

Australian Government
Carbon Neutral Program
Public Disclosure Summary




An Australian Government Initiative

NAME OF CERTIFIED ENTITY: Sensis Pty Ltd

REPORTING PERIOD: 01/07/2018 – 30/06/2019

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	9.1.20
Name of Signatory	John Allan		
Position of Signatory	CEO.		

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



Australian Government
Department of the Environment and Energy

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1. Carbon neutral information

1A. Introduction

Sensis is a marketing services company. In 2014, Sensis was acquired by Platinum Equity 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 FY19, Sensis purchased the following offsets:

- 19,800 VCUs for Liucheng Biomass Power Generation Project
- 1,200 CERs for China's Sichuan Rural Poor Households Biogas Project

Carbon neutral certification under the National Carbon Offset Standard (NCOS) for Products and Services 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 for Products and Services.

The system boundaries of the printed and online directory Life Cycle Assessment (LCA) are consistent with the previous annual LCAs undertaken. Three basic stages were defined for the production of each directory type. 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 the physical transport of directories from the printer 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 2018 to 30 June 2019. 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 processes: data collected in FY13 from using a printing plant located in Moorebank (Australia) is still being used and prorated based on FY19 volume. This includes data for heat set printing processes, toner and glue usage to calculate the volume used by printers in Singapore.
- Refrigerant leakage for office and base building air conditioning units: refrigerant data was estimated based on data collected from building managers in 2012/13. This included a summary of all small air conditioning units within Sensis buildings (Scope 1 emissions) in addition to all larger scale refrigerants storage in building cooling systems (Scope 3 base building refrigerant leakage).
- Printing presses, binders 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 manufacturer's specifications of server weight for each model in the server register.
- Transport distance data for local distribution of printed directories: the initial distribution factor calculated in 2011/12 was retained 2018/19 as the length of the trips is assumed to remain the same per directory delivered. The distance was updated using the 2011/12 factor and the number of directories delivered in 2018/19.
- In FY19, Sensis transitioned to using Amazon Web Services (AWS) for hosting its data. At the time of submission, data to calculate emissions was not available. AWS advised they are working on a carbon footprint calculation for its customers, however it is unlikely to be ready until 2020. As such, Sensis has pro-rated the previous server-related data by using the FY18 to FY19 decrease in online visits as a proxy.

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 FY19 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 FY19. 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 FY19 financial year.
- **Online directories** - all Yellow Pages and White Pages online directory searches conducted during the FY19 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.

1B. Emission sources within certification boundary

Quantified sources

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

- Air travel - Sensis employees
- Building electricity – Base building services
- Building electricity - print contractors
- Building electricity - satellite and outsourced staff
- Building electricity - Sensis offices
- Electricity usage - customer computers and printers
- Electricity usage - customer hand-held devices
- Electricity usage - internet data transfer to customers
- Electricity usage - online directory ad production, servers and data rooms
- Electricity usage - print directory ad production servers and data rooms
- Embodied emissions - customer paper and printer ink
- Embodied emissions - directory paper and cardboard
- Embodied emissions - directory printing consumables
- Embodied emissions - office paper usage
- Embodied emissions - online directory ad production servers
- Embodied emissions - online directory servers
- Embodied emissions - plastic wrapping and single use plastic bags
- Embodied emissions - print directory ad production servers
- Fuel combustion – international and local transport and delivery of directories to households
- Fuel combustion - Sensis fleet vehicles
- Fuel combustion - stationary energy (diesel) – base building services
- Fuel combustion - stationary energy (diesel) - Sensis offices
- Fuel combustion - stationary energy (natural gas) – base building services
- Fuel combustion - stationary energy (natural gas) - print contractors
- Fuel combustion - stationary energy (natural gas) – satellite/outsourced staff
- Fuel combustion - stationary energy (natural gas) - Sensis offices

- Fuel combustion - transport of directory paper and cardboard
- Office waste & recycling (net emissions after recycling)
- Refrigerant leakage – base building air conditioning units
- Refrigerant leakage – office air conditioning units

Excluded sources

The following emission sources presented in Table 1 have been excluded in line with the provisions of the National Carbon Offset Standard for Organisations. The impact of excluding these sources is not expected to materially affect the overall total emissions

Table 1: Excluded emission sources.

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	<p>Employee commuting by Sensis employees to and from work was not included in the LCA for a number of reasons:</p> <ul style="list-style-type: none"> • 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. <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>

1C. Diagram of the certification boundary

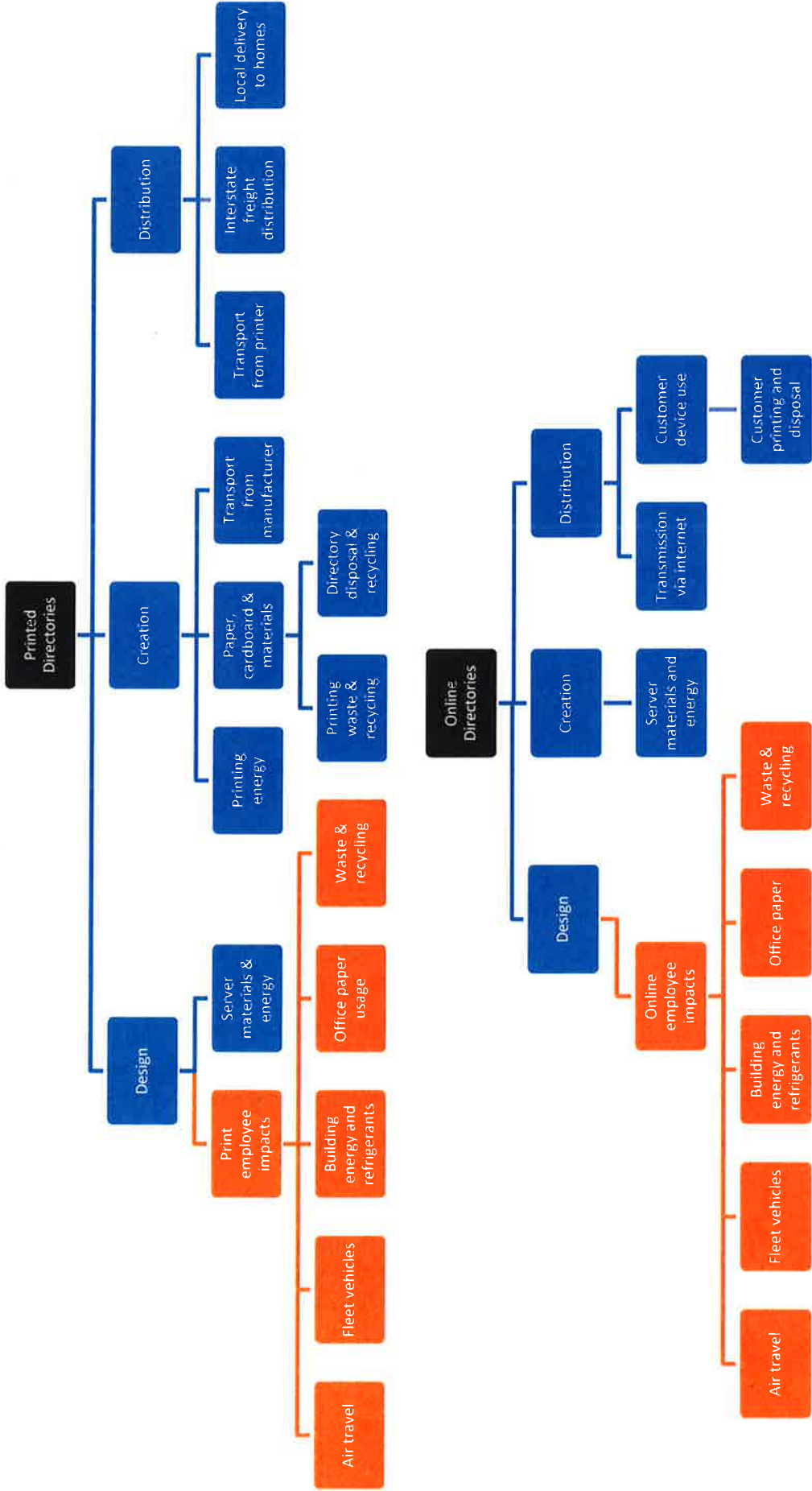


Figure 1: System boundary for Yellow Pages and White Pages print (top) and online (bottom) directories – emission sources shared between the print and online LCAs are shown in orange.

2. Emissions reduction measures

2A. Emissions over time

Table 2: 2008/09 (base year), 2017/18, and 2018/19 emissions breakdown.

	Base Year (2008/09)	Previous year (2017/18)	Current year (2018/19)
Scope 1	Breakdown unavailable	55 t CO ₂ -e	27 t CO ₂ -e
Scope 2	Breakdown unavailable	1023 t CO ₂ -e	1046 t CO ₂ -e
Scope 3	Breakdown unavailable	21,349 t CO ₂ -e	18,947 t CO ₂ -e
Total	178,632 t CO₂-e	22,427 t CO₂-e	20,019 t CO₂-e

2B. 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, reduce and offset 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.

2C. Emissions reduction actions

The total carbon footprint for the Yellow Pages and White Pages for FY19 was estimated to be 20,019 t CO₂-e. This is a 2,408 t CO₂-e decrease (11%) from the previous year where total emissions amounted to 22,427 t CO₂-e.

Table 3 below identifies the key areas where changes to emissions have been observed since the previous reporting period, these emissions are consistent with Sensis' strategy to transition from a print-based directory to an online-based directory system. The items presented here represent 98% of the overall reduction in emissions observed for FY19 (some, however, represent emission increase) and lists emissions sources where the contribution to the total reduction in the absolute change in overall emissions is 1% or greater.

Table 3: Key emission changes since previous reporting period

Item	Source	Scope	Explanation for change in emissions	Absolute Change	Change type
1	Building electricity - print contractors	3	In FY18, roughly half the printing was done in Singapore with the remaining half equally split between Australia and China. In FY19, Sensis has contracted 99% of the printing to the provider in Singapore with the remainder done in Australia. Singapore has a lower electricity emissions factor, hence the decrease in overall emissions for print contractors.	853.97	Decrease
2	Embodied emissions - directory paper and cardboard	3	The embodied emissions associated relating to 'directory paper and cardboard' and 'directory printing consumables' have both decreased by 9%, this is consistent with the 10% reduction in the overall quantity of paper and cardboard printed for directories.	832.64	Decrease
3	Embodied emissions - directory printing consumables	3		387.27	Decrease

Item	Source	Scope	Explanation for change in emissions	Absolute Change	Change type
4	Fuel combustion - transport of directory paper and cardboard	3	The transport distance related to shipping has decreased due to the majority of printing being done in Singapore, which is closer to Finland where the paper is sourced, when compared to the previous printers in Australia and China.	290.89	Decrease
5	Fuel combustion – international and local transport and delivery of directories to households	3	The emissions relating to the transport and delivery of directories to households has predominantly increased due to an increase in international shipping kilometres from the printer to the warehouse (as more directories are printed in Singapore rather than locally in Australia) and a slight increase in the emissions factor relating to the road transport when distributing directories.	197.35	Increase
6	Refrigerant leakage – base building air conditioning units	3	In FY18, emissions from refrigerants was based off data collected from the building managers in 2012/13. This included a summary of all small air conditioning units within Sensis buildings (Scope 1 emissions) plus all larger scale refrigerants storage in building cooling systems (Scope 3 base building refrigerant leakage). In FY19, this same data was used but was apportioned for the reduction in Sensis' office floor space.	108.17	Decrease
7	Refrigerant leakage – office air conditioning units	1	The building electricity for satellite and outsource staff is calculated by multiplying the proportion of satellite and outsourced staff to Sensis staff with the overall electricity consumption. While there was an overall decrease in electricity consumption, the proportion of satellite and outsourced staff increased, hence the increase in emissions.	25.42	Decrease
8	Building electricity - satellite and outsourced staff	3		65.10	Increase

Item	Source	Scope	Explanation for change in emissions	Absolute Change	Change type
9	Electricity usage - customer computers and printers	3	In FY19, the average time spent at the yellow pages and white pages website from a computer increased, on average, by 49%, hence a slight increase in emissions associated with customer computer usage.	57.30	Increase
10	Air travel - Sensis employees	3	In FY19, air travel kilometres across Sensis decreased by 22% from FY18, which resulted in decreased emissions.	52.42	Decrease
11	Fuel combustion - stationary energy (natural gas) - print contractors	3	Due to the decrease in volume printed, the amount of natural gas used by the print contractors had also decreased, resulting in fewer greenhouse gas emissions.	46.17	Decrease
12	Embodied emissions - plastic wrapping and single use plastic bags	3	In FY19, Sensis' included the polypropylene or biodegradable plastic used by distributors when dropping off the directories. This was not modelled in FY18 but represents 0.2% of overall greenhouse gas emissions this reporting period.	42.20	Increase

3. Emissions summary

Table 4: Emissions summary.

Scope	Emission source	t CO ₂ -e
1	Refrigerant leakage – office air conditioning units	14
1&3	Fuel combustion - Sensis fleet vehicles	13
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	1,148
3	Refrigerant leakage – base building air conditioning units	61
3	Fuel combustion - stationary energy (natural gas) – base building services	56
3	Fuel combustion - stationary energy (diesel) – base building services	<1
3	Building electricity – Base building services	1,128
3	Air travel - Sensis employees	285
3	Embodied emissions - office paper usage	2
3	Office waste & recycling (net emissions after recycling)	25
3	Building electricity - satellite and outsourced staff	809
3	Fuel combustion - stationary energy (natural gas) – satellite/outsourced staff	<1
3	Embodied emissions - print directory ad production servers	4
3	Electricity usage - print directory ad production servers and data rooms	43
3	Embodied emissions - directory paper and cardboard	7,971
3	Embodied emissions - directory printing consumables	3,817
3	Fuel combustion - transport of directory paper and cardboard	811
3	Building electricity - print contractors	1,360
3	Fuel combustion - stationary energy (natural gas) - print contractors	551
3	Fuel combustion – international and local transport and delivery of directories to households	1,170
3	Embodied emissions - online directory servers	7
3	Electricity usage - online directory ad production, servers and data rooms	209
3	Electricity usage - internet data transfer to customers	1
3	Electricity usage - customer computers and printers	402
3	Embodied emissions - customer paper and printer ink	63
3	Electricity usage - customer hand-held devices	2
3	Embodied emissions - plastic wrapping and single use plastic bags	42
3	Embodied emissions - online directory ad production servers	21
Total Gross Emissions		20,019
GreenPower or retired LGCs		0
Total Net Emissions		0

4. Carbon offsets

4A. Offsets summary

Table 5: Offsets summary.

Date of cancellation	Offset project, unit type and registry	Serial numbers	Vintage	Quantity
13 Nov 2019	Liucheng Biomass Power Generation Project, VCUs, APX VCS Registry	<u>6658-330291160-330310959-VCU-034-APX-CN-1-1824-01012014-31122014-0</u>	2014	19,800
13 Nov 2019	Sichuan Rural Poor Households Biogas PoA, China, CERs, (CDM 9849, GS ID 3946)	<u>971,726,015 – 971,727,214</u>	2014	1,200
Total offsets cancelled				21,000
Net emissions after offsetting				0
Total offsets banked for use future years: (if any)				981
Serial number: <u>6658-330291160-330310959-VCU-034-APX-CN-1-1824-01012014-31122014-0</u>				

4B. Offsets purchasing and retirement strategy

Sensis purchases carbon offsets at the end of each reporting period as the LCA is being finalised. The number of offsets purchased and retired are greater than the total emissions, with the surplus being banked for future use.

4C. Offset projects (Co-benefits)

N/A

5. Use of trade mark

Table 6: Trade mark register

Where used	Logo type
Sensis website	Certified product
White Pages website	Certified product
Yellow Pages website	Certified product
Yellow Pages printed directory	Certified product
White Pages printed directory	Certified product

6. Have you done more?

N/A

