



PUBLIC DISCLOSURE STATEMENT

**PETER FULLER & ASSOCIATES PTY LTD
TRADING AS FULLER BRAND
COMMUNICATION**

**ORGANISATION CERTIFICATION
2019-20**

Australian Government
Climate Active
Public Disclosure Statement

Fuller



NAME OF CERTIFIED ENTITY: Peter Fuller & Associates Pty Ltd trading as
Fuller Brand Communication

REPORTING PERIOD: 1 July 2019 to 30 June 2020

Declaration

To the best of my knowledge, the information provided in this Public Disclosure Statement is true and correct and meets the requirements of the Climate Active Carbon Neutral Standard.

Signature

Date 9th November 2020

A handwritten signature in black ink, appearing to read "Peter Fuller".

Peter Fuller
Managing Director



Australian Government
Department of Industry, Science,
Energy and Resources

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1. CARBON NEUTRAL INFORMATION

Description of certification

This certification is for the business operations of Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication. Professional brand, marketing and communication services organisation based in Kent Town, SA. First year of certification.

Organisation description

Fuller Brand Communication is the trading name of Peter Fuller & Associates Pty Ltd.

Established in South Australia in 1993 we are a second-generation family company that provides integrated marketing services including branding, communication strategy, graphic design, advertising, public relations, content creation, web development, video, photography and digital marketing. The company is located in contemporary offices at 37 Fullarton Road, Kent Town, on the Adelaide CBD fringe and currently employs 27 staff.

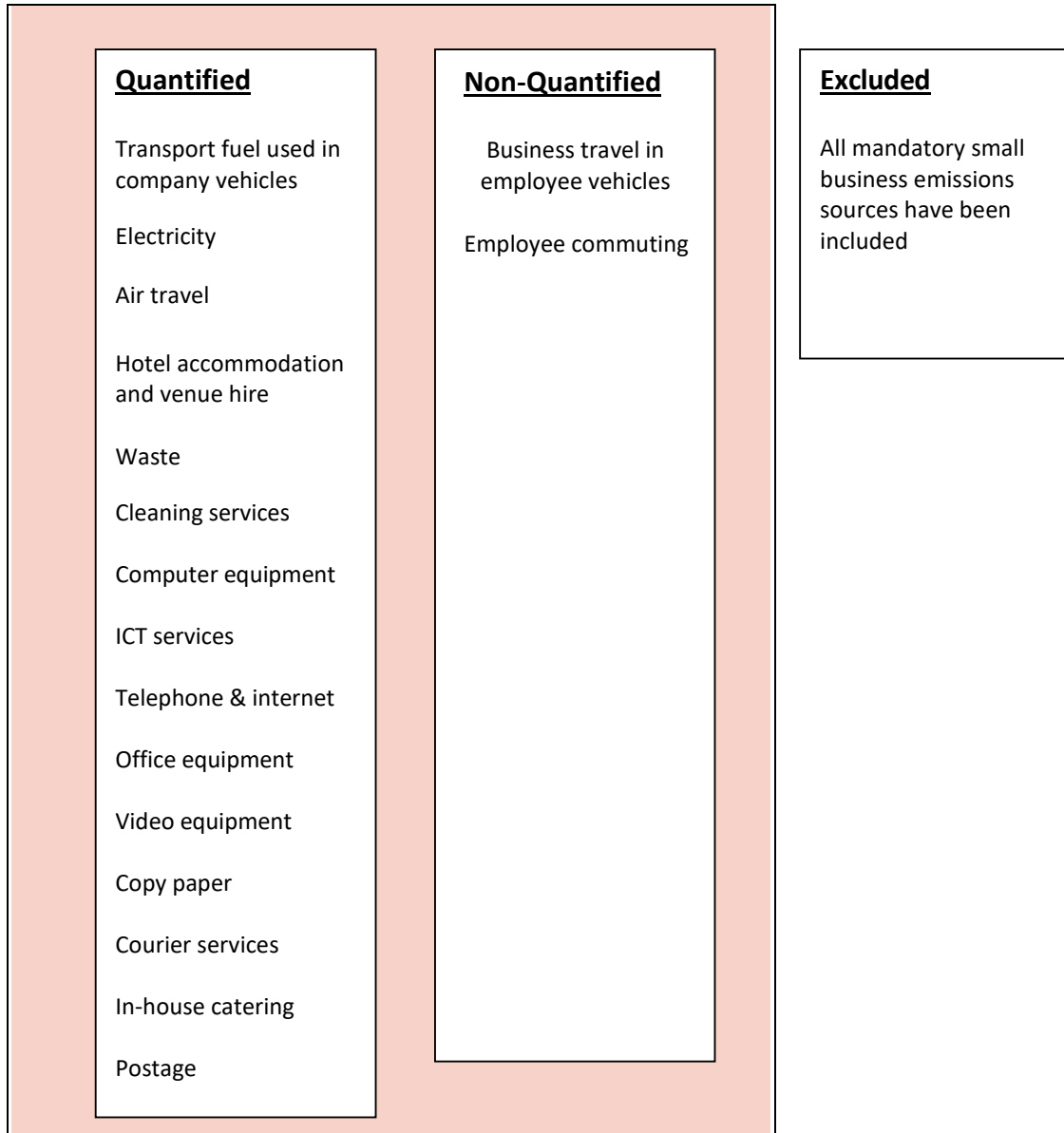
Fuller Brand Communication has been a partner of Carbon Neutral Adelaide since 2019 and its BCorp certification application is pending. Approval is expected by January 2020.

“As a marketing communication agency we believe we have an important role in influencing social and economic change that is for the good of society. It is therefore our responsibility to ‘walk the talk’, demonstrating our leadership in ethical business behaviour. Cutting our carbon emissions is not just being a good corporate citizen, it is an essential contribution to the reduction of global warming and the sustainability of the planet.”

2. EMISSION BOUNDARY

Diagram of the certification boundary

This is a small organisation certification, which uses the standard Climate Active small organisation emissions boundary.



Non-quantified sources

- Business travel in employee owned vehicles has not been quantified this year as activity-based data is not available. This emissions source is considered to be small relative to stationary energy, fuel and electricity.
- We did not quantify employee commuting this year, predominantly due to the changes in working arrangements caused by COVID-19. The majority of staff have worked from home on and off for many months and it is therefore not possible to quantify the emissions during this time and in retrospect. It is our intention to quantify this emissions source next year.

Data management plan

- An employee commuting survey will be undertaken during 2020-21.
- The collection of data for reimbursements to employees for business travel will be reviewed with a view to recording the distance travelled.

Non-applicable sources

Meeting facilities have not been hired this year.

Excluded sources (outside of certification boundary)

Not applicable

3. EMISSIONS SUMMARY

Emissions reduction strategy

Goal: By 2021 FULLER will be a leader in sustainable, ethical, carbon neutral business practice in SA - especially in the marketing communications sector.

External Strategy - Positioning and Advocacy

Partner of Carbon Neutral Adelaide since 2019. BCorp certification application pending - expected approval by January 20.

Internal Strategy - Think Global - Act Local

Waste reduction scheme (zero tolerance on takeaway coffee cups and plastic water bottles; paper and plastics recycling), green waste composting (kitchen scraps etc) and staff and client re-usable glass water bottles.

Energy reaction (LED lights, aircon timers, planned changeover to green power by January 2021)

Water reduction (drip irrigation, computer scheduler, low flow showers and taps)

Printing reduction (double sided, black and white only; look toxicity offset printing)

Greenhouse friendly products (toilet paper, cleaning, local coffee supply, carbon neutral copy paper)

Transport (electric vehicle changeover plan, more video conferencing, less flights).

Emissions summary (inventory)

Emission source category	tonnes CO ₂ -e
Transport fuel – diesel	6.8
Transport fuel – petrol	4.4
Electricity (location-based)	21.1
Hotel accommodation	0.1
Air travel	3.5
Cleaning services	1.9
In-house catering	1.0
Computer equipment	6.5
ICT services	0.3
Telephone and internet	4.4
Office equipment and supplies	0.7
Copy paper (carbon neutral)	0.0
Courier services	2.2
Postage	0.5
Waste	2.2
Venue hire	0.0
<i>Total Net Emissions (to the nearest tCO₂-e)</i>	56

Uplift factors

Reason for uplift factor	tonnes CO ₂ -e
5% to account for immaterial/sundry items	3
3 tonnes CO ₂ -e to account for the purchase of video equipment	3
<i>Total to offset (uplift factors + net emissions)</i>	61*
<i>*The difference between the Total Net Emissions above and the Total to offset is due to rounding</i>	

Carbon neutral products

Copy paper used is Aspire – an Australian Paper custom product.

Electricity summary

Electricity was calculated using the location-based approach.

The Climate Active team are consulting on the use of a market vs location-based approach for electricity accounting with a view to finalising a policy decision for the carbon neutral certification by July 2020. Given a decision is still pending on the accounting way forward, a summary of emissions using both measures has been provided for full disclosure and to ensure year on year comparisons can be made.

Market-based approach electricity summary

Electricity inventory items	kWh	Emissions (tonnes CO ₂ e)
Electricity Renewables	7,389	0
Electricity Carbon Neutral Power	0	0
Electricity Remaining	32,339	35
Renewable electricity percentage	19%	
<i>Net emissions (Market based approach)</i>		35

Location-based summary

State/ Territory	Electricity Inventory items	kWh	Full Emission factor (Scope 2 +3)	Emissions (tonnes CO ₂ e)
SA	Electricity Renewables		-0.53	0.00
SA	Electricity Carbon Neutral Power		-0.53	0.00
SA	Netted off (exported on-site generation)		-0.44	0.00
SA	Electricity Total	39,728	0.53	21.055
	<i>Total net electricity emissions (Location based)</i>			21.1

4. CARBON OFFSETS

Offset purchasing strategy: In arrears with additional offsets banked for future year's use.

Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication has invested in EcoAustralia biodiversity credits which are backed with wind power offsets as detailed in the table below. Details of the EcoAustralia credits can be found under Additional Information Section 6.

Offsets summary

1. Total offsets required for this report				61 tonnes CO ₂ -e					
2. Offsets retired in previous reports and used in this report				Not applicable					
3. Net offsets required for this report				61 tonnes CO ₂ -e					
Project description	Eligible offset units type	Registry unit retired in	Date retired	Serial number (including hyperlink to registry transaction record)	Vintage	Quantity (tonnes CO ₂ -e)	Quantity used for previous report	Quantity to be banked for future years	Quantity to be used this report
InfraVest Changbin and Taichung bundled Wind Farms Project, Taiwan	VER	Gold Standard	2/11/20	GS1-1-TW-GS472-12-2017-6457-2017 108747-108926 https://registry.goldstandard.org/credit-blocks/details/138595	2017	180	0	119	61
Total offsets retired this report and used in this report									61
Total offsets retired this report and banked for future reports									119

Co-benefits

Taiwan is heavily reliant on fossil fuels and so shifting towards sustainable energy is vital for Taiwan's national security and its economic and environmental prosperity. By harnessing the power of prevailing coastal winds to generate clean energy, the Changbin and Taichung wind farms power Taiwanese homes, while helping to expand Taiwan's renewable energy industry. The project owner is helping boost sustainable development through a number of local initiatives, such as guided wind farm tours that raise awareness about climate change and pollution, supporting the elderly and a scholarship programme. As well as contributing to global climate change mitigation efforts through emission reductions, the project is engaged in several activities that help to preserve the local ecosystem such as regular beach clean ups. The project has also supported the reforestation of 2,400m² of land, which is encouraging local biodiversity. The project supports four Sustainable Development Goals – affordable and clean energy, decent work and economic growth, climate action and life on land.

5. USE OF TRADEMARK

Description where trademark will be used	Logo type
Website, digital media and email signature	Organisation certification

6. ADDITIONAL INFORMATION

As part of our offsetting arrangements we are keen to support local projects and communities. This year, we have purchased 180 EcoAustralia biodiversity units from the Mount Sandy project – a rare pocket of biodiverse vegetation in South Australia. EcoAustralia is a stapled credit product which blends Government accredited biodiversity projection with international credits. Mount Sandy is located on the traditional lands of the Ngarrindjeri people. Management at the project site is made possible through close collaboration with the nearby Raukkan Aboriginal Community.



APPENDIX 1: EXCLUDED EMISSIONS

Excluded emissions

This section is not applicable to Peter Fuller & Associates Pty Ltd trading as Fuller Brand Communication this year.

APPENDIX 2

Non-quantified emissions for small organisations

Non-quantification test			
Relevant-non-quantified emission sources	<i>Immaterial <1% for individual items and no more than 5% collectively</i>	<i>Small in relation to stationery energy, fuel and electricity but uplift applied</i>	<i>Data unavailable but uplift applied.</i>
Business travel in employee owned vehicles	Yes	Yes	Yes
Employee commuting	Yes	Yes	Yes