

National Carbon Offset Standard Carbon Neutral Program Public Disclosure Summary



SENSIS Yellow Pages[®] and White Pages[®] directory

1. Organisation and Product Information

Table 1: Organisation and Product Information

Organisation Name	Sensis Pty Ltd	
Name of the subject(s) of certification	Yellow Pages [®] and White Pages [®] directory	
Type of certification (tick all applicable)	✓ Product/service	
Reporting year period	From 1/07/2012	To 30/06/2013
Emissions in this reporting year	54,009 t CO ₂ e	
Base year period ^{1,2}	From 1/07/2008	To 30/06/2009
Emissions in the base year	178,632 t CO ₂ e	

¹ First year for which the GHG Inventory has been completed – this will be considered to be the base year against which emission reduction activities will be measured.

² For events, a reference case can be provided against which emissions may be compared.

2. Description of Organisation Activities

Sensis is an information, advertising and directories organisation that is wholly-owned by Telstra.

Sensis products and services include:

- Yellow Pages® and White Pages® print and digital directories;
- Telstra telePhone directory assistance call centres;
- Whereis® location and navigation services;
- TrueLocal online directory of Australian businesses listing search results by relevance and location;
- Citysearch® online entertainment and lifestyle guide;
- Quotify request for quote service;
- Sensis® Data Solutions (SDS) and; and
- Application Programming Interface (API) services.

Carbon neutral certification under the National Carbon Offset Standard (NCOS) is undertaken for the Yellow Pages® and White Pages® print and digital directories.

3. Organisational & Geographic Boundary/ Scope & system Boundary

The system boundaries of the printed and online directory Life Cycle Assessment (LCA) are consistent with the previous annual LCA. Three basic stages of the production of each directory type were defined. The actual processes involved within each stage vary between print and online directories but broadly serve the same purpose:

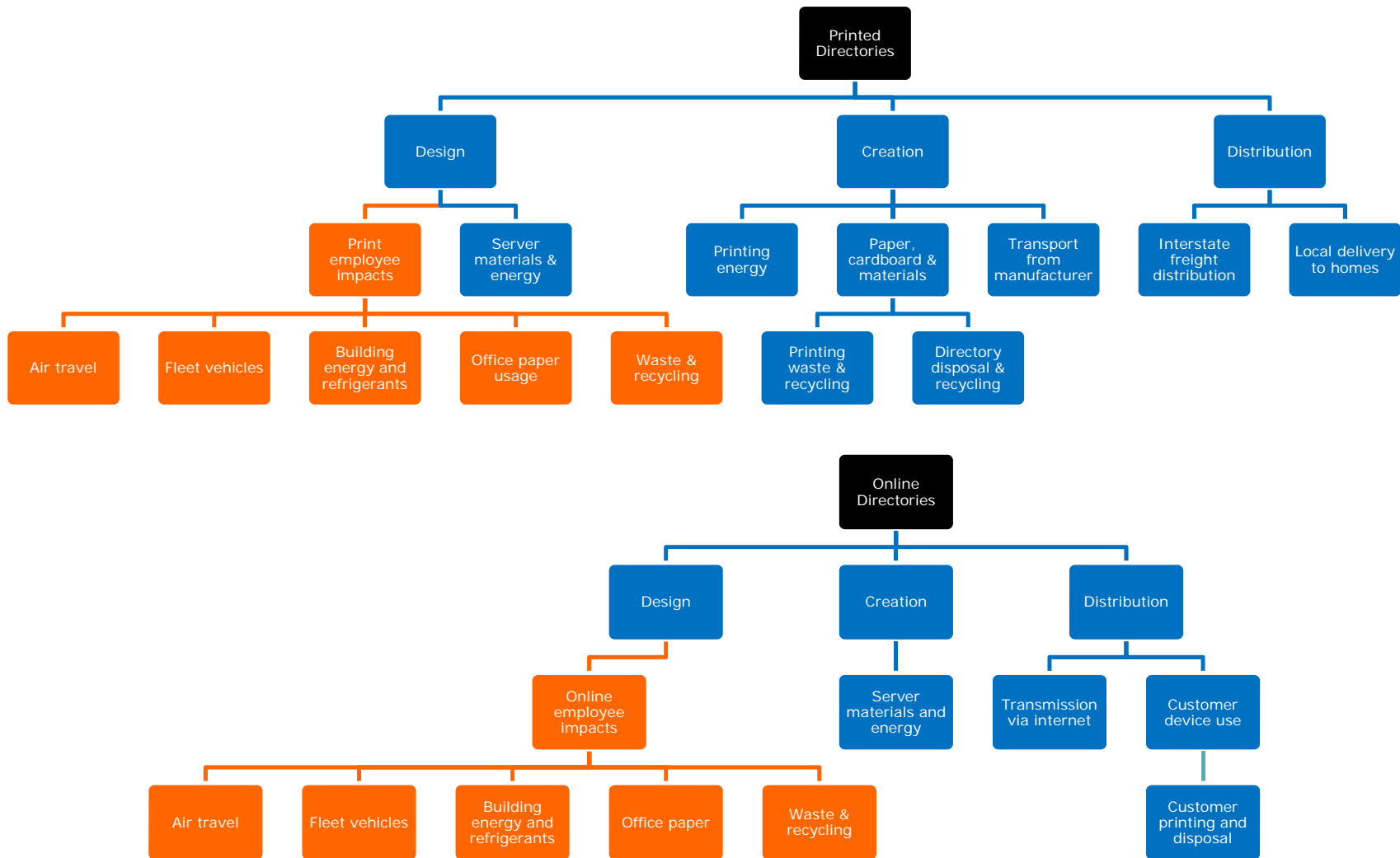
- + **Design:** impacts associated with the design/development of content. For both print and online directories, this represents the impacts of Sensis employees who manage directory services and develop content and advertising. The total impacts of Sensis employees were apportioned between either print or online directories.
- + **Creation:** impacts associated with the creation/production of the directory or service. For print directories this represents the production of raw material components and the manufacturing of physical directories, while for online directories it represents computer server energy and materials required for online hosting.
- + **Distribution:** impacts associated with directory distribution. For print directories this represents physical transportation of books throughout Australia, while for online directories it represents customer access to websites and online applications.

The LCA was conducted for Sensis activities and directory services over the financial year period 1 July 2012 to 30 June 2013. All data provided by Sensis corresponds to this period of reference. Where limited data was available for minor emissions sources, the most recently available data was extrapolated to represent a full year of activities.

Information derived from external literature sources was obtained for the most recent period available, and internally reviewed to ensure that assumptions appeared to accurately and conservatively reflect 2012/13 conditions.

The assessment included geographically sensitive variables such as electricity supply sources, international and interstate transportation and embodied energy of imported materials (primarily paper), see Section 7. These variables were modelled according to the most relevant emissions data available for the appropriate location.

4. Diagram of the Boundary of the Subject of Certification



5. Purchase of GreenPower and Retirement of GreenPower Eligible Large-Scale Generation Certificates (LGCS)

Not applicable.

6. Purchase of NCOS Carbon Neutral Products

Not applicable.

7. Total Carbon Footprint

Total emissions for FY2013 are presented by Scope, Product Stage and Emission Source below. Categories are rounded to the nearest one tonne CO₂e and any discrepancy in totals is due to rounding.

Table 2: Footprint by Scope:

Scope	(tCO ₂ e)
Scope 1	987
Scope 2	5,698
Scope 3	47,324
TOTAL	54,009

Table 3: Footprint by Product Stage:

Product Stage	(tCO ₂ e)
Print design	5,585
Print production	34,354
Print distribution	3,668
Online design	7,689
Online production	1,498
Online distribution	1,216
TOTAL	54,009

Table 4: Footprint by Source:

Scope	Source	(tCO ₂ e)
1	Refrigerant leakage – office air conditioning units	45
1&3	Fuel combustion - Sensis fleet vehicles	997
1&3	Fuel combustion - stationary energy (natural gas) - Sensis offices	14
1&3	Fuel combustion - stationary energy (diesel) - Sensis offices	1
2&3	Building electricity - Sensis offices	6,520
3	Refrigerant leakage – base building air conditioning units	206
3	Fuel combustion - stationary energy (natural gas) – base building services	4,075
3	Fuel combustion - stationary energy (diesel) – base building services	342
3	Building electricity – Base building services	2
3	Air travel - Sensis employees	518
3	Embodied emissions - office paper usage	48
3	Office waste & recycling (net emissions after recycling)	47
3	Building electricity - satellite and outsourced staff	122
3	Fuel combustion - stationary energy (natural gas) – satellite/outsourced staff	<1
3	Embodied emissions - print directory/advertisement production servers	8
3	Electricity usage - print directory/advertisement production servers and data rooms	328
3	Embodied emissions - directory paper and cardboard	17,382
3	Embodied emissions - directory printing consumables	6,056
3	Fuel combustion - transport of directory paper and cardboard	2,731
3	Building electricity - print contractors	7,949
3	Fuel combustion - stationary energy (natural gas) - print contractors	237
3	Fuel combustion – transport and delivery of directories to households	3,668
3	Embodied emissions - online directory servers	7
3	Electricity usage - online directory servers and data rooms	1,491
3	Electricity usage - internet data transfer to customers	<1
3	Electricity usage - customer computers and printers	664
3	Embodied emissions - customer paper and printer ink	548
3	Electricity usage - customer hand-held devices	3
TOTAL		54,009

8. Carbon Offset Purchases and Retirement for this Reporting Period

Table 5: Details of carbon offset purchases

Offset type	Registry	Serial number	Quantity (t CO ₂ e)
VCU	APX VCS	2374-101146575- 101170583-VCU-003-APX-	24,009

	Regsitry	IN-1-404-01012011-15112011-0	
VCU	Markit	2520-107588753-107598752-VCU-008-MER-CN-1-903-01012011-14092011-0	10,000
VCU	Markit	2169-88046481-88048206-VCU-008-MER-CN-1-627-01012009-31102009-0; 2169-88066560-88075304-VCU-008-MER-CN-1-627-01012009-31102009-0; 2319-96574513-96584041-VCU-008-MER-CN-1-627-01012009-31102009-0	20,000
Total			54,009

9. Emission Reduction Measures

Emission reduction measures reported in Table 6 represent the causes of change to the product footprint calculated in 2012/13 compared to the previous year.

Table 6: Emission Reduction Measures

Emission source	Reduction Measure	Scope	Status	Reduction ³ t CO ₂ e
Refrigerant leakage	Addition of office refrigerants and base building refrigerants to the product footprint	1	Implemented this reporting period	-251 (increase)
Sensis employees	Minor increase in employee impacts (including fleet fuel, building energy, air travel, waste & recycling)	1, 2 & 3	Implemented this reporting period	-244 (increase)
Base building energy	Addition of base building electricity, natural gas and diesel to the product footprint	3	Implemented this reporting period	-4,419 (increase)

³ Measures which contributed to reducing the product footprint from the previous year are represented in the table as (decrease) to demonstrate their positive impact on emissions reduction. Likewise, measures which contributed to increasing the product footprint are represented in the table as (increase) to demonstrate their negative impact on emissions reduction.

Emission source	Reduction Measure	Scope	Status	Reduction ³ t CO ₂ e
Advertisement production server energy	Minor increase in energy usage by advertisement production servers	3	Implemented this reporting period	-16 (increase)
Paper and cardboard manufacturing	Reduction in quantity of paper and cardboard manufactured due to fewer directories	3	Implemented this reporting period	9,572 (decrease)
Paper transport and processing	Reduced impact of paper transport, printing energy, printing consumables due to reduced paper quantities	3	Implemented this reporting period	3,800 (decrease)
Print directory distribution	Reduced impact of directory distribution due to fewer directories delivered.	3	Implemented this reporting period	1,683 (decrease)
Online directory server energy usage	Reduced electricity usage by online directory servers, due to a process of server "virtualisation" (using fewer physical servers, more efficiently)	3	Implemented this reporting period	688 (decrease)
Customer energy and materials impact	Reduced customer impact mainly due to shorter average viewing times on directory websites	3	Implemented this reporting period	497 (decrease)
Total emission reductions implemented in this reporting period				11,310 (decrease)
Total expected emission reductions in future reporting periods				Unknown

10. Other Information [Optional]

Participants may wish to include further information about their carbon neutral commitments and promotional activities. This may tell a story about the organisation's activities, where it has come from, where it would like to go to and its successes.

As the Public Disclosure Summary is made publicly available, please ensure that the information here is accurate and supported by appropriate evidence.

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11. Declaration

To the best of my knowledge and having implemented the quality controls and standards required under the NCOS Carbon Neutral Program and made all appropriate inquiries, the information provided in this Public Disclosure Summary is true and correct.

Pauline Gregg



Name of Signatory

Signature

General Manager – Environment, Chief Sustainability Office, Telstra

Position / Title of Signatory

23/12/2013

Date