

Australian Government  
**Carbon Neutral Program**  
**Public Disclosure Summary**



An Australian Government Initiative

JCDecaux Australia Pty Ltd

January 2018 – December 2018




**Australian Government**  
**Department of the Environment and Energy**

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## 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.

Signature 	Date 15 MAY 2019
Name of Signatory BRENDAN O'NEILL	
Position of Signatory CFO / COY SECRETARY / DIRECTOR	

Carbon neutral certification category	Organisation
Date of most recent external verification/audit	
Auditor	
Auditor assurance statement link	

## 1. About JCDecaux Australia

JCDecaux Australia has been providing high quality, architecturally designed street furniture and advertising space in Australia since 1997. Since winning the City of Sydney tender in the lead up to the Sydney Olympics, we have been steadily growing, with our street furniture now an integral part of key Australian cities, vibrant urban areas and transit routes.

### **Our mission**

Through an uncompromising commitment to integrity and excellence in service, innovation and design JCDecaux Australia strives to deliver market-leading solutions that continue to challenge the expected conventions of outdoor advertising.

We aim to create an environmentally sustainable, socially responsive and profitable organisation, which provides inspiring and dynamic opportunities and services for our employees, clients and communities.

JCDecaux Australia in 2018 employed 270 staff throughout its operations across New South Wales, Victoria and Queensland.

## 2. Carbon neutral information

JCDecaux Australia is a member of the Australian Government's Carbon Neutral Program, which is administered by the Department of Environment and Energy. This requires an annual carbon inventory to be developed in accordance with the National Carbon Offset Standard (NCOS) across all operations.

JCDecaux Australia has measured and offset direct carbon emissions from the consumption of transport fuels in its vehicle fleet and indirect carbon emissions from electricity consumption in offices, facilities and electronic signage as well as from a range of other sources including employee commuting, business travel, waste to landfill, recycling, equipment and third-party services.

This inventory has been prepared for the 2018 calendar year from 1 January 2018 to 31 December 2018.

The operational boundary has been defined based on an operational control test, in accordance with the principles of the National Greenhouse and Energy Reporting Act 2007. This includes the following locations and facilities:

- Level 7 & Level 14, 1 York Street, Sydney NSW 2000
- Units 2 - 3, 182 - 190 Euston Road, Alexandria NSW 2015
- Unit 12, 331 Ingles Street, Port Melbourne VIC 3207
- Suite 1901, Level 19, 303 Collins Street, Melbourne VIC 2000
- 120 Wickham Street, Fortitude Valley QLD 4006
- Unit 3 & 4, 16 Duncan Street, West End QLD 4101
- 1/6 Depot Road, Peakhurst NSW 2223
- All electronic signage installations in Sydney, Brisbane and Melbourne

The boundary excludes the manufacture and freight of signage and street furniture installations as well as the printing and distribution of promotional materials used within these.

The methods used for collating data, performing calculations and presenting the carbon account are in accordance with the following standards:

- National Carbon Offset Standard v3.0
- The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition)
- National Greenhouse and Energy Reporting (Measurement) Determination 2008

Where possible, the calculation methodologies and emission factors used in this inventory are derived from the National Greenhouse Accounts (NGA) Factors in accordance with "Method 1" from the National Greenhouse and Energy Reporting (Measurement) Determination 2008.

The greenhouse gases considered within the inventory are those that are commonly reported under the Kyoto Protocol; carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrous oxide (N<sub>2</sub>O). No synthetic gases - hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) and sulphur hexafluoride (SF<sub>6</sub>), were detected within the operational boundary. These have been expressed as carbon dioxide equivalents (CO<sub>2</sub>-e) using relative global warming potentials (GWPs).

### **Quantified sources**

The sources of carbon emissions within the operational boundary are:

- Transport Fuels
- Electricity – tenancy, signage and % of base building
- Employee Commuting
- Business Flights
- Telecommunications
- Water
- IT Equipment
- Office paper
- Clothing
- Cleaning Services
- Food & Catering
- Postage
- Couriers
- Printing
- Hotel Accommodation
- Taxis
- Waste – Landfill and recycling



### **Non-quantified sources**

The following emission sources 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.

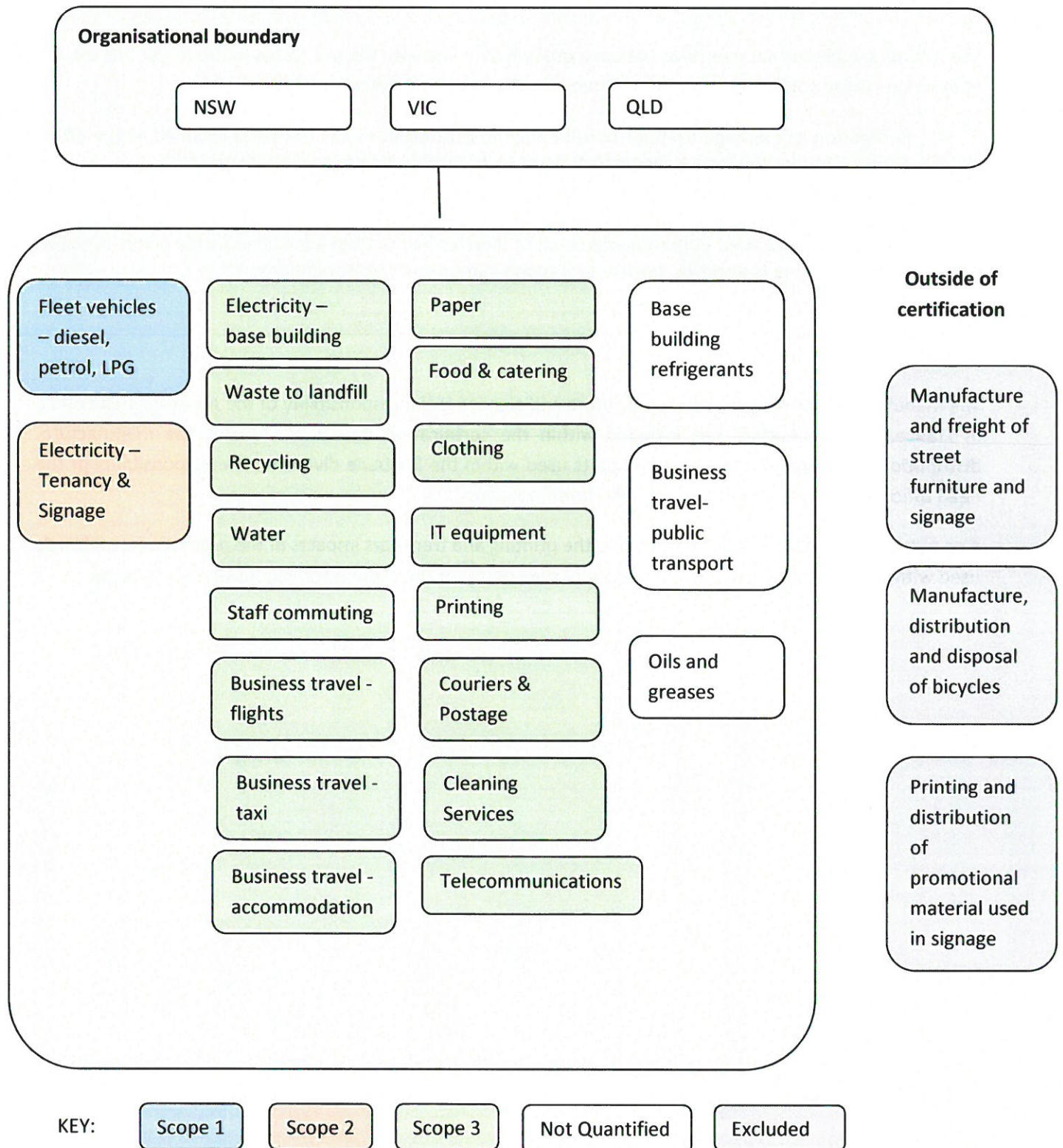
- Refrigerant gas leakage from air-conditioning units at facilities has not been included as the effort required gather this data is disproportionate to its contribution to overall emissions
- Public transport use as part of business travel is not included as this is an infrequent activity and would not significantly impact on the inventory
- Oils and greases used in the maintenance of bicycles has not been included as the effort required gather this data is disproportionate to its contribution to overall emissions.

### **Outside of Scope**

The manufacture and freight of street furniture and signage is the responsibility of the JCDecaux head office in France and is therefore not included within the certification boundary. Equally, the manufacture, distribution and disposal of bicycles and parts used within the Brisbane division is the responsibility of the head office in France and the parts manufacturer in Japan.

Also outside of the scope of this inventory is the printing and transport impacts of the promotional materials used within the installations as this is the under the control of the client engaging JCDecaux's services.

### Diagram of the certification boundary





### 3. Emissions reduction measures

There has been an increase in scope 2 emissions in the current reporting period due to a greater number of digital signage installations. JCDecaux is addressing this by systematically fitting low emissions LED lighting on all new street furniture assets and replacing older technologies on our existing inventory.

The increase in Scope 2 and 3 emissions can be attributed to an increase in Office Paper use, IT equipment and Telecommunications, Flights, postage, and most significantly Food & Catering.

<b>Table 1. Emissions since base year</b>			
	Base Year: 2015	Previous Year: 2017	Current year: 2018
Scope 1 (tCO <sub>2</sub> -e)	252.0	288.8	363.3
Scope 2 (tCO <sub>2</sub> -e)	7,479.5	9,747.4	12,859.0
Scope 3 (tCO <sub>2</sub> -e)	1,770.7	2,472.6	3,536.6
Total (tCO <sub>2</sub> -e)	9,502.2	12,508.7	16,759.0

#### **Emissions reduction strategy**

JCDecaux's emissions reduction strategy involves:

- Employing a Sustainability Director who has overall responsibility for establishing and maintaining records, all extra-financial sustainability reporting and coordination & project management of emissions reductions initiatives
- Developing & maintaining a register of environmental sustainability initiatives to drive emissions reductions
- Achieving an independent certification for compliance with Environmental Management system requirements ISO45001 & ISO14001
- Completing key supplier annual procurement/sustainability audits to ensure compliance with JCDecaux's EMS and sustainability commitments
- Encourage our suppliers to reduce carbon impacts in our supply chain;
- Measuring and reporting on our energy consumption and carbon footprint annually;
- Acting on opportunities to reduce our emissions by improving operational efficiencies, investing in technological innovation and reducing our resource consumption;
- Educating and engaging our staff and contractors to minimise their impacts both at work and at home.

## **Emissions reduction actions**

### **Reduce Overall Energy (Electricity) Consumption as per set objectives:**

- Completed a study on understanding electricity consumption for existing installed assets and are currently reviewing options for reducing energy consumption including reviewing the viability of changing lighting sources to more efficient ones.
- New street furniture assets are systematically fitted with low emissions LED lighting and, on our existing inventory older technologies are being replaced
- Set maximum electricity consumption ceiling for each furniture type (for all new contracts)
- Reduce Street furniture electricity consumption for all new contracts by introducing LED technology associated with schedule power modulation
- Consider where possible switching off furniture at night or modulate light intensity by incorporating devices such as dimmable ballasts or LED technology
- Introduce measures to reduce water and electricity consumption for company offices
- Continue purchasing green electricity (in increasing increments) to cover company electricity consumption.

### **Reduce Fuel Consumption (Company Vehicles) as per set objectives:**

- Continuously reviewing logistics rounds to cut down the number of kilometres travelled
- We have introduced initiatives such as eco-driving training for all staff with access to company vehicles
- We have developed a local vehicle procurement process for choosing greener vehicles when renewing vehicle fleet (utility and commercial, lease or purchase) and use whole of life costing to assess new vehicle selections (which takes into account fuel consumption and costs)
- Direct carbon offsetting credits towards development of green energy producing sources.

### **Waste Reduction as per set objectives:**

- All warehouses and offices have paper and plastic recycling bins installed
- We have developed a local waste management minimisation policy and plan and achieved a 51% recycling rate of all waste generated in 2018
- We have developed a local waste management minimisation policy and plan and achieved a 10% reduction in landfill waste between in 2018
- Intensify waste recycling plan and aim 75% by 2020.



#### 4. Emissions summary

Table 2. Emissions Summary		
Scope	Emission source	t CO <sub>2</sub> -e
1	Transport Fuels – Post 2004 Gasoline	84.2
1	Transport Fuels – Post 2004 Diesel oil	279.1
2	Purchased Electricity – tenancy and signage	12,859.0
3	Purchased Electricity – transmission and distribution losses (tenancy and signage)	1,543.9
3	Electricity - % of base building	242.8
3	Transport Fuels – Post 2004 Gasoline	4.5
3	Transport Fuels – Post 2004 Diesel oil	14.2
3	Water	2.4
3	Office Paper – 0% recycled	1.6
3	Office Paper – Carbon Neutral	0.0
3	Employee Commuting	248.8
3	Business Flights	721.0
3	Cleaning Services	7.5
3	Food & Catering	282.8
3	Printing	3.4
3	Telecommunication	82.7
3	IT Equipment	46.7
3	Taxis	7.8
3	Hotel Accommodation	37.6
3	Clothing	2.5
3	Postage	27.0
3	Couriers	12.5
3	Waste – Landfill	120.8
3	Waste - Recycling	126.2
<b>Total Gross Emissions</b>		16,759.0
GreenPower or retired LGCs		0
<b>Total Net Emissions</b>		16,759.0

## 5. Carbon offsets

### Offsets summary

Table 3. Offsets Summary								
Projects supported by offset purchase	Eligible offset units	Registry	Cancellation date	Serial numbers (including hyperlink to registry transaction record)	Vintage	Quantity		
Bundled Solar Power Project by Solarise India Projects, India	VCUs	APX	16 April 2019	<a href="#">6216-286507473-286508766-VCU-034-APX-IN-1-1762-23062016-31122016-0</a>	2016	1,294		
Ghani Solar Renewable Power Project by Greenko Group, India	VCUs	APX	14 May 2019	<a href="#">6682-331908048-331923012-VCU-034-APX-IN-1-1792-31032017-31122017-0</a>	2017	14,965		
Redd Forests Grouped Project: Protection of Tasmanian Native Forest, Tasmania	VCUs	APX	14 May 2019	<a href="#">3291-148279956-148280455-VCU-016-MER-AU-14-641-16042012-15042013-0</a>	2013	500		
Total offsets cancelled						16,759		
Total offsets banked for use future years:						0		

### **Offsets purchasing and retirement strategy**

Offsets are purchased and retired in arrears at the end of the reporting period.

### **Offset projects (Co-benefits)**

#### **Bundled Solar Power Project by Solararise India Projects PVT. LTD.**

The main purpose of this project activity is to generate clean form of electricity through renewable solar energy source. The project is a bundled project activity which involves installation of 120 MW solar project in different states of India through SPVs. Over the 10 years of first crediting period, the project will replace anthropogenic emissions of greenhouse gases (GHG's) estimated to be approximately 213,089 tCO<sub>2</sub>e per year, thereon displacing 220,752 MWh/year amount of electricity from the generation-mix of power plants connected to the Indian grid, which is mainly dominated by thermal/fossil fuel based power plant.

<https://www.emaccount.com/app/public/dataroom/09CF4779>

#### **Ghani Solar Renewable Power Project by Greenko Group, INDIA**

The main purpose of this project activity is to generate a clean form of electricity through renewable solar energy sources. The project activity involves installation of a 500 MW solar power project in Andhra Pradesh state of India.

Over the 10 years of first crediting period, the project will replace anthropogenic emissions of greenhouse gases (GHG's) estimated to be approximately 887,800 tCO<sub>2</sub>e per year, thereon displacing 919,800 MWh/year amount of electricity from the generation-mix of power plants connected to the Indian grid, which is mainly dominated by thermal/fossil fuel based power plant.

[https://www.vcsprojectdatabase.org/#/project\\_details/1792](https://www.vcsprojectdatabase.org/#/project_details/1792)

#### **Redd Forests Grouped Project: Protection of Tasmanian Native Forest**

The purpose and objective of the Grouped Project is to protect native forest that will be logged in the absence of carbon finance. Protecting forests from timber harvesting reduces emissions caused by harvesting and maintains the forest carbon stock.

<https://www.emaccount.com/app/public/dataroom/09911312>



## 6. Use of trade mark

The NCOS logo has not been used for any external communication during the reporting period

## 7. Sustainability Priorities

JCDecaux Australia are committed to sustainable practices across all aspects of our business – community, the environment and staff. We are constantly striving to renew and improve our integrated management system (IMS) in order to ensure that our daily operations maintain market-leading standards.

Our key sustainability priorities are:

### Environmental

- Reducing CO<sub>2</sub> emissions
- Managing water consumption
- Recycling waste

### Social

- Workplace Health and Safety
- Code of Ethics
- International Charter of Fundamental Social Values

We believe that sound environmental management is an important component of the business' overall responsibilities. This is demonstrated through a fully developed, implemented and maintained Environmental Management System as documented in the Integrated Management System Manual. Furthermore we have ISO14001 accreditation.

### WHS Accreditation

- JCDecaux Australia are committed to the health and wellbeing of our staff and the wider community as authenticated by the company's WHS Management System AS4801 accreditation
- JCDecaux Australia's WHS Management System complies with the requirements of BS OHSAS 18001:2007 in accordance with the JAS-ANZ audit criteria.

**General Planning and Policy Initiatives:**

- From January 2019, JCDecaux has employed a Sustainability Director who has overall responsibility for establishing and maintaining records, all extra-financial sustainability reporting and coordination & project management of emissions reductions initiatives
- Quarterly Corporate WHS and Sustainability Governance Committee has been set up to monitor key environmental performance indicators such as energy (electricity) consumption, fuel consumption, paper consumption and general waste management and drive implementation of a number of staff engagement initiatives regarding sustainability objectives
- A data management plan has been introduced for future reporting periods to assist in the audit trail and provide adequate record-keeping required to meet the requirements of the GHG standards
- Programs implemented for raising employee awareness on sustainable development issues
- Management and executive training programs in sustainable development are being planned for 2019
- Company sustainability objectives and targets have been identified and published on intranet.
- JCDecaux is scoping to work with commercial partners on a range of initiatives to reduce its environmental footprint.

