

Sensis - the first step in every Australian contact

Sustainability Covenant

with EPA Victoria and EcoRecycle Victoria



Working Together for a Sustainable Future



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Who is Sensis?



Sensis is one of Australia's leading advertising and information providers. Our vision is to connect people, businesses and places 24 hours a day, seven days a week.



In realising this vision we accept the challenge that we must provide our customers with innovative new ways to advertise, communicate and do business. To achieve this we offer a powerful, multi-channel solutions portfolio that incorporates information and advertising across print, voice, online and wireless channels, and electronic directories. These solutions enable us to achieve annual revenues exceeding \$1 billion.



Sensis is the advertising subsidiary of Telstra Corporation Limited and manages some of Australia's most iconic brands such as White Pages®, Yellow Pages®, Trading Post®, Sensis ®1234, CitySearch®, UBD ®, Gregory's ® and Whereis®.



sensis.com.au



Who is EPA Victoria?

EPA's Mission

With all Victorians, work to enable the achievement of a clean, safe and sustainable environment using our statutory capacities, knowledge, experience and continuing our valued relationships.

The Environment Protection Authority is a statutory body established under an Act of the Victorian Parliament in response to community concern about pollution. The Act replaced statutory provisions scattered through more than 25 existing Acts, bringing together under one umbrella, symbolised by our logo, control of pollution on land, in water and air, and industrial noise. In particular, it puts the responsibility for sound environmental management on all Victorians - businesses, communities and individuals - where it belongs. The emphasis is shifting to market mechanisms, collaboration and co-regulation, rather than just the traditional 'command and control' approach to achieve environmental performance.

The Authority is legally constituted by a person appointed by the Government to the position of "Chairman". The Chairman is assisted by the EPA Board, an Executive and EPA staff.

EPA's intention is to provide the best possible service to our various clients and stakeholders on a regional basis backed up with specialist scientific, technical and support units.

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Who is EcoRecycle Victoria?

EcoRecycle Victoria is a state government agency providing information & advice to business, government & community on waste reduction & recycling.

Vision

Victorians leading the world in the sustainable use, recovery and reuse of resources.

Purpose

We encourage and assist Victorians to reduce solid wastes and to use resources sustainably.

Mission

To protect the environment for the benefit of present and future generations by minimising the creation of waste, promoting the sustainable use of resources, and better managing the disposal of material that cannot be diverted from the waste stream for productive use.

Role

EcoRecycle works in partnership with business and industry, community, schools and government to meet the challenge of reducing our waste. Our programs and services are aimed at creating long-term, practical solutions to our growing waste problem by focusing on using materials more efficiently to create less waste and improving recycling systems to prevent waste from going to landfill.

EcoRecycle supports major businesses on product stewardship initiatives, which encourage business to take greater responsibility for the waste generated by their products, from design to manufacture and disposal. EcoRecycle Victoria also funds the development of waste management infrastructure and kerbside recycling systems, as well as monitoring Victoria's waste performance through data collection and analysis.



Sensis and Sustainability

At Sensis we contribute to the sustainable development of our local communities and our environment.

Sensis commits to working towards environmental sustainability in all our operations. We believe environmental management is a fundamental ingredient in the development and implementation of all business policies, strategies, decision-making and practice.

Sensis sees a strong future for our business and aims to be a sustainable member of the community in that future.



A Covenant for Environmental Sustainability

This voluntary SUSTAINABILITY COVENANT is a statutory agreement under section 49AA of the *Environment Protection Act 1970* made on the 30th day of May 2005.

Sensis Pty Ltd has entered into a voluntary co-operative agreement with the Environment Protection Authority and EcoRecycle Victoria to work towards environmentally sustainable operations. EPA Victoria is of the opinion that this Sustainability Covenant is likely to be effective in increasing the resource use efficiency and reducing the ecological impact of Sensis and its supply chains and as such is a signatory to this Sustainability Covenant. EPA Victoria and EcoRecycle Victoria agree to work with Sensis and support its efforts towards sustainability.

These initiatives will be developed in Victoria with a view to their adoption throughout Sensis' national operations. EPA Victoria and EcoRecycle will support this process by encouraging agencies of other Australian Governments to also support these initiatives.

Working Together for a Sustainable Future



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 Commitments – Our Customers

In working towards the goal of sustainability, Sensis, EPA Victoria and EcoRecycle Victoria commit to the following initiatives over the next two years.

With over 450,000 customers and users which include nearly every household and business in Australia, Sensis aims to use our contact with the Australian community to influence Sustainability through the following:

Title	Description	Key Outcomes	Timeframe
SME Sustainability Tool	Support of the <i>SME Sustainability Indicator Tool</i> , including input to support its development, and promotion to Sensis customers.	<ul style="list-style-type: none">- Sustainability concepts and actions promoted to SMEs- SME sustainability increased and environmental and social impacts decreased- Tool actively promoted and supported by Sensis	<p>Development – 2005</p> <p>Implementation – 2005/2006</p>
Consumer Charter – Directory Recycling	Development of a Sensis Consumer Charter which commits to the support of directory recycling around Australia	<ul style="list-style-type: none">- Continued commitment to the recycling of directories into the future- Increased recycling of resources	2005

Covenant Commitments – Our Print Products

In working towards the goal of sustainable operations, the product stewardship of our print products throughout their lifecycle is critical. The following projects will support this:

Title	Description	Key Outcomes	Timeframe
Directory Recycling Program	Continuation, promotion and expansion of the Sensis Recycling Program across print products and the Australian community.	<ul style="list-style-type: none"> - Increased recycling rates - Decreased resource use 	Ongoing
Logistics Management System	Development of systems to allow for alternate distribution models that may reduce paper use and directory production.	The ability to deliver future distribution models which decrease print production resource use while meeting customer needs.	2005-2006
Lifecycle Stewardship of all Products	Expand stewardship programs to cover the development of new products or new business acquisitions.	<ul style="list-style-type: none"> - Effective management of Sensis products throughout their life cycle - Decreased resource use - Improved environmental outcomes for all new products and initiatives - Increased consumer and supply chain information 	Ongoing

Covenant Commitments – Our Internal Operations

With approximately 3000 staff members, Sensis can significantly impact Sustainability through our operations:

Title	Description	Key Outcomes	Timeframe
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>	<ul style="list-style-type: none"> - Best practice office waste and recycling systems in all office sites - Uniform staff education and increased staff awareness and positive action - Reduced resource use, reduced solid waste generation and increased recycling - Reporting of waste and recycling levels 	2005-2006
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>	<ul style="list-style-type: none"> - Increased staff education and action on broad environmental issues - Bank of information available for other users 	2005-2006
Ecological Footprint Calculator	<p>Use EPA Victoria's Office Ecological Footprint Calculator to determine the footprint of Sensis offices.</p> <p>Communicate to staff and work towards reduction</p>	<ul style="list-style-type: none"> - Education of staff on our impacts - Reduction of Ecological Footprint from office activities - Develop case study on Sensis' office Ecological Footprint 	2005



Administrative Arrangements

Life of the Covenant: The parties have agreed that this Sustainability Covenant will operate for a period of two years from the date of this agreement.

Management of the Covenant: A steering committee comprising representatives of each party to this Covenant will be responsible for meeting the overarching performance of the parties under this agreement.

Reviewing and reporting Covenant implementation: During the life of the Covenant the parties commit to a formal quarterly progress review and year-end report on each anniversary of the Covenant. Summary progress reports will be published to the web sites of the parties following each review.

Termination of the Covenant: This Covenant is entirely voluntary and, despite any commitment given in this Covenant, any party can withdraw at any time upon giving notice to the other parties, without giving rise to an action or claim for damages, reimbursement of expenses or compensation whatsoever. In the event that a party proposes to withdraw from the Covenant, all parties agree to instigate discussions about why this might have to occur.

Copying of the Covenant: In accordance with section 49AC(c) of the *Environment Protection Act 1970*, the parties authorise the copying of all or any part of the Covenant by any person who wishes to do so. The parties also authorise the use of any copies made by the person.

Appendix 1: Sensis Environment Policy and Vision

Sensis Environment Policy

To deliver on our commitment to high standards of environmental performance, Sensis seeks to:

- implement appropriate strategies to minimise environmental impacts;
- define environmental accountabilities;
- empower managers to provide environmental leadership and require all employees to take personal ownership of Sensis' environmental performance;
- be open, transparent and responsive to public and stakeholder concerns with respect to our environmental performance; and
- comply with statutory and corporate requirements.

Sensis Environment Vision

Our Environment Vision is to be one of the key leaders in the media industry for:

- the management of our environmental issues;
- compliance with environmental standards;
- communication and response to all stakeholders;
- educating our stakeholders in our key environment issues;
- adopting the philosophies of sustainable development;
- being innovative in the way we manage environmental issues; and
- the percentage of print directories recycled.

Appendix 2: Sensis Environmental Management System

With respect to Environmental Management obligations, Sensis has established a clear set of environmental management objectives employed through the establishment and implementation of the Sensis Environmental Management System (SEMS). Through implementation of the SEMS, Sensis is committed to achieving legal compliance, meeting or exceeding customer expectations, and continuing to improve its environmental performance. The SEMS system is based on the principles and structure of the ISO 14001 system.

The Sensis Environmental Management System (SEMS) has been developed to address Sensis specific environmental aspects and commitments. The SEMS contains an Environmental Management Action Plan (EMP) which is reported on and updated annually.

Other relevant elements of the SEMS include:

- Sensis Environmental Directory Paper Procurement Guidelines
- Sensis National Packaging Covenant Action Plan (annual)
- Sensis Waste Management Plan (including supply chain waste management)
- Procedures
- Printers' Environmental Management Plans
- Paper Supplier Environmental Documentation