Reduce, Reuse, Recycle:** Prioritize waste reduction, reuse materials when possible, and ensure recycling programs are robust and effective.
- **Zero Waste to Landfill:** Aim to eliminate landfill waste by maximizing recycling and composting efforts.

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Resources – Circular Economy

- **Sustainable Sourcing:** Use materials that are sustainably sourced and have minimal environmental impact.
- **Resource Efficiency:** Optimize resource use to minimise waste and reduce the environmental footprint of operations.

Biodiversity

- **Protection:** Avoid using harmful chemicals like herbicides and protect wildlife habitats, including nests and species.
- **Enhancement:** Implement practices that enhance local biodiversity, such as planting native species and creating green spaces.

Community

- **Engagement:** Partner with local communities and stakeholders to foster strong relationships and demonstrate your sustainability initiatives.
- **Support:** Contribute to community projects and initiatives that promote environmental sustainability and social well-being.

Applications

Vehicles

- **Low Emission Vehicles:** Use zero or low-emission vehicles that comply with Clean Air Zone (CAZ) regulations to reduce air pollution.
- Consider alternative modes of transportation such as cargo bikes.

Equipment

- **Energy Efficiency:** Invest in equipment that is energy-efficient and has a low environmental impact.
- **Innovation:** Encourage the use of innovative technologies that support sustainability goals.
- **Refurbish and Reuse:** Encourage repair and refurbishment of equipment.

Assets

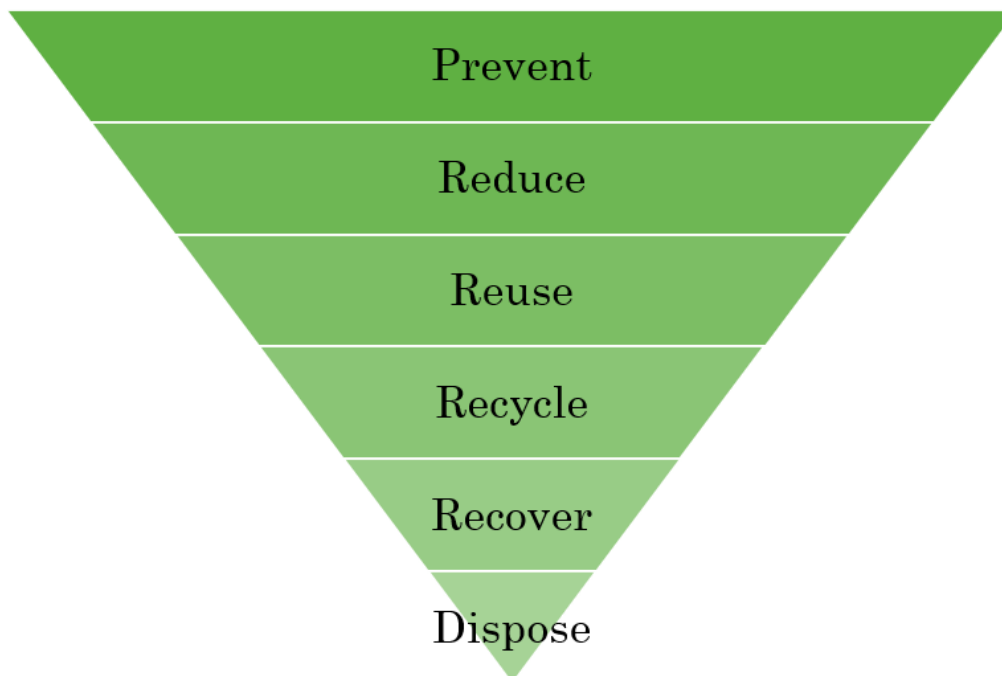
- **Energy Management:** Ensure assets such as lighting and screens are energy-efficient and consider using solar power where feasible.
- **Recycled Materials:** Use recycled or recovered materials for posters, timber products, and other assets to reduce waste and promote circular economy principles.

Minimising Materials

- **Construction:** Use materials efficiently in construction projects to minimise waste and reduce environmental impact.
- **Encouraging Innovation:** Support and adopt innovative practices and technologies that reduce material usage and promote sustainability.

Waste Management

- **Zero to Landfill:** Strive to eliminate waste sent to landfill by implementing comprehensive recycling and waste management programs.
- **Hierarchy of Waste:** Follow the waste hierarchy—reduce, reuse, recycle, recover—to manage waste effectively.



- **Hazardous Wastes:** Manage wastes effectively to ensure proper safe disposal.

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Biodiversity

- Prevent Pollution:
- **Herbicides:** Avoid the use of herbicides and other chemicals that can harm the environment.
- **Respecting Wildlife:** Protect wildlife habitats, including nests and protected species, in all operations.
- **Water:** Minimise water use, consider rainwater harvesting.

Ethical and Responsible Conduct

- **Legislation and Regulations:** Adhere to all relevant legislation and regulations related to environmental and ethical practices.
- **Anti-Corruption:** Maintain a zero-tolerance policy towards bribery and corruption.
- **Modern Slavery:** Ensure all operations and supply chains are free from modern slavery and human trafficking.

Data

- **Measure common data streams:** fuels, electricity, water, waste, business travel, materials.
- Make this data available to your upstream and downstream value chain on request.

If you have any questions, please contact:

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