

Sensis - the first step in every Australian contact

Sustainability Covenant

with EPA Victoria and EcoRecycle Victoria



Progress Report April 2006



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Key Themes for this Sustainability Covenant

Improving resource efficiency and reducing ecological impact:

This Sustainability Covenant aims to improve the efficiency with which Sensis uses resources to produce its products and services and reduce the ecological impact of those products and services.

Life Cycle approaches:

The Covenant partners will work together to identify opportunities to apply life cycle thinking to Sensis' business. This will build upon Sensis' current achievements in product stewardship in order to pursue improvements in resource efficiency and reductions in ecological impact throughout the design, production, consumption and reuse, recycling or disposal of Sensis' products and services.

Engaging customers and partners:

Through this Covenant, the parties agree to work with Sensis' customers to provide them with services with a reduced impact on the environment, and to assist Sensis' customers to identify business opportunities that they can pursue which reduce their own impact on the environment. The Covenant partners will also work to identify opportunities to engage additional partners on specific actions and initiatives under this sustainability covenant.

In implementing these themes, the parties agree to work together to pursue the following specific initiatives.

Covenant Commitment Progress – Our Customers

Title	Description	Progress	Next Steps
SME Sustainability Tool	Support of the <i>SME Sustainability Indicator Tool</i> , including input to support its development, and promotion to Sensis customers.	The Tool is now promoted on the corporate website : SME support page	Wait on DIIRD decision to progress Tool development
Consumer Charter – Directory Recycling	Development of a Sensis Consumer Charter which commits to the support of directory recycling around Australia	As the consumer charter is no longer being progressed by the business, the commitment to recycling services has been strongly committed in the Sensis NSW Sustainability Compact and on the corporate website: Directory Recycling Page	N/a

Covenant Commitment Progress – Our Print Products

Title	Description	Progress	Next Steps
Directory Recycling Program	Continuation, promotion and expansion of the Sensis Recycling Program across print products and the Australian community.	Excellent directory recycling results have been achieved in 2005 – with 71.2% of directory product being recycled. Recycling messages have been included on the new 'GoStay' print product.	Data promotion (media and key stakeholders) Community recycling projects in the Northern Territory (May/June)
Logistics Management System	Development of systems to allow for alternate distribution models that may reduce paper use and directory production.	An opt-out operational and promotional strategy has been developed to allow consumers to opt-out of specific print products.	Implementation of opt-out operational and promotional strategy.
Lifecycle Stewardship of all Products	Expand stewardship programs to cover the development of new products or new business acquisitions.	Life cycle assessment training was undertaken by marketing and product development personnel. Paper procurement guidelines has been developed for collateral. Environmental assessment of all UBD product printers undertaken.	Implementation of collateral guidelines with service provider Stream.



Covenant Commitment Progress – Our Internal Operations

Title	Description	Progress	Next Steps
Office-based Recycling Improvement	<p>Work with service providers to implement best practice waste management services and education across all Sensis sites</p> <p>Identify other potential partners who may be able to assist in developing and applying mutually beneficial solutions</p>	<p>An audit of all office systems across 42 sites identified some gaps, which have been addressed.</p> <p>An audit was carried out in Melbourne and Sydney offices showing a diversion of 80% of all solid waste to recycling.</p> <p>Sustainability Victoria will assist staff education through the Waste Wise office resource kit.</p>	Implement education program in all offices
Environmental Communications for staff	<p>Develop a broad environmental education program for all Sensis staff.</p> <p>Identify other Sustainability Covenant signatories and partners to contribute and share the results</p>	<p>A new compulsory environmental awareness 'i-know' course has been established.</p> <p>A resource of environmental 'tips and facts' has been provided by Sustainability Victoria. These will be used in weekly e-bulletins to educate staff.</p>	Incorporate into e-bulletins
Ecological Footprint Calculator	Use EPA Victoria's Office Ecological Footprint Calculator to determine the footprint of Sensis offices.	Ecological Footprint Calculator training was attended by Sensis staff.	<p>Gather relevant data</p> <p>Complete Calculator (assistance from EPA)</p>