



SUSTAINABILITY POLICY

Prepared by :
BELINDA MEREDITH



ABOUT US

From the beginning it was our intention to position ourselves as industry leaders in the creation of 'sustainable exhibitions.' An eco-friendly, events option that reduced waste through focusing on reusable and recyclable products.

Fast forward 10 years and that is exactly what we have done. Delivering 'Outstanding Displays' - consciously, ethically and that are good for the planet.

VISION

To be the only exhibitions/business events supplier to provide 100% eco-friendly exhibitions and to be the first to offset 100% of our emissions and achieve carbon neutral status.

MISSION

To continue to innovate and develop new sustainable initiatives that support our vision. Also to monitor and continue to support existing initiatives, such as the 'Trees for Displays' program. To collect meaningful data from this initiative and perform quarterly checks as to how the company is tracking with its goal of carbon neutral status.

SUSTAINABILITY

DEFINITION

Sustainability in business or a 'green business' is an enterprise that has minimal negative impact or potentially a positive effect on the global or local environment, community, society, or economy.

Outstanding Displays strives to achieve a positive effect, impacting all of the above through the following initiatives.

OD SUSTAINABLE INITIATIVES

1 - Trees for Displays

Our Trees for Displays Program, launched in 2019, is an industry first. In conjunction with our sustainability partner, Reforest, Outstanding Displays coordinates the planting of at least **one tree** for every exhibition display, custom stand and feature area that we build.

In the past year alone, we have planted over 2000 trees; this act contributing to the removal of 434 tonnes of carbon emissions from the atmosphere, in addition to 1.9ha of habitat repair.

2 - Zero Waste Fascias

Fascias, or trade booth signs, are typically a single use item, that contributes to 2157m³* to landfill each year.

Because of this alarming statistic, Outstanding Displays has made the decision to switch all fascia signs to materials that are 100% recyclable at the event's conclusion.

**Based on an average 50 booth show & average no. of tradeshow held in Australia annually.*

SUSTAINABILITY

OD SUSTAINABLE INITIATIVES CONT.

3 - Ethical Event Signage

All of our on-stand signage is printed using low-tox ink and is made from ethical, sustainable and environmentally friendly materials. We choose either fabric or cardboard substrates for all our printing, as these options are 100% recyclable post event.

Fabric also has the added bonus of being reusable, reducing the need for additional reprinting. It is also compact and easy to transport, equalling fewer trucks on the road, and lowered carbon emissions.

4 - Reusable Build Materials

We have adopted a unique, Maxima system for all of our exhibition and custom work.

This versatile and ethical system is 100% reusable (or recycled at the end of it's lifespan) so can be used time after time in a multitude of varying designs. It is our policy not to use pre-fabricated timber for our builds, particularly our custom stand work.

5 - Commitment to Reduce Plastic

Beyond our build materials, our eco-friendly ethos extends to the warehouse and logistics practices as well.

- Designed and manufactured a 'green band' for maxima packing;
- Purchase of reusable, stackable stillages to transport stock to and from site;
- Designed and manufactured, increased height furniture travel boxes, reducing need for placing stock on pallets.

All of these initiatives have reduced the use of single-use plastic wrap in our warehouse operations.

SUSTAINABILITY

OD SUSTAINABLE INITIATIVES CONT.

6 - Low Watt LED Lights

All lights on all Outstanding Displays builds are low watt, low energy LED's, which draw less power and are energy efficient.

7 - Reduce Coffee Related Waste

Takeaway coffee cups are a major consumable and huge contributor to landfill daily. In an effort to cut down on our contribution to coffee related waste, management gifted all staff a reusable coffee keep cup.

In addition to this, Outstanding Displays are currently investigating the purchase of several 'Simply Cups' coffee cup recycling stations. These units would form part of a new offering to event organisers to encourage delegates to recycle and to cut down on coffee cup related waste at events.

8 - Participation in Community Events

For several years the Outstanding Displays' team has participated in community beautification, as part of 'Clean Up Australia Day.'

Outstanding Displays are proud to be involved in this program and of the role we play in expanding our sustainable and eco-friendly initiatives beyond the workplace and into the community.

9 - Hybrid Sales Car

Outstanding Displays has invested in the purchase of a plug-in hybrid sales car; as an organisation we have purchased additional trees to help offset emissions generated from the use of this vehicle.



OBJECTIVES & TARGETS

	2023	2024*
Number of Trees Planted	2000	2500
CO2 Removal	460 t	575 t
Habitat Repair	20,000 m2	25,000 m2
Volume of Recycled Signage	6,200 kg	7,750 kg
Coffee Cups Saved from Landfill	0	^12,000

*Predicted OD Annual statistics for 2024

^Predicted figures, as this is a new initiative, no previous metrics available

OUR SUSTAINABILITY PROMISE

Outstanding Displays' has been, and will always be, the leaders in sustainable eco-friendly exhibition services. We are committed to providing exhibition builds that are either reusable or recyclable. No landfill, no excuses.

We are dedicated to our 'Trees for Displays' program and our goal of achieving carbon neutral status. We also pledge to develop, research & implement future initiatives, all with the common goal of further reducing waste produced by business events.

The future of exhibitions is green. We hope that you join us in striving to leave the planet a better place.

#sustainableexhibition
#sustainableexhibitionbyod
#odthegreenexhibitionexperts
#treesfordisplays



'Outstanding Displays, for exhibitions that don't cost the Earth.'

