

## NCOS CARBON NEUTRAL PROGRAM

### PUBLIC DISCLOSURE SUMMARY

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#### 1. ORGANISATION AND PRODUCT INFORMATION

Organisation Name: Sensis Pty Ltd

Disclosure Period: From: 01 July 2010 to: 30 June 2011

Date of most recent verification: 23 February 2011

Carbon Neutral Disclosure Type:

- a. Organisation ☐
- b. Product ☒

Product Overview (delete if not applicable):

Product Name: Sensis Yellow Pages and White Pages

Brief Description: Sensis provides telephone directory services to households, businesses and government agencies Australia-wide. Sensis' Yellow Pages is a compilation of contact details for Australian businesses, whereas the White Pages contains government and residential listings, in addition to business listings. Both directory services are tailored to specific metropolitan and regional areas and are provided across a range of media:

- Print (standard full-size directories)
- Yellow in the Car (compact directories)
- On-line (accessible via a range of web-connected devices, including smart phones and tablet computers).

The Life Cycle Analysis that forms the basis for this annual report addresses each of these three media forms.

## 2. PRODUCT DESCRIPTION

Sensis provides telephone directory services to households, businesses and government agencies Australia-wide. Sensis' Yellow Pages is a compilation of contact details for Australian businesses, whereas the White Pages contains government and residential listings, in addition to business listings.. Both directory services are tailored to specific metropolitan and regional areas and are provided across a range of media:

- Print (standard full-size directories and Yellow in the Car compact directories)
- On-line (accessible via a range of web-connected devices, including smart phones and tablet computers).

The Life Cycle Analysis that forms the basis for this annual report addresses each of these media forms, from creation of the media and sourcing of input materials to disposal.

See Appendix A for a diagrammatic representation of the boundaries.

## 4. TOTAL CARBON FOOTPRINT

[From the most recent verified GHG Inventory or Life Cycle Assessment]

Carbon Footprint:

96,737 Tonnes CO<sub>2</sub>-e

## 5. EMISSION REDUCTION MEASURES

Emission Management and Reduction Measures	Emissions Reduction in Reporting Period (Tonnes CO <sub>2</sub> -e)
<p>Key paper providers are using electricity from renewable and nuclear energy sources, leading to a reduction in carbon footprint.</p> <p>It should be noted that this might have already been the case in the original LCA, but the information was not available. Sensis has since engaged with its suppliers to obtain the information.</p>	39,600
The directories are smaller and the number of directories printed slightly less, leading to a reduction in paper use and hence carbon footprint	23,160
Reduction in staff travel, energy usage and other office impacts (net of increase in number of staff allocated to Yellow and White pages)	6,583
Reduction in energy use by the printer (PMP <sup>l</sup> )	12,706
Total Emissions Reduction	82,049

## 6. OFFSET PURCHASE / CANCELLATION

[From the most recently verified Annual Report]

Project Details	Offset Type	Details of Transaction	Register	Offset Quantity (Tonnes CO <sub>2</sub> -e)
Ituiutaba Biomass, Brazil	VCU	1196-53484630-53490156-VCU-009-MER-BR-1-558-01072008-31122008-1	Markit	5,527
Ituiutaba Biomass, Brazil	VCU	1197-53490157-53500411-VCU-009-MER-BR-1-558-01012009-31122009-1	Markit	10,255
Irmaos Fredi Biomass, Brazil	VCU	869-41204112-41211841-VCU-009-TZ1-BR-1-60-01012009-31122009-1	Markit	7,730
Irmaos Fredi Biomass, Brazil	VCU	869-41189936-41191423-VCU-009-TZ1-BR-1-60-01012009-31122009-1	Markit	1,488
<b>Sub-total - Brazil</b>				<b>25,000</b>
Kalealti Hydro, Turkey	VCU	299-9979067-9994739-VCU-008-APX-TR-1-111-01012008-31122008-0	NYSE Blue*	15,673
Kalealti Hydro, Turkey	VCU	1642-68396323-68410649-VCU-008-APX-TR-1-111-01012009-31122009-0	NYSE Blue*	14,327
<b>Sub-total - Turkey</b>				<b>30,000</b>
Cookstoves, Cambodia	VCU	358-12775689-12780688-VCU-001-CDC-KH-3-181-10012008-31122008-0	NYSE Blue*	5,000
Cookstoves, Cambodia	VCU	874-41478690-41494689-VCU-008-CDC-KH-3-181-01012009-31122009-0	NYSE Blue*	15,000
<b>Sub-total - Cambodia</b>				<b>20,000</b>
Koganti Biomass, India	VCU	1548-64919308-64931117-VCU-015-APX-IN-1-654-01012007-31122007-0	NYSE Blue*	3,165
Koganti Biomass, India	VCU	1549-64931118-64941556-VCU-015-APX-IN-1-654-01012008-31122008-0	NYSE Blue*	10,439
Koganti Biomass, India	VCU	1550-64941557-64959226-VCU-015-APX-IN-1-654-01012009-31122009-0	NYSE Blue*	8,134
<b>Sub-total - India</b>				<b>21,738</b>
<b>GRAND TOTAL</b>				<b>96,738</b>

\* NYSE Blue was formerly known as APX

## Appendix A: Product LCA boundaries – diagrammatic representation

