



PUBLIC DISCLOSURE STATEMENT

MARLIN COMMUNICATIONS

ORGANISATION
2019

Australian Government
Climate Active
Public Disclosure Statement

marlin



An Australian Government Initiative



NAME OF CERTIFIED ENTITY: T&G Brand Appeal Pty Ltd (trading as Marlin Communications)

REPORTING PERIOD: 1 January 2019 – 31 December 2019

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.

A handwritten signature in black ink, appearing to be "K. Tischler".

Signature

Date 5/11/2020

Name of Signatory

Karl Tischler

Position of Signatory

Founding Director and Idealist



Australian Government

**Department of Industry, Science,
Energy and Resources**

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1. CARBON NEUTRAL INFORMATION

Description of certification

This inventory has been prepared for the calendar year from 1 January 2019 to 31 December 2019 and covers the business operations of T&G Brand Appeal Pty Ltd (Marlin Communications).

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:

- Suite 307/Level 3, 59 Great Buckingham Street, Redfern NSW 2016

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

- Climate Active Standards
- 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 (CO₂), methane (CH₄), nitrous oxide (N₂O) and synthetic gases - hydrofluorocarbons (HFCs), perfluorocarbons (PFCs) sulphur hexafluoride (SF₆) and nitrogen trifluoride (NF₃). These have been expressed as carbon dioxide equivalents (CO₂-e) using relative global warming potentials (GWPs).

"We have chosen to become certified Carbon Neutral as we firmly believe that every business and every organisation has a moral and economic responsibility to act and address as much as they are able to in regard to the climate crisis that we're all facing."

Organisation description

Marlin is a creative communications agency, specialising in servicing the for-purpose, charities and causal sector in Australia. We help a range of organisations activate and inspire supporters and hang onto them.

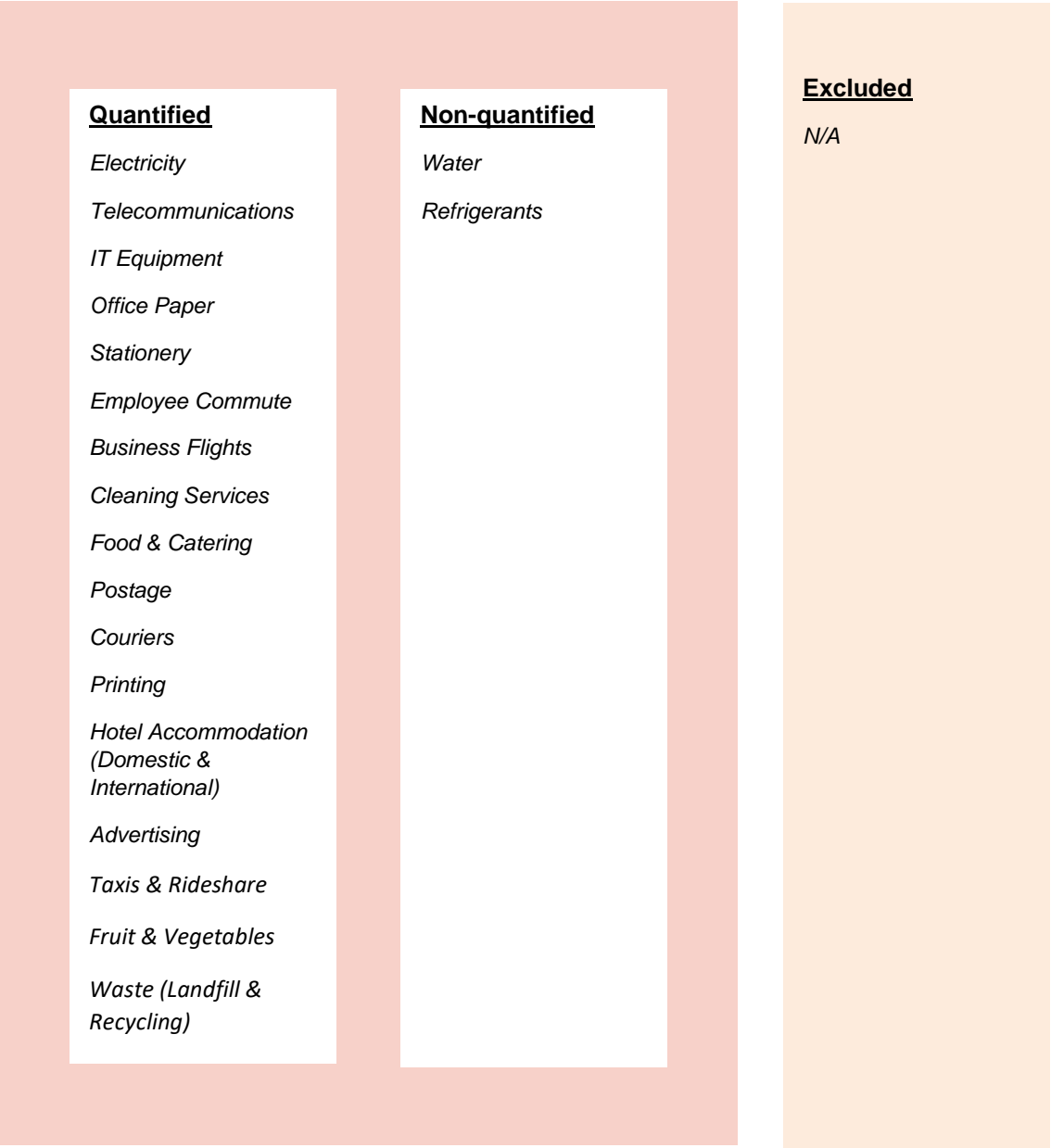
Our work spans advertising, direct and digital marketing, and supporter relationship (loyalty program) communications.

Charities offer people a way to create the world they really want. With experience, skill (and some thought) the communications that a charity develops will build and nurture a community who advocate, volunteer, and donate in order to create that world. **Marlin exists to create those communications.**

To do this, we are unafraid of being idealists. We are proud to be an example of how people can choose to use their skills to create change in the world— and do this during their working days.

2. EMISSION BOUNDARY

Diagram of the certification boundary



Non-quantified sources

- Water and refrigerants have been non-quantified due to being immaterial

Data management plan

N/A

Excluded sources (outside of certification boundary)

N/A

“When we know as much as we do today... inaction on climate change is simply unacceptable.”

3. EMISSIONS SUMMARY

Emissions reduction strategy

A full emission reduction strategy will be developed within two years based upon the base year GHG inventory.

This will include a full analysis of the data to identify key areas for reduction.

Currently initial assessments identify electricity, flights and employee commute as the primary emission sources which could offer the greatest reductions. These will be thoroughly assessed in an attempt to reduce those emissions and look for carbon neutral or more sustainable options for the emissions that cannot be reduced.

Emissions summary (inventory)

Table 1

Emission source category	tonnes CO ₂ -e
Accommodation and facilities	1.86
Business Flights	19.80
Cleaning and Chemicals	0.47
Couriers	1.94
Electricity	50.43
Employee Commute	8.64
Food	5.83
ICT services and equipment	6.09
Office equipment & supplies	8.44
Postage	2.04
Professional Services	0.82
Taxi & Rideshare	0.78
Waste	1.27
<i>Total Net Emissions</i>	108.41

Uplift factors

Table 2

Reason for uplift factor	tonnes CO ₂ -e
N/A	
<i>Total footprint to offset (uplift factors + net emissions)</i>	108.41

Carbon neutral products

N/A

Electricity summary

Electricity was calculated using a 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

Table 3

Electricity inventory items	kWh	Emissions (tonnes CO ₂ e)
Electricity Renewables	10,422	0.00
Electricity Carbon Neutral Power	0	0.00
Electricity Remaining	45,611	49.31
Renewable electricity percentage	19%	
<i>Net emissions (Market based approach)</i>		49.31

Location-based summary

Table 4

State/ Territory	Electricity Inventory items	kWh	Full Emission factor (Scope 2 +3)	Emissions (tonnes CO ₂ e)
ACT/NSW	Electricity Renewables	-	-0.90	0.00
ACT/NSW	Electricity Carbon Neutral Power	-	-0.90	0.00
ACT/NSW	Netted off (exported on-site generation)	-	-0.81	0.00
ACT/NSW	Electricity Total	56,033	0.90	50.43
	<i>Total net electricity emissions (Location based)</i>		<i>0.00</i>	50.43

4. CARBON OFFSETS

Offset purchasing strategy: in arrears

Offsets summary

Table 5

1. Total offsets required for this report				109					
2. Offsets retired in previous reports and used in this report				0					
3. Net offsets required for this report				109					
Project description	Eligible offset units type	Registry unit retired in	Date retired	Serial number (including hyperlink to registry transaction record)	Vintage	Quantity (tonnes CO2-e)	Quantity used for previous report	Quantity to be banked for future years	Quantity to be used this report
Improved Kitchen Regime: Cleaner Cookstoves in Bugesera, Rwanda	VCUs	Gold Standard	02 Nov 2020	GS1-1-RW-GS3444-16-2017-18595-3402-3510 https://registry.goldstandard.org/credit-blocks/details/138575	2017	109	0	0	109
Total offsets retired this report and used in this report							109		
Total offsets retired this report and banked for future reports							0		

Co-benefits

Cleaner Cookstoves in Bugesera, Rwanda:

Improved Kitchen Regimes is a Gold Standard carbon credit project (VER) that provides households with energy efficient cookstoves. Over 20,000 stoves are now in use in the Bugesera District of Rwanda. These have standardised precast combustion chambers and require substantially less fuel – an estimated 71 percent reduction in traditional biomass fuel annually. Critically for these communities, the cookstoves result in a better quality of life and improved health. The production of the cookstoves takes place in Rwanda, providing jobs for the people of the district. The project aids Bugesera’s self-sufficiency, helping to lift the community out of poverty.

5. USE OF TRADE MARK

Table 6

Description where trademark used	Logo type
Website	Certified organisation
Social Media	Certified organisation
Email	Certified organisation

6. ADDITIONAL INFORMATION

Marlin is a certified B Corporation. We're proud to "meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose".

APPENDIX 1

Excluded emissions

To be deemed relevant an emission must meet two of the five relevance criteria. Excluded emissions are detailed below against each of the five criteria.

Table 7

Relevance test					
Excluded emission sources	<i>The emissions from a particular source are likely to be large relative to the organisation's electricity, stationary energy and fuel emissions</i>	<i>The emissions from a particular source contribute to the organisation's greenhouse gas risk exposure.</i>	<i>Key stakeholders deem the emissions from a particular source are relevant.</i>	<i>The responsible entity has the potential to influence the reduction of emissions from a particular source.</i>	<i>The emissions are from outsourced activities previously undertaken within the organisation's boundary, or from outsourced activities typically undertaken within the boundary for comparable organisations.</i>

N/A

APPENDIX 2

Non-quantified emissions for organisations

Please advise which of the reasons applies to each of your non-quantified emissions. You may add rows if required.

Table 8

Non-quantification test				
Relevant-non-quantified emission sources	<i>Immaterial <1% for individual items and no more than 5% collectively</i>	<i>Quantification is not cost effective relative to the size of the emission but uplift applied.</i>	<i>Data unavailable but uplift applied. A data management plan must be put in place to provide data within 5 years.</i>	<i>Initial emissions non-quantified but repairs and replacements quantified</i>
Water	Yes	No	No	No
Refrigerants	Yes	No	No	No