

National Carbon Offset Standard Carbon Neutral Program Public Disclosure Summary



An Australian Government Initiative

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)	<input checked="" type="checkbox"/> Product/service	
Reporting year period	From 1/07/2013	To 30/06/2014
Emissions in this reporting year	52,943 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. Sensis was acquired by Platinum Equity during the reporting year. It is now under the control of Platinum Equity which has a 70% equity stake in Sensis. Telstra maintains a 30% equity stake in Sensis.

Sensis products and services include:

- Yellow Pages® and White Pages® print and digital directories
- Whereis® online mapping service
- TrueLocal® online directory of Australian businesses listing search results by relevance and location
- Skip online ordering app
- Found digital advertising agency

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:

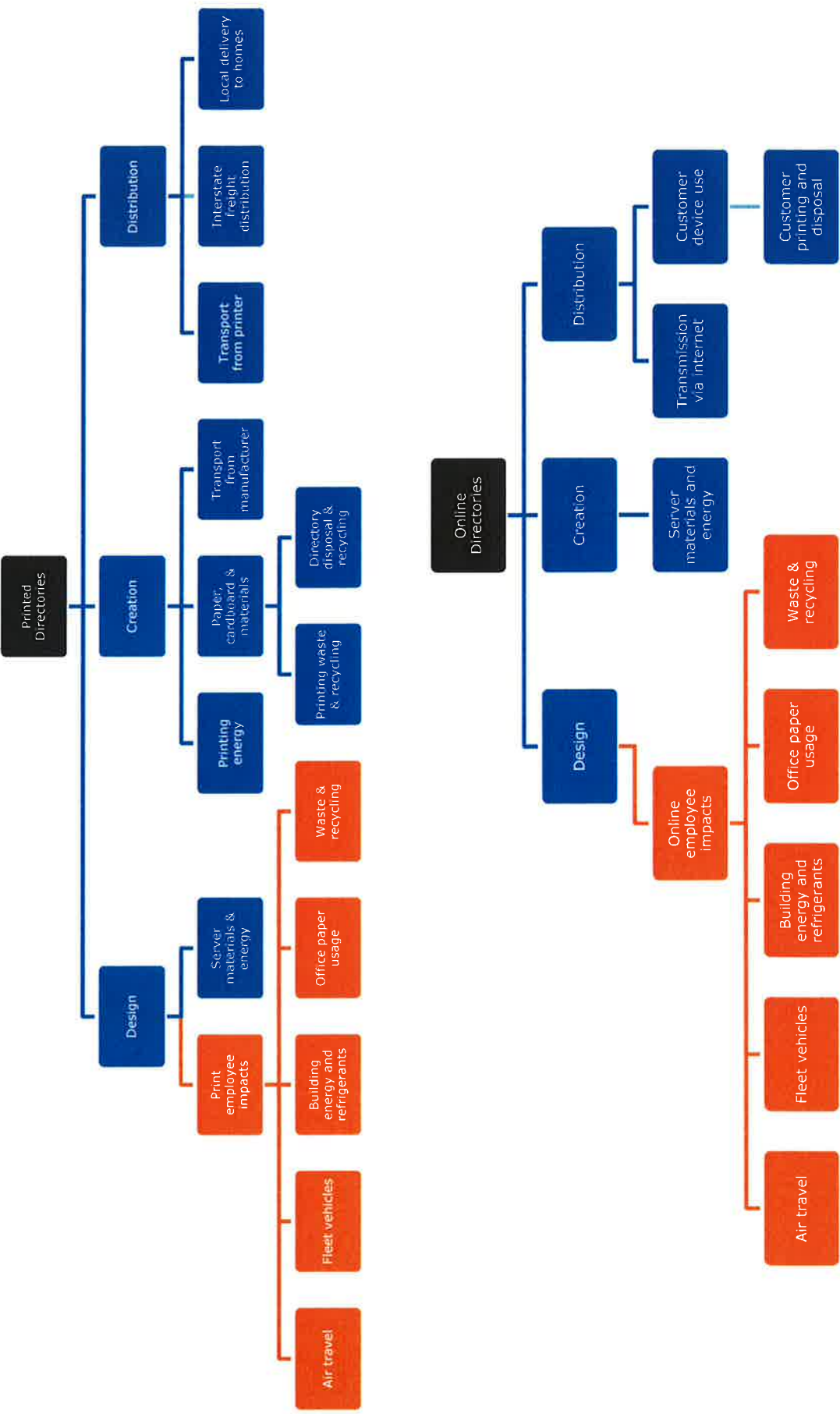
- + **Design:** impacts associated with the design/development of content. For both print and online directories, this represents the impacts of Sensis employees employed to manage directory services and develop content and advertising. The total impacts of Sensis employees were apportioned between either print or online directories.
- + **Creation:** impacts associated with the creation/production of the directory or service. For print directories this represents production of raw components, transport of bulk materials and manufacturing of physical directories, while for online directories it represents computer server energy and materials required for online hosting.
- + **Distribution:** impacts associated with the distribution of the directory. For print directories this represents physical transport 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 2013 to 30 June 2014. 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 2013/14 conditions.

The assessment included geographically sensitive variables such as electricity supply sources, international and interstate transport and embodied energy of imported materials (and 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)

There were no GreenPower or LGCs purchased by Sensis for the purpose of the Yellow Pages® and White Pages® print and digital directories LCA during the reporting period.

6. Purchase of NCOS Carbon Neutral Products

There were no carbon neutral products purchased for the purpose of the Yellow Pages® and White Pages® print and digital directories LCA during the reporting period.

7. Total Carbon Footprint

Total emissions are presented by Scope, Product Stage and Emission Source below. Categories are rounded to the nearest tonne of carbon dioxide equivalent (t.CO₂-e) and any discrepancy in totals is due to rounding.

Footprint by Scope:

Scope	(tCO ₂ -e)
Scope 1 emissions	719
Scope 2 emissions	5,105
Scope 3 emissions	47,119
TOTAL	52,943

Footprint by Product Stage:

Product Stage	(tCO ₂ -e)
Print design	5,270
Print production	35,469
Print distribution	2,743
Online design	6,967
Online production	655
Online distribution	1,839
TOTAL	52,943

Footprint by Source:

Scope	Source	(tCO ₂ -e)
1	Refrigerant leakage – office air conditioning units	45
1&3	Fuel combustion - Sensis fleet vehicles	709
1&3	Fuel combustion - stationary energy (natural gas) - Sensis offices	15
1&3	Fuel combustion - stationary energy (diesel) - Sensis offices	1
2&3	Building electricity - Sensis offices	5,819
3	Refrigerant leakage – base building air conditioning units	206
3	Fuel combustion - stationary energy (natural gas) – base building services	342
3	Fuel combustion - stationary energy (diesel) – base building services	2
3	Building electricity – Base building services	4,043
3	Air travel - Sensis employees	375
3	Embodied emissions - office paper usage	26
3	Office waste & recycling (net emissions after recycling)	28
3	Building electricity - satellite and outsourced staff	389
3	Fuel combustion - stationary energy (natural gas) – satellite/outsourced staff	18
3	Embodied emissions - print directory ad production servers	8
3	Electricity usage - print directory ad production servers and data rooms	211
3	Embodied emissions - directory paper and cardboard	13,666
3	Embodied emissions - directory printing consumables	8,219
3	Fuel combustion - transport of directory paper and cardboard	2,220
3	Building electricity - print contractors	9,276
3	Fuel combustion - stationary energy (natural gas) - print contractors	2,088
3	Fuel combustion – transport and delivery of directories to households	2,743
3	Embodied emissions - online directory servers	7
3	Electricity usage - online directory servers and data rooms	647
3	Electricity usage - internet data transfer to customers	<1
3	Electricity usage - customer computers and printers	1,107
3	Embodied emissions - customer paper and printer ink	731
3	Electricity usage - customer hand-held devices	<1
TOTAL		52,943

8. Carbon Offset Purchases and Retirement for this Reporting Period

Table 2 Offsets retired by Climate Friendly Pty Ltd in the APX registry

Offset type	Registry	Serial number	Quantity (t CO ₂ -e)
VCU	APX VCS Regsitry	53490157-53485477 ³	4,681
VCU	APX VCS Regsitry	3877-167485417-167540416-VCU-015-APX-KR-1-786-01012012-31122012-0	55,000
VCU	APX VCS Regsitry	3361-151294420-151294619-VCU-002-APX-KP-1-786-01012011-31122011-0	200
Total			59,881

The number of offsets retired in this and previous years are in excess of those required. The following offsets have been banked for future reporting periods.

Table 3: Surplus Cancellations

Offset type	Project	Registry	Serial number	Quantity (t CO ₂ -e)
VCU	Hyundai Steel Waste Energy Cogeneration Project	APX VCS Regsitry	3877-167533479-167540416-VCU-015-APX-KR-1-786-01012012-31122012-0	6,938
Total				6,938

³ Banked in a previous reporting period Project: Ituiutaba Ceramic Fuel Switching Project

9. Emission Reduction Measures

Emission reduction measures reported in

Table represent the causes of change to the product footprint calculated for 2013/14 compared to the previous year.

Table 3: Emission Reduction Measures

Emission source	Reduction Measure	Scope	Status	Reduction t CO ₂ -e
Embodied emissions - directory printing consumables	The change to heat set printing from cold set printing and transfer of these activities offshore of the core directories has increased the use of chemicals, disposal of waste to landfill and the use of thicker shrink wrap for packaging	3	Implemented this reporting period	-2,163 (increase)
Fuel combustion - stationary energy (natural gas) - print contractors	The change to heat set printing from cold set printing has increased the use of natural gas for printing and drying	3	Implemented this reporting period	-1,851 (increase)
Building electricity - print contractors	The change to heat set printing from cold set printing and the transfer of these activities offshore has increased the use of electricity	3	Implemented this reporting period	-1,327 (increase)
Online customer use of online directories	Increased access of the online web directories has increased the use of customer energy and paper use	3	Implemented this reporting period	-624 (increase)
Paper and cardboard manufacturing	Reduction from production in countries or plants with low emission intensive electricity supply. Lower quantity of paper and cardboard manufactured due to fewer directories printed	3	Implemented this reporting period	3,716 (decrease)
Print design and 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	961 (decrease)
Transport of directories from printers to households	Improved accuracy in account of oceanic transport	3	Implemented this reporting period	925 (decrease)
Sensis staff direct and base building use of electricity, air travel, office paper, waste and recycling	Reduced staff numbers	1, 2 & 3	Implemented this reporting period	917 (decrease)
Paper transport	Reduced impact of paper transport, due to use of a sole supplier shipping within the Pacific rim for core printing	3	Implemented this reporting period	511 (decrease)

Total emission reductions implemented in this reporting period

1,065
(decrease)

10. Other Information [Optional]

Sensis previously operated under the policies of parent company Telstra including the principles outlined in Telstra's Environment Policy. The Policy included commitments to improve resource consumption efficiency and minimise waste generation in operations and through the life cycle of products. Sensis is in the process of developing its own Environment Policy. During this interim phase, Sensis will continue to adopt the principles it had been operating under when under the control of Telstra.

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.

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.

Libby Hay



Name of Signatory

Signature

Director Corporate Affairs

Position / Title of Signatory

25/06/2015

Date