National Carbon Offset Standard
Carbon Neutral Program
Public Disclosure Summary

sensis

An Australian Government Initiative

COMPANY NAME: Sensis Pty Ltd

REPORTING PERIOD: 01/07/2016 – 30/06/2017

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] Hugh Tobin [Date] 08/12/17

[Name of Signatory] HUGH TOBIN

[Position of Signatory] HEAD OF 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 maintain 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

In FY17, Sensis purchased the following assets for a total cost of $20,257.50 (incl. GST):

- 5,000 VCUs ($0.90/VCU excl. GST) for China Natural Gas Project
- 20,410 CP1 CERs ($0.75/CER, no GST applicable) for China Wind

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 and development of content. For both print and online directories, this represents the impacts of people (Sensis employees and outsourced employees) employed to manage directory services and develop content and advertising. The total impact of employees were apportioned between either print or online directories.
- **Creation:** impacts associated with the creation and 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 2016 to 30 June 2017. All data provided by Sensis corresponds to this period of reference, with the exception of the following data which has been pro-rated:

- Toner and glue usage for printing process: data for the use of consumables obtained from the Moorebank plant in FY13 using the heat set printing process have been used to estimate the toner and the glue use of the new printer locations
- Printing presses, blinders and forklifts usage for printing process (number, weight and lifetime): the data was retained from previous years
- Embodied energy in the material impacts associated with printed and online directory servers: the data determined for the previous LCAs based on the manufacturers specifications of server weight for each model in the server register
- Transport distance data for local distribution of printed directories: the initial calculation results (calculated in 2011/12) was retained for 2016/17 as the length of the trips is assumed to remain the same as the geography does not change.

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 FY17 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 FY17. 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 FY17 financial year.
- **Online directories** - all Yellow Pages and White Pages online directory searches conducted during the FY17 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: • The emissions source is indirect and not particularly important to the life cycle of the product • Sensis does not collect data on employee commuting habits • Sensis does not have any practical control over the management or alteration of employee commuting habits • Employee commuting has not been included in any previous LCA. 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.

Diagram of certification boundary

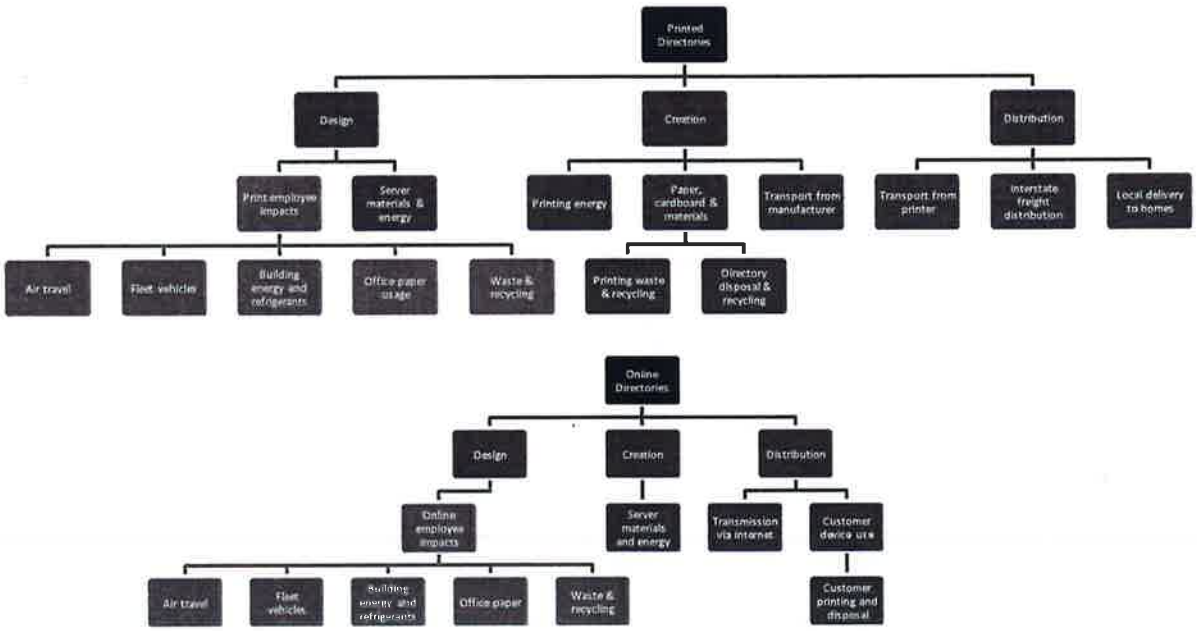

Figure 1: System boundary for Yellow Pages and White Pages print (top) and online (bottom) directories – emission sources shared between the print and online LCAs are shown in orange.

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
Emissions source changes	
A minor part of the production of directories is now back in Australia. There were four printers appointed for the whole reporting year 2016/17 (both the Core directories and the in The Car directories), 2 printers in China (in Shanghai and Shenzhen), 1 printer in Singapore and 1 printer in Australia (PMP, Moorebank NSW). Mid-way through FY17 printing in Shenzhen ceased with work increases allocated into Singapore and Shanghai and a small proportion to Moorebank in Australia. In FY17, most of the directories were printed in Singapore whereas most of the FY16 directories were printed in China.	This has impacts on the transport of paper, coverboard and printed directories and impacts on emission factors associated with electricity and natural gas use.
NPI (USA) is still the paper supplier, with the exception of the paper for the PMP print plan, which is manufactured by UPM (Finland). Coverboard suppliers are still located in China (Shandong) and in South Korea (Seoul).	This has impacts on the transport of paper, coverboard and printed directories and impacts on emission factors associated with electricity and natural gas use.
Method changes	
Following the recommendations provided in the audit report from last year, all recycling processes which resulted in avoided emissions (offsets) have been set to zero (recycling of comingled waste, paper and coverboard, aluminium, LDPE & HDPE, printing press and blinder steel). This is due to Chapter 9 of the GHG protocol, which requires companies to use the Recycled content method. That means that recycling impacts are allocated to the product using recycled material and not the product system donating the recycled material.	This has a minor impact on the end-of-life of paper and directories and on the environmental impact of waste, including office waste and plant waste.

Data quality changes	
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).
Boundary changes	
No change	
Output changes (growth/decline)	
Emissions have decreased by 6,992 t CO2-e (22%) 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 working on directories 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 (2015/16)	Current year (2016/17)
Scope 1	Breakdown unavailable	306 t CO2-e	90 t CO2-e
Scope 2	Breakdown unavailable	1,907 t CO2-e	1,725 t CO2-e
Scope 3	Breakdown unavailable	29,860 t CO2-e	23,594 t CO2-e
Total	**178,632 t CO2-e**	**32,072 t CO2-e**	**25,410 t CO2-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 Pages and White Pages for FY17 was estimated to be **25,410 t CO2-e**. This is a 6,992 t CO2-e decrease (22%) from the previous year where total emissions amounted to 32,072 t CO2-e.

Table 4 identifies the key areas where changes to emissions have been observed since the previous reporting period. The items presented here represent 99% of the overall reduction in emissions observed for FY17 (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	Building electricity - print contractors	3	The overall quantity of paper and coverboard printed for directories decreased by 23% from FY16 to FY17, resulting in a 23% reduction in printers' electricity consumption. In addition, 72% of directories were printed in China and 28% in Singapore in FY16. In FY17, 29% of directories were printed in China and 65% in Singapore (6% was also printed in Australia in FY17). Singapore has a significantly lower grid electricity emissions factor than China. Hence emissions from electricity consumption from printing activities has decreased significantly, by 43%.	2,290	Decrease	33%
2	Embodied emissions - directory printing consumables	3	The overall quantity of paper and coverboard printed for directories decreased by 23% from FY16 to FY17. As a result, the embodied emissions associated with printing consumables have decreased by 20%.	1,512	Decrease	22%
3	Building electricity – Base building services	3	The electricity consumption in Sensis base buildings decreased by 17% and the proportion of Sensis employees working for Yellow Pages and White Pages directories dropped by 12% in FY17. As a result, base building electricity consumption emissions associated with the Sensis employees working for Yellow Pages and White Pages has decreased by 28%.	753	Decrease	11%

Item	Source	Scope	Explanation for change in emissions	Change	Change type	% of total reduction
4	Embodied emissions - directory paper and cardboard	3	The overall quantity of paper and coverboard printed for directories decreased by 23% from FY16 to FY17. In FY17, 6% of total paper was manufactured in Finland, compared to FY16 when all paper was manufactured by NPI in USA. Paper manufacturing is very emissions intensive, and the NPI site in the USA is powered by 97% hydro and nuclear power and thus has a very low emissions factor associated with electricity consumption. As a result, the embodied emissions associated with paper and coverboard materials have decreased (12%), however not as significantly as total paper and cardboard.	729	Decrease	10%
5	Air travel - Sensis employees	3	In FY17 there was a decrease of 28% in employees associated with Yellow Pages and White Pages directories. This decrease, combined with a policy to reduce emissions associated with air travel, resulted in a decrease in air travel (38%).	296	Decrease	4%
6	Fuel combustion - stationary energy (natural gas) - print contractors	3	The overall quantity of paper and coverboard printed for directories decreased by 23% from FY16 to FY17. As a result, the fuel consumption of natural gas at the print contractors has decreased (23%).	258	Decrease	4%
7	Fuel combustion - Sensis fleet vehicles	1&3	In FY17 there was a decrease in employees associated with Yellow Pages and White Pages directories of 28%. This decrease, combined with a policy to reduce fleet fuel emissions, resulted in a decrease in fuel consumption in Sensis fleet vehicles (86%).	218	Decrease	3%
8	Building electricity - Sensis offices	3	The electricity consumption in Sensis buildings increased by 4% in FY17, however the proportion of Sensis employees working for Yellow Pages and White Pages directories dropped by 12% in FY17. As a result, emissions from electricity consumption associated with the Sensis employees working for Yellow Pages and White Pages has decreased by 10%.	213	Decrease	3%

Item	Source	Scope	Explanation for change in emissions	Change	Change type	% of total reduction
9	Electricity usage - customer computers and printers	3	Online visits decreased by 20% in FY17. As a result, electricity consumption of customer computers and printers and embodied emissions associated with customer paper and printer ink have decreased (17% and 18% respectively).	210	Decrease	3%
10	Embodied emissions - customer paper and printer ink	3		108	Decrease	2%
11	Fuel combustion – transport and delivery of directories to households	3	The overall quantity of paper and coverboard printed for directories decreased by 23% from FY16 to FY17. As a result, the fuel consumption associated with transport and delivery of directories has slightly decreased by 9% for transporting printers to warehouses and by 8% for transporting from warehouses to households.	199	Decrease	3%
12	Fuel combustion - transport of directory paper and cardboard	3		97	Decrease	1%
13	Electricity usage - print directory ad production servers and data rooms	3	Electricity consumption associated with print directory ad production servers and data rooms have decreased by 53% whereas electricity usage for online directory servers and data rooms have increased by 37%. This can be explained by Sensis' digital strategy.	130	Decrease	2%
14	Electricity usage - online directory servers and data rooms	3		115	Increase	-2%

3. Emissions summary

Table 5 presents a summary of Sensis' emissions by source for the FY17 financial year.

Table 5: Emissions Summary

Scope	Source	(tCO_2e)
1	Refrigerant leakage – office air conditioning units	57
1&3	Fuel combustion - Sensis fleet vehicles	35
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	1,873
3	Refrigerant leakage – base building air conditioning units	244
3	Fuel combustion - stationary energy (natural gas) – base building services	82
3	Fuel combustion - stationary energy (diesel) – base building services	1
3	Building electricity – Base building services	1,890
3	Air travel - Sensis employees	479
3	Embodied emissions - office paper usage	7
3	Office waste & recycling (net emissions after recycling)	34
3	Building electricity - satellite and outsourced staff	256
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	114
3	Embodied emissions - directory paper and cardboard	5,230
3	Embodied emissions - directory printing consumables	5,996
3	Fuel combustion - transport of directory paper and cardboard	973
3	Building electricity - print contractors	2,987
3	Fuel combustion - stationary energy (natural gas) - print contractors	854
3	Fuel combustion – transport and delivery of directories to households	2,389
3	Embodied emissions - online directory servers	7
3	Electricity usage - online directory servers and data rooms	424
3	Electricity usage - internet data transfer to customers	1
3	Electricity usage - customer computers and printers	990
3	Embodied emissions - customer paper and printer ink	480
3	Electricity usage - customer hand-held devices	<1
TOTAL		25,410

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.

Table 3. Offsets Summary

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

Refer to part 5 of the NCOS.

This section states the approach towards purchasing and retiring offsets, for example, whether offsets are purchased and retired upfront for the reporting period or whether offsets are purchased and retired in arrears at the end of the reporting period.

Part C. Offset projects (Co-benefits)

N/A

5. Have you done more?

N/A