



Carbon Neutral Program

Public Disclosure Summary



An Australian Government Initiative



LOWCARBON
AUSTRALIA

SENSIS

Yellow Pages and White Pages directory

1. Organisation and Product Information

Organisation Name: Sensis Pty Ltd

Base Year: 2008/2009

Disclosure Period: From: 1 July 2011 – 30 June 2012

Date of most recent verification: November 2012

Carbon Neutral Disclosure Type: Product

Product Overview:

Product Name: Sensis Yellow Pages and White Pages directories

Brief Description: Sensis provides telephone directory services to households, businesses and government agencies Australia-wide. The Yellow Pages contain a listing of commercial entities and White Pages contain government and residential listings. These directories are available in both print and online formats.

2. Product Description

Yellow Pages and White Pages directory services are tailored to specific metropolitan and regional areas and are provided across a range of media:

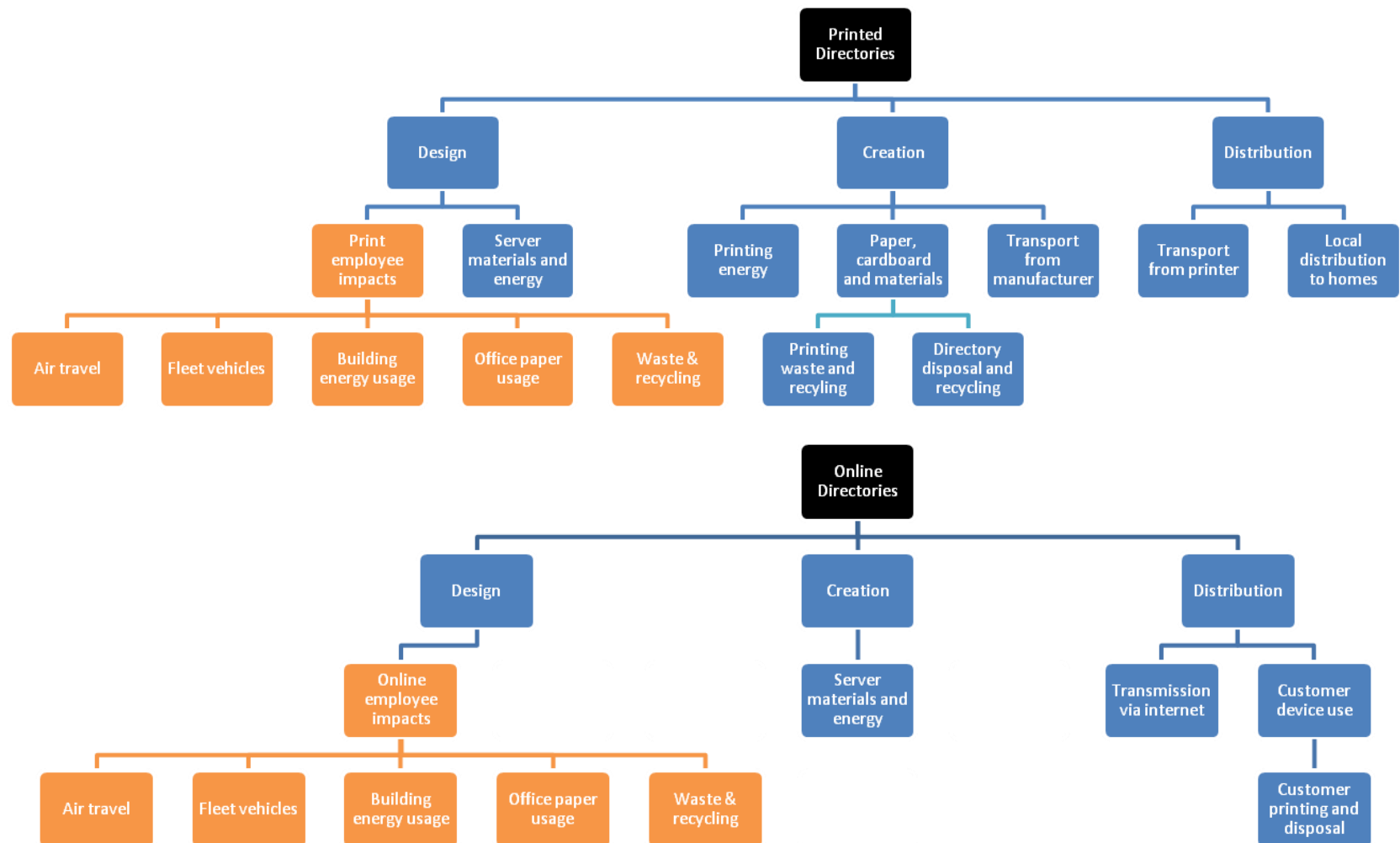
- Print directories delivered to the customer (standard directories, smaller Local directories and compact Yellow in the Car directories)
- Online directories (accessible via a range of web-connected devices including computers, smart phones and tablet computers).

The Life Cycle Assessment that forms the basis for this annual report addresses both of these media forms, from creation of the media and sourcing of input materials to disposal. For the print directory this includes raw materials, manufacturing, printing, distribution Australia-wide and disposal of directories by customers. For the online directory this includes online server infrastructure and energy usage, internet data transfer, and energy usage required to view the directory website on customer devices.

The assessment of both media forms also includes the office impacts from Sensis employees that work to produce and market the directories, including corporate travel, office building energy usage, waste and recycling.

Scope 1 emissions include fuel used by Sensis buildings and fleet vehicles. Scope 2 emissions arise from Sensis office building electricity. Scope 3 emissions include the broader supply chain including a number of major Sensis office-based Scope 3 emissions, as well as emissions from the manufacturers, printers and distributors of the directories themselves. This is predominantly fuel and electricity use, in addition to the embodied emissions of physical materials.

A diagram of the LCA system boundary for both print and online directories is included on the following page.



System boundary for Yellow Pages and White Pages print and online directories. Components shared between the LCAs are shown in orange.

3. Purchase of GreenPower™ or NCOS Carbon Neutral Products and/or Cancellation of GreenPower™ Eligible Renewable Energy Certificates (RECS)

Sensis currently does not make purchases of GreenPower, GreenPower eligible RECs or NCOS Carbon Neutral products relevant to the submission of this product LCA.

GreenPower™:	0	MWh
GreenPower™ eligible RECs:	0	MWh
NCOS Carbon Neutral product: NA	0	NA

4. Total Carbon Footprint

Carbon Footprint: 65,319 Tonnes CO₂-e

Footprint by Scope:

Scope 1	1,416 Tonnes CO ₂ -e
Scope 2	5,883 Tonnes CO ₂ -e
Scope 3	58,020 Tonnes CO ₂ -e

Footprint by Product Stage:

Print design	3,601 Tonnes CO ₂ -e
Print production	47,727 Tonnes CO ₂ -e
Print distribution	5,351 Tonnes CO ₂ -e
Online design	4,740 Tonnes CO ₂ -e
Online production	2,186 Tonnes CO ₂ -e
Online distribution	1,713 Tonnes CO ₂ -e

Footprint by Source:

Scope	Source	(tCO2e)
1&3	<i>Fuel combustion - Sensis fleet vehicles</i>	1,522
1&3	<i>Fuel combustion - stationary energy (natural gas)</i>	14
1&3	<i>Fuel combustion - stationary energy (diesel)</i>	2
2&3	<i>Building electricity - Sensis offices</i>	5,883
3	<i>Air travel</i>	412
3	<i>Embodied emissions - office paper usage</i>	69
3	<i>Office waste & recycling (net emissions after recycling)</i>	0
3	<i>Building electricity - satellite and outsourced staff</i>	121
3	<i>Fuel combustion - stationary energy (natural gas) – satellite/outsourced staff</i>	<1
3	<i>Embodied emissions - print directory ad production servers</i>	8
3	<i>Electricity usage - print directory ad production servers and data rooms</i>	312
3	<i>Embodied emissions - directory paper and cardboard</i>	26,954
3	<i>Embodied emissions - directory printing consumables</i>	6,894
3	<i>Fuel combustion - transport of directory paper and cardboard</i>	4,536
3	<i>Building electricity - print contractors</i>	9,231
3	<i>Fuel combustion - stationary energy (natural gas) - print contractors</i>	111
3	<i>Fuel combustion – transport and delivery of directories to households</i>	5,351
3	<i>Embodied emissions - online directory servers</i>	7
3	<i>Electricity usage - online directory servers and data rooms</i>	2,179
3	<i>Electricity usage - internet data transfer to customers</i>	<1
3	<i>Electricity usage - customer computers and printers</i>	1,117
3	<i>Embodied emissions - customer paper and printer ink</i>	593
3	<i>Electricity usage - customer hand-held devices</i>	3

5. Emission reduction measures

Emission reduction measures below represent the causes of major reductions in the product footprint calculated by the LCA, compared to the previous year's results.

Emission Management and Reduction Measures	Emissions Reduction in Reporting Period (Tonnes CO2-e)
Total amount of paper supplied for the production of print directories decreased due to the size of directories reducing significantly in 2011/12. The actual number of directories printed and delivered remained roughly consistent.	15,288
Decrease in emissions from employee impacts, due to reduced environmental impact per employee, but also due to fewer employees working on directories.	6,576
Decrease in impacts relating to printer energy and material consumption, due to reduced printing volumes/sizes.	4,757
Decrease in emissions from calculated server energy use, by using a more accurate estimation methodology. This led to an emissions figure estimation that was not overestimated to the same extent as the previous year.	3,481
Decrease in impacts associated with paper transport from supplier, due to reduced tonnage.	2,719
Increase in calculated transport-related emissions due to a more accurate assessment of interstate transport, measured in tonne.km for 2011/12 (changed from km the previous year).	-1,465 (increase)
Balance of other impacts (multiple minor increases/decreases and natural variation).	62 (net decrease)
Total Emissions Reduction	31,418

6. Offset Purchase / Cancellation

Project Details	Offset Type	Details of Transaction	Register	Offset Quantity (Tonnes CO ₂ -e)
Purchased Offsets				
Chemical Recovery Project at Satia Industries Ltd. (SIL), formerly known as Satia Paper Mills Limited Village Rupana, Punjab	VCU	2537-108376879-108404228-VCU-009-MER-IN-5-614-01112008-31082010-0	Markit	27,350
Heilongjiang Wangkui 50MW Level Biomass Cogeneration Project	VCU	2169-88052028-88066559-VCU-008-MER-CN-1-627-01012009-31102009-0	Markit	14,532
Fuel-Wood Saving with Improved Cookstoves in Cambodia	VCU	1462-61777016-61787015-VCU-008-CDC-KH-3-181-01012010-31122010-0	Markit	10,000
7.5MW Biomass based Power Project of Koganti Power Limited in Karnataka India	VCU	1553-65039772-65039946-VCU-015-APX-IN-1-654-01012010-01042010-0	APX	175
Purchased offsets subtotal				52,057
Offsets retained from FY 2010/11				
Koganti Biomass, India	VCU	1550-64949691-64959226-VCU-015-APX-IN-1-654-01012009-31122009-0 (9,536 units) 1553-65035227-65038952-VCU-015-APX-IN-1-654-01012010-01042010-0 (3,726 units) This serial number represents 3,726 units purchased by Sensis as part of a batch of 4,545 units (1553-65035227-65039771-VCU-015-APX-IN-1-654-01012010-01042010-0) where the remaining 819 units were purchased by another party.	APX	13,262
Offsets retained from FY 2010/11 subtotal				13,262
GRAND TOTAL				65,319

Project Details	Offset Type	Details of Transaction	Register	Offset Quantity (Tonnes CO2-e)
Purchased Offsets – Banked for FY 12/13				
Chemical Recovery Project at Satia Industries Ltd. (SIL), formerly known as Satia Paper Mills Limited Village Rupana, Punjab	VCU	2537-108404229-108408909-VCU-009-MER-IN-5-614-01112008-31082010-0	Markit	4,681
Purchased Offsets – Banked for FY12/13 GRAND TOTAL				4,681

Offset Strategy

Sensis purchases emissions offsets at the conclusion of each reporting period, as the product LCA is being finalised. Offsets are purchased and retired over and above the actual total of the LCA, so that a portion of additional offsets are “banked” for the following year. This offset strategy reflects Sensis’ forward commitment to continue with the NCOS Carbon Neutral Program, by making a partial offset of the following year’s emissions up front.

7. OTHER INFORMATION

Sensis operates under the policies of parent company Telstra including the principles outlined in Telstra’s Environment Policy. The Policy includes commitments to improve resource consumption efficiency and minimise waste generation in operations and through the life cycle of products.

The Yellow Pages and White Pages LCA and carbon neutrality certification under the NCOS is one of Sensis’ major initiatives to monitor, offset and reduce emissions of Sensis directory services which are core to the business.

The NCOS logo is discreetly included on the Yellow Pages and White Pages directory books, and on the homepage of the Yellow Pages and White Pages online directory websites. The carbon neutral status of the directories is also described on Sensis and Yellow Pages public websites, and in Telstra sustainability reports.

8. Verifier

Name of verifier: JTP Australia Pty Ltd / start2see

Last year of verification: 2009 (as part of the Greenhouse Friendly program)

9. Declaration

Name Pauline Gregg

Title General Manager –Environment, Telstra’s Chief Sustainability Office

Date **21.01.13**

Signature 

This Public Disclosure Summary was prepared in accordance with the requirements of the NCOS Carbon Neutral Program Guidelines.