

# National Carbon Offset Standard Carbon Neutral Program Public Disclosure Summary



An Australian Government Initiative

COMPANY NAME: Sensis Pty Ltd

REPORTING PERIOD: 01/07/2015 – 30/06/2016

## Declaration

To the best of my knowledge, the information provided in this Public Disclosure Summary is true and correct and meets the requirements of the National Carbon Offset Standard Carbon Neutral Program.

[Sign here]		[Date]	31/10/16
[Name of Signatory]	Libby Hay		
[Position of Signatory]	Director Corporate Affairs		

Type of carbon neutral certification: Product

Verification

Date of most recent external verification/audit:

Auditor:

Auditor assurance statement link:



Australian Government  
Department of the Environment

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# 1. Carbon neutral information

## Introduction

Sensis is a marketing services company. In 2014, Sensis was acquired by Platinum Equity during the previous reporting year from Telstra. 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.

This inventory has been prepared based on the following standards:

- National Greenhouse & Energy Reporting Scheme
- ISO 14040:2006
- ISO 14044:2006
- GHG Protocol: Product Life Cycle Accounting and Reporting Standard
- National Carbon Offset Standard.

The system boundaries of the printed and online directory Life Cycle Assessment (LCA) are consistent with the previous annual LCAs undertaken. 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 impact 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 directories 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 2015 to 30 June 2016. All data provided by Sensis corresponds to this period of reference, with the exception of the base building energy consumption for 222, Lonsdale street, Melbourne (the data available was the energy consumption for the 2015 calendar year, which has been pro-rated). 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 FY16 conditions.

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

### **Functional Unit**

The LCA was conducted to address the total greenhouse gas emissions relating to all Yellow Pages and White Pages directory services in FY16. This includes both print and online services. In order to provide information about the physical and digital options, the print and online sub-categories were treated as two separate LCAs that were then totalled for the purpose of calculating required emission offsets.

The functional units of the two LCAs were:

- **Printed directories** - all Yellow Pages and White Pages printed directories manufactured and delivered throughout Australia during the FY16 financial year.
- **Online directories** - all Yellow Pages and White Pages online directory searches conducted during the FY16 financial year.

Overall impacts can also be normalised into a “per printed directory” or “per online search” impact. However, given the difficulty in comparing the equivalence between one printed book and a given number of online searches, this was not the primary goal of the LCA.

### **Emission sources within certification boundary**

#### **Quantified sources**

The following emission sources have been included in the system boundary for estimation of the carbon footprint:

- Refrigerant leakage – office air conditioning units
- Fuel combustion - Sensis fleet vehicles
- Fuel combustion - stationary energy (natural gas) - Sensis offices
- Fuel combustion - stationary energy (diesel) - Sensis offices
- Building electricity - Sensis offices

- Refrigerant leakage – base building air conditioning units
- Fuel combustion - stationary energy (natural gas) – base building services
- Fuel combustion - stationary energy (diesel) – base building services
- Building electricity – Base building services
- Air travel - Sensis employees
- Embodied emissions - office paper usage
- Office waste & recycling (net emissions after recycling)
- Building electricity - satellite and outsourced staff
- Fuel combustion - stationary energy (natural gas) – satellite/outsourced staff
- Embodied emissions - print directory ad production servers
- Electricity usage - print directory ad production servers and data rooms
- Embodied emissions - directory paper and cardboard
- Embodied emissions - directory printing consumables
- Fuel combustion - transport of directory paper and cardboard
- Building electricity - print contractors
- Fuel combustion - stationary energy (natural gas) - print contractors
- Fuel combustion – transport and delivery of directories to households
- Embodied emissions - online directory servers
- Electricity usage - online directory servers and data rooms
- Electricity usage - internet data transfer to customers
- Electricity usage - customer computers and printers
- Embodied emissions - customer paper and printer ink
- Electricity usage - customer hand-held devices.

## Non-quantified sources

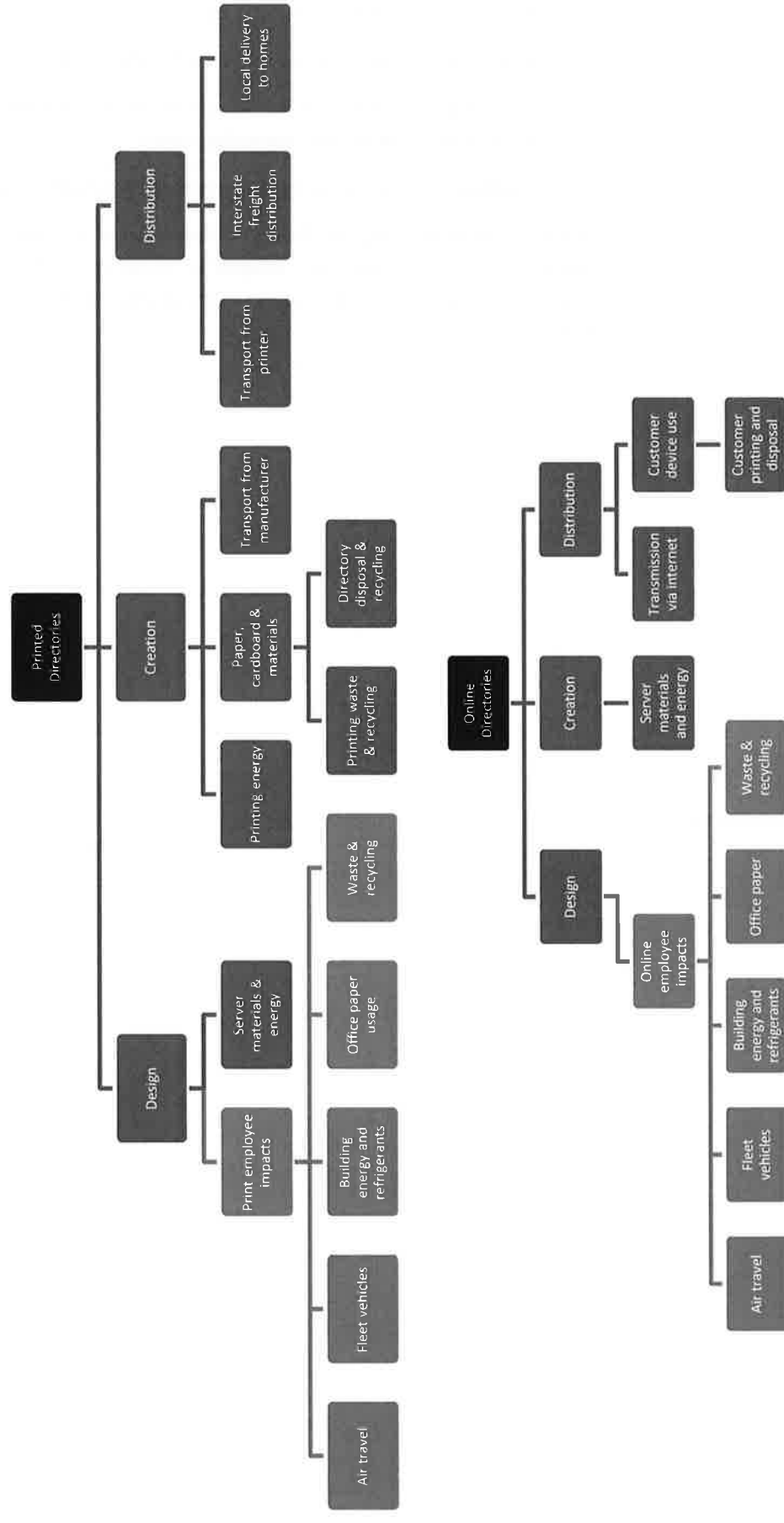
The emission sources presented in Table 1 have not been quantified in line with the provisions in the NCOS. The impact of excluding these sources is not expected to materially affect the overall total emissions.

**Table 1: Exclusions**

Emission source	Scope	Justification for exclusion & overall implications for footprint
Embodied emissions of distribution vehicles	3	The embodied emissions of transport vehicles used in the distribution of printed directories were not included in the LCA, as the majority of the vehicle lifetime is utilised for non-Sensis transport purposes. Only the fuel use of these vehicles was included.
Embodied emissions of customer devices	3	The embodied emissions of customer electronic devices (computers, printers and mobile phones) were not included in the LCA, as the decision to purchase the device is not made based on the ability to access Sensis services. Only the operating impacts of these devices were included.
Employee commuting	3	Employee commuting by Sensis employees to and from work was not included in the LCA for a number of reasons:

		<ul style="list-style-type: none"><li>• The emissions source is indirect and not particularly important to the life cycle of the product</li><li>• Sensis does not collect data on employee commuting habits</li><li>• Sensis does not have any practical control over the management or alteration of employee commuting habits</li><li>• Employee commuting has not been included in any previous LCA.</li></ul> <p>Employee commuting may have been considered as part of a Sensis organisational footprint, but is less integral to the life cycle of the product, as it does not directly relate to the production of the directory content.</p>
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## Diagram of certification boundary



**Figure 1: System boundary for Yellow Pages and White Pages print (top) and online (bottom) directories – emission sources shared between the print and online LCAs are shown in orange.**

## Changes since last report

### Key changes since last report

Table 2 summarises the material changes that have occurred within the LCA model since the previous reporting period.

**Table 2: Changes in annual reporting since the previous year**

Type of change	Comments
<b>Emissions source changes</b>	
Production of directories did not take place in Australia . There were four printers appointed for the whole reporting year 2015/16, (both the Core directories and the In The Car directories) being 2 printers in China (in Shanghai and Shenzhen) and 2 printers in Singapore.	In FY16 Sensis returned some of the Yellow In The Car directories printing to China (Shenzhen and Shanghai) and Singapore. This had impacts on distances travelled for shipping and emission factors associated with electricity and natural gas use.
In The Car directories paper is now sourced from NPI (USA), rather than Europe. This paper manufacturer is now the same as the Core directories.	This has implications for emissions associated with printing and for the distance of shipping.
<b>Method changes</b>	
No change	
<b>Data quality changes</b>	
Life cycle emission factors for electricity and natural gas have changed	Life cycle emission factors, particularly for electricity use, have changed since the past reporting period. This has had implications for emission sources that involve significant amounts of utility use (such as printing processes and building operation).
Assumptions for customer computer, mobile and printer usage have been updated	The assumptions retained the previous year's power consumption for the devices used by the customers have been updated to take into account the more recent devices used in Australia.
Reporting of printers consumables has been improved. Reporting of printer consumables is now more complete.	The same level of detail for the reported consumables data is now available for both the core directories and the In The Car directories. Only the toner and glue consumptions have

	been estimated based on the data provided by a previous Australian printer (PMP).
<b>Boundary changes</b>	
No change	
<b>Output changes (growth/decline)</b>	
Emissions have decreased by 10,578 t CO <sub>2</sub> -e (25%) since the previous reporting period.	This is primarily attributable to a significant reduction in the quantity of directories printed and in the number of Sensis employees over the two corresponding reporting periods.

## 2. Emissions reduction measures

### Part A. Emissions over time

**Table 3: Emissions since base year**

	Base Year (2008/09)	Previous year (2014/15)	Current year (2015/16)
Scope 1	Breakdown unavailable	778 t CO <sub>2</sub> -e	306 t CO <sub>2</sub> -e
Scope 2	Breakdown unavailable	4,869 t CO <sub>2</sub> -e	1,907 t CO <sub>2</sub> -e
Scope 3	Breakdown unavailable	37,003 t CO <sub>2</sub> -e	29,860 t CO <sub>2</sub> -e
Total	178,632 t CO <sub>2</sub> -e	42,650 t CO <sub>2</sub> -e	32,072 t CO <sub>2</sub> -e

### Part B. Emissions reduction strategy

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.

Initiatives to reduce emissions associated with Yellow Pages and White pages have focussed on the transition from a print-based directory to an online-based directory system.



### Part C. Emissions reduction actions

The total carbon footprint for the Yellow and White Pages for FY16 was estimated to be **32,072 t CO<sub>2</sub>-e**. This is a 10,578 t CO<sub>2</sub>-e decrease (25%) from the previous year where total emissions amounted to 42,650 t CO<sub>2</sub>-e.

Table 4 identifies the key areas where changes to emissions have been observed since the previous reporting period. The items presented here represent more than 99% of the overall reduction in emissions observed for FY16 (some, however, represent emission increases).

**Table 4: Key emission changes since previous reporting period**

Item	Source	Scope	Explanation for change in emissions	Change	Change type	% of total reduction
1	Embodied emissions - directory paper and cardboard	3	The overall quantity of paper and coverboard printed for directories dropped by 28% this year (from 10,826 in 2014/15 to 7,745 in 2015/16). As a result, the embodied emissions associated with paper and coverboard materials have decreased significantly.	4,312.86	Decrease	41%
2	Building electricity - Sensis offices	3	The total number of Sensis employees working for Yellow and White pages directories dropped by 31% this year (from 1,878 in 2014/15 to 1,288 in 2015/16). In addition, in 2015/16, many buildings previously occupied by Sensis employees were vacated (Sensis now have employees in only 2 buildings across Australia in 2015/16). As a result, the emissions associated with building electricity consumption for Sensis offices and for base building services have decreased significantly.	3,265.42	Decrease	31%
3	Building electricity – Base building services	3		1,335.65	Decrease	13%

Item	Source	Scope	Explanation for change in emissions	Change	Change type	% of total reduction
4	Building electricity - print contractors	3	As per item 1, the reduced quantity of directories being printed has also resulted in a reduction of the use of utilities required for printing).	1,276.61	Decrease	12%
5	Embodied emissions - directory printing consumables	3	Reporting of printing consumables has been improved and all the consumable quantities have been included in the LCA compared to previous years. As a result, the emissions associated with printing consumables have increased notwithstanding the reduction of the number of directories printed.	910.74	Increase	-9%
6	Building electricity - satellite and outsourced staff	3	As per items 2&3, the reduced number of outsourced employees dedicated to directories has also resulted in a reduction of building electricity emissions.	590.61	Decrease	6%
7	Fuel combustion - Sensis fleet vehicles	3	As per items 2&3, the reduced number of Sensis employees dedicated to directories has also resulted in a reduction of Sensis fleet consumption.	486.05	Decrease	5%
8	Fuel combustion - stationary energy (natural gas) - print contractors	1&3	As per item 1, the reduced quantity of directories being printed has also resulted in a reduction of the use of utilities required for printing.	471.35	Decrease	4%
9	Fuel combustion - transport of directory	3	As per item 1, the reduction in emissions associated with transport of directories	461.82	Decrease	4%

Item	Source	Scope	Explanation for change in emissions	Change	Change type	% of total reduction
	paper and cardboard		is also predominately related to the reduction in directory quantities produced. The Yellow in Car directories are also now printed in China and Singapore in addition to Sydney (where they were printed last year). This resulted in a minor increase but still an overall reduction.			
10	Fuel combustion – transport and delivery of directories to households	1	The estimations made last year on the road transport associated with the delivery of directories to households have been revised, resulting in the increase of transport emissions.	390.72	Increase	-4%
11	Electricity usage - customer computers and printers	3	The estimations made last year on customer devices average consumptions have been updated, resulting in the increase of emissions associated with electricity usage.	295.75	Increase	-3%

### 3. Emissions summary

Table 5 presents a summary of Sensis' emissions by source for the FY16 financial year.

**Table 5: Emissions Summary**

Scope	Source	(tCO <sub>2</sub> e)
1	Refrigerant leakage – office air conditioning units	65
1&3	Fuel combustion - Sensis fleet vehicles	253
1&3	Fuel combustion - stationary energy (natural gas) - Sensis offices	<1
1&3	Fuel combustion - stationary energy (diesel) - Sensis offices	<1
2&3	Building electricity - Sensis offices	2,086
3	Refrigerant leakage – base building air conditioning units	279

3	Fuel combustion - stationary energy (natural gas) – base building services	127
3	Fuel combustion - stationary energy (diesel) – base building services	1
3	Building electricity – Base building services	2,643
3	Air travel - Sensis employees	775
3	Embodied emissions - office paper usage	9
3	Office waste & recycling (net emissions after recycling)	66
3	Building electricity - satellite and outsourced staff	225
3	Fuel combustion - stationary energy (natural gas) – satellite/outsourced staff	<1
3	Embodied emissions - print directory ad production servers	8
3	Electricity usage - print directory ad production servers and data rooms	244
3	Embodied emissions - directory paper and cardboard	5,691
3	Embodied emissions - directory printing consumables	7,458
3	Fuel combustion - transport of directory paper and cardboard	1,065
3	Building electricity - print contractors	5,278
3	Fuel combustion - stationary energy (natural gas) - print contractors	1,113
3	Fuel combustion – transport and delivery of directories to households	2,580
3	Embodied emissions - online directory servers	7
3	Electricity usage - online directory servers and data rooms	309
3	Electricity usage - internet data transfer to customers	3
3	Electricity usage - customer computers and printers	1,200
3	Embodied emissions - customer paper and printer ink	588
3	Electricity usage - customer hand-held devices	<1
<b>TOTAL</b>		<b>32,072</b>

## 4. Carbon offsets

### Part A. Offsets summary

*Refer to part 3.2 of the NCOS.*

*This section states offset retirements that relate to the current reporting period. You may include additional information such as offsets purchased for future years.*

*Include information on surplus units retired either as a buffer or banked for future use. Identify any offset batches that also contain offsets used for purposes outside the NCOS. Provide enough information to allow readers to identify offsets used to maintain carbon neutral status.*

<b>Table 3. Offsets Summary</b>			
Offset type and registry	Year retired	Quantity	Serial numbers
APX VCS Registry Verified Carbon Units (VCUs)	2016	8,700	4093-174487697-174496396-VCU-003-APX-CN-1-1490-01122010-31122010-0
APX VCS Registry Verified Carbon Units (VCUs)	2016	1,300	4093-174486397-174487696-VCU-003-APX-CN-1-1490-01122010-31122010-0
CDM Registry Certified Emissions Reductions (CERs)	2016	33,138	CN-5-777220657-1-1-0-4138 CN-5-777253794-1-1-0-4138
Total offsets retired			43,138
Net emissions			0
Total offsets held in surplus for future years: [include serial number batch]			11,066

### Part B. Offsets purchasing and retirement strategy

Offsets are purchased and retired on an annual basis. A budget is approved and the offsets are purchased.

### Part C. Offset projects (Co-benefits)

Sensis has purchased offsets in the following projects:

- Aurá Landfill Gas Project – Belem, Brazil (33,138 tonnes CO<sub>2</sub>-e)
- Nanjing Jinling Grid Connected Natural Gas Combined Cycle Power Plant Project – Nanjing, China (10,000 tonnes CO<sub>2</sub>-e)

## 5. Have you done more?

N/A

