

Australian Government

# Climate Active Public Disclosure Statement




NAME OF CERTIFIED ENTITY: Sensis Pty Ltd

REPORTING PERIOD: 1 July 2019 – 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	DocuSigned by:  F5CBA8F34FEA431...	Date	06-Nov-20
Name of Signatory John Allan			
Position of Signatory CEO			



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

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## 1. Carbon neutral information

### Description of certification

Sensis is a marketing services company that operates under the control of Platinum Equity. Platinum Equity holds a 70% equity stake with the remaining 30% of equity being owned by Telstra.

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 (100% stake sold in March 2020)
- Found (digital marketing agency)
- Sensis Data Solutions

This carbon neutral certification is specific to the Yellow Pages® and White Pages® print and digital directories, under the Climate Active Products & Services Standard.

Note: In order to understand the carbon footprint of both the physical and digital options, the print and online sub-categories were treated as two separate life cycle assessments ('LCAs') that were then totalled for the purpose of establishing a combined product carbon inventory and for calculating the required greenhouse gas ('GHG') emissions offsets.

### Description of functional units:

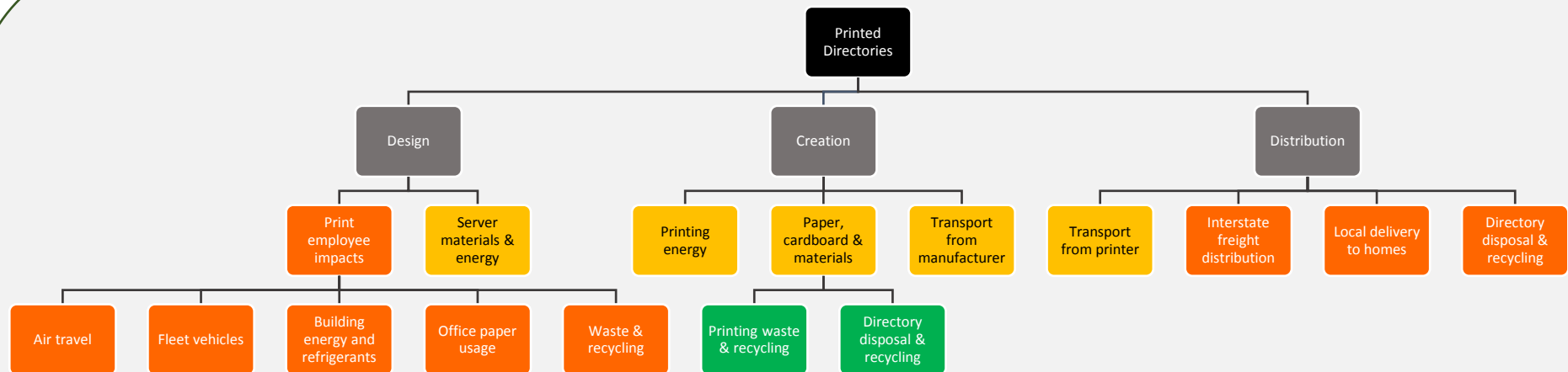
The functional units of the two LCAs were:

- **Printed directories** - all Yellow Pages and White Pages printed directories manufactured and delivered throughout Australia during the 1 July 2019 to 30 June 2020 (FY20) financial year.
- **Online directories** - all Yellow Pages and White Pages online directory searches conducted during the FY20 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.

### Product process diagram

The following diagram represents the cradle to grave processes for both the printed and online directories.



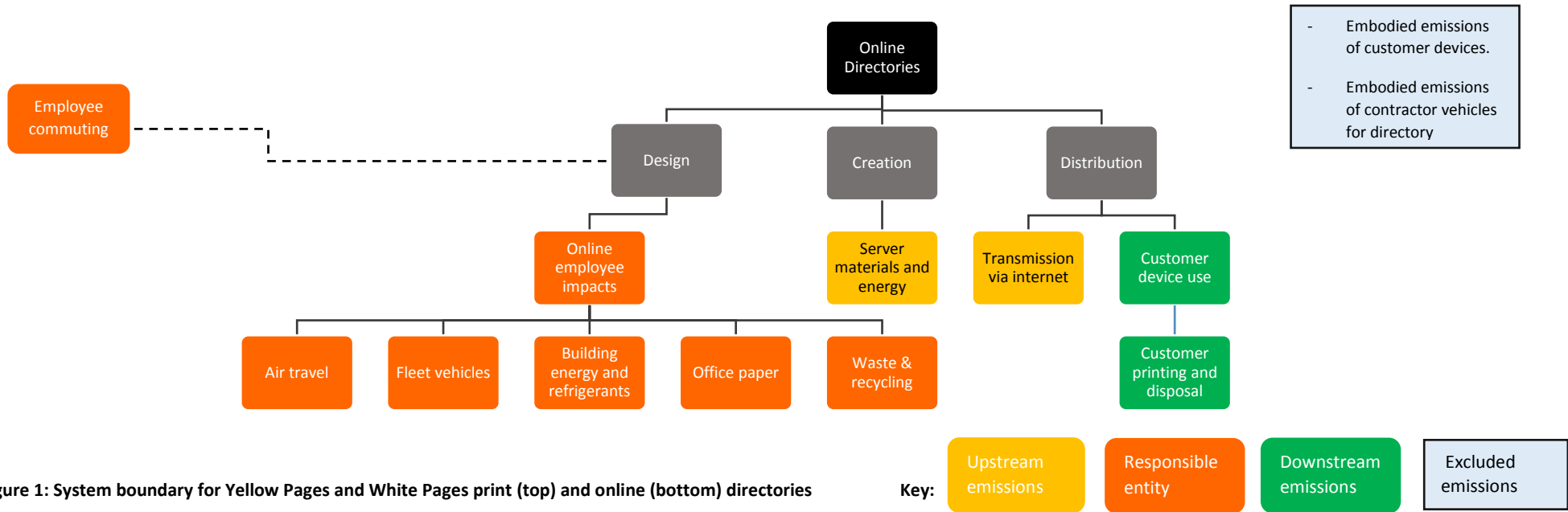


Figure 1: System boundary for Yellow Pages and White Pages print (top) and online (bottom) directories

Emissions reduction strategy

The Yellow Pages and White Pages GHG inventory and carbon neutrality certification under Climate Active 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 to align with consumer and advertiser habits. For the print-based directory, Sensis annually reviews its circulation to minimise waste and improve distribution effectiveness to the right target audience. For the online-based directory Sensis constantly searches for improvements in using the latest technology and shared IT platforms (e.g. servers) to minimise its footprint.

2. Emission Boundary

Diagram of the certification boundary

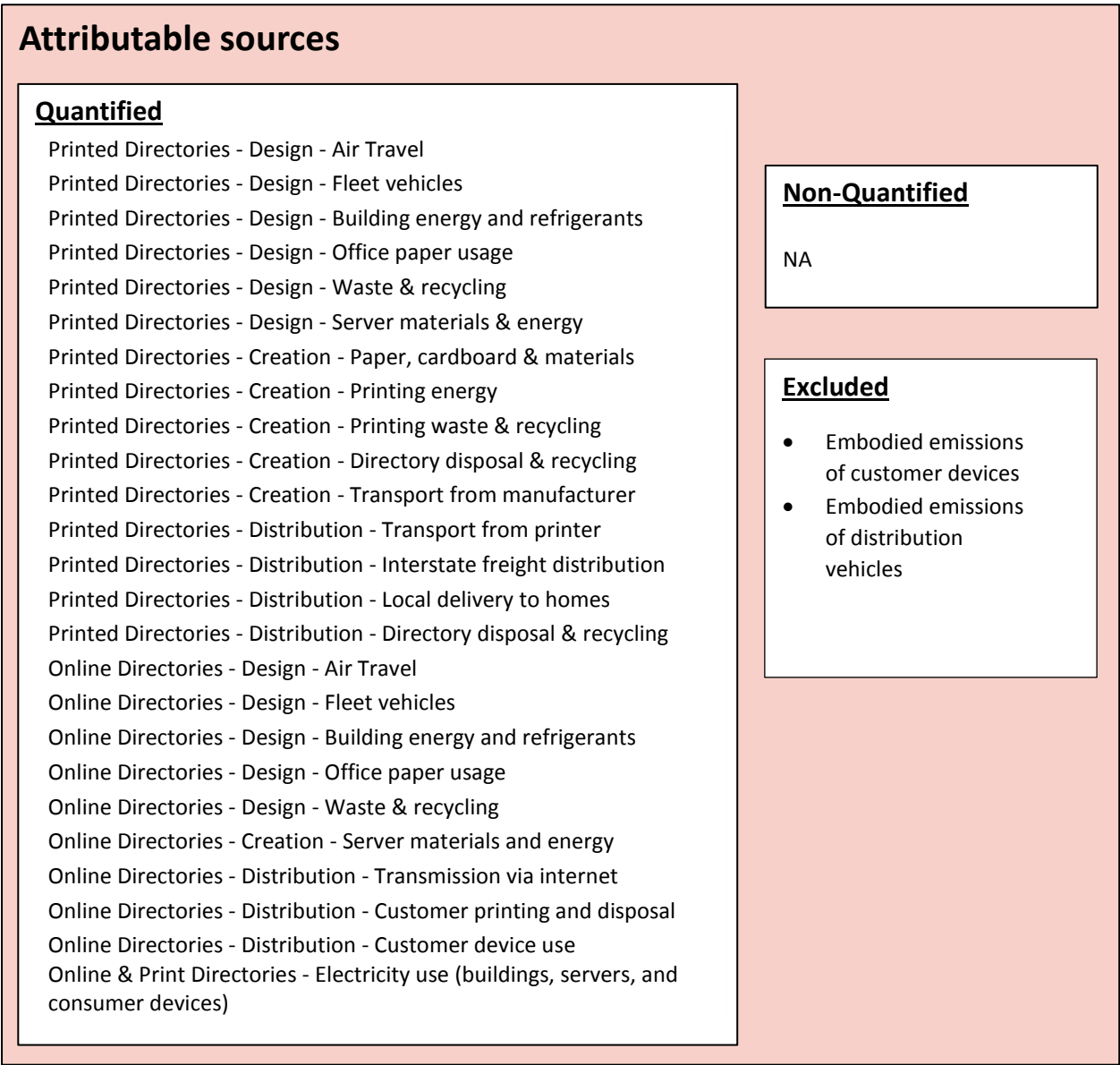


Figure 2: Representation of Attributable sources (including excluded/non-quantified sources)

Attributable non-quantified sources

NA

Data management Plan

NA – There were no attributable non-quantified sources identified during inventory develop and as a result, no data management plan has been devised.

Excluded sources (within certification boundary)

**Embodied emissions of distribution vehicles:** The embodied emissions of transport vehicles used in the distribution of printed directories were not included in the LCA. Distribution is undertaken by casual workers on a limited number of days per year (often one weekend) using their own private vehicles. Hence the embodied emissions would need to be apportioned based on the proportion of vehicle use for Sensis-related activities relative to all other activities over the life of the vehicle. As the vehicles are primarily utilised by their owners for non-Sensis transport purposes, only the fuel use from operating these vehicles for Sensis-related distribution activities was included in the inventory.

This exclusion also meets the three specific exclusion conditions required by Climate Active:

- A data gap exists because primary or secondary data cannot be collected: Sensis has no oversight on what type of vehicle was used and how much of that is related to Sensis-related activities relative to the life of the vehicle
- Extrapolated and proxy data cannot be determined to fill the data gap: No extrapolation for this data exists
- An estimation determines the emissions from the process to be not material: Vehicles used by the casual workers are privately owned and are only a small fraction of their use is for Sensis distribution purposes (typically one or two weekends over a year). When apportioning this use over the life of the vehicle, the embodied emissions attributable to Sensis are highly immaterial.

**Embodied emissions of customer devices:** 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. Furthermore, the embodied emissions would have to be apportioned based on the proportion of total use that the consumer device was used for Sensis related activities relative to all other activities over the life of the device. As such, only the operating/use impacts of these devices were included in the inventory.

This exclusion also meets the three specific exclusion conditions required by Climate Active:

- A data gap exists because primary or secondary data cannot be collected - Sensis does not collect data pertaining to consumer device use outside of the Sensis ecosystem
- Extrapolated and proxy data cannot be determined to fill the data gap - No extrapolation for this data exists
- An estimation determines the emissions from the process to be not material - Based on the average minutes spent per visiting the online directories, the proportion of device use related to Sensis was deemed highly immaterial, especially over the life of the consumer device.

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Non-Attributable sources (outside certification boundary)

NA

## 3. Emissions summary

Table 3. Emissions Summary (inventory)	
Emission source category	tonnes CO <sub>2</sub> -e
Online & Print Directories - Employee Commute	285
Online & Print Directories - Electricity use (buildings, servers, consumer devices)	557
Online Directories - Creation - Server materials and energy	7
Online Directories - Design - Air Travel	190
Online Directories - Design - Building energy and refrigerants	381
Online Directories - Design - Fleet vehicles	5
Online Directories - Design - Office paper usage	<1
Online Directories - Design - Waste & recycling	11
Online Directories - Distribution - Customer device use	<1
Online Directories - Distribution - Customer printing and disposal	92
Printed Directories - Creation - Paper, cardboard & materials	6,871
Printed Directories - Creation - Printing energy	1,685
Printed Directories - Creation - Printing waste & recycling	2,666
Printed Directories - Creation - Transport from manufacturer	1,007
Printed Directories - Design - Building energy and refrigerants	351
Printed Directories - Design - Fleet vehicles	4
Printed Directories - Design - Office paper usage	<1
Printed Directories - Design - Server materials & energy	8
Printed Directories - Design - Waste & recycling	<1
Printed Directories - Distribution - Local delivery to homes	258
Printed Directories - Distribution - Transport from printer	312
Printed Directories - Distribution - Directory disposal & recycling	656
<b>1. Total inventory Emissions</b>	<b>15,347.1</b>

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2. Net emissions per reference unit (based on number of reference units represented by inventory)	15,347.1
3. A) Number of reference units sold this period  OR  B) Number of reference units to forward offset to demonstrate commitment to carbon neutrality (true-up to be conducted at end of reporting period)	1*
4. Carbon Footprint  (Net emissions per reference units (2) * number of reference units (3a or b))	<b>15,347.1</b>

\* Note: The reference unit is a combination of the two functional units that are the basis of the LCA: (i) all Yellow Pages and White Pages printed directories manufactured and delivered throughout Australia during FY20 and (ii) all Yellow Pages and White Pages online directory searches conducted during FY20.

Sensis estimates that actual emissions may be different to what is reported due to the Covid-19 pandemic in the back half of the reporting period, resulting in less staff working in the office and commuting, and more staff working from home. These differences are not accounted for in the carbon inventory, consistent with Climate Active policy.

#### Uplift factors

NA

#### Carbon Neutral products

In the FY20 financial year, Sensis purchased the following Carbon Neutral certified products:

- Winc Copy Paper A4 White Ream (200 reams)
- Winc Copy Paper 20% Recycled A4 White Ream (145 reams)

#### Electricity Summary

Electricity was calculated using a Location based approach.

The Climate Active team is 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.



**Table 5: Market based approach Electricity summary****Market Based Approach:**

Electricity Inventory items	kWh	Emissions (kgCO <sub>2</sub> e)
Electricity Renewables	164,397	0.00
Electricity Carbon Neutral Power	0	0.00
Electricity Remaining	719,456	777,803.86
Renewable electricity percentage	19%	
Net emissions (Market based approach)		777,803.86
For inventory as KgCO <sub>2</sub> e =		<b>777,803.86</b>

**Table 6: Location-based summary****Location Based Approach:**

State/Territory	Electricity Inventory items	kWh	Full Emission factor (Scope 2 +3)	Emissions (kgCO <sub>2</sub> e)
Vic	Electricity Renewables	-	-1.12	0.00
Vic	Electricity Carbon Neutral Power	-	-1.12	0.00
Vic	Netted off (exported on-site generation)	-	-1.02	0.00
Vic	Electricity Total	497,214	1.12	556,879.84
	Total net electricity emissions (Location based)			556,879.84
			For inventory as KgCO <sub>2</sub> e =	<b>556,879.84</b>

**4. Carbon offsets**

Offset purchasing strategy: in arrears

Table 4 **Offsets Summary**

<b>1. Total offsets required for this report</b>		15,347.1							
<b>2. Offsets retired in previous reports and used in this report</b>		0							
<b>3. Net offsets required for this report</b>		15,347.0							
<i>Project description</i>	<i>Eligible offset units type</i>	<i>Registry unit retired in</i>	<i>Date retired</i>	<i>Serial number (including hyperlink to registry transaction record)</i>	<i>Vintage</i>	<i>Quantity (tonnes CO2-e)</i>	<i>Quantity used for previous report</i>	<i>Quantity to be banked for future years</i>	<i>Quantity to be used this report</i>
Wind farm project by Guohua Bayannaoer (Wulate Zhongqi) Wind Power Co. China	VCS	Verra Registry	27 Oct 2020	7614-411898721-411914120-VCU-034-APX-CN-1-1200-21012014-31122014-0  <b>Public URL:</b> <a href="https://registry.verra.org/myModule/rpt/myrpt.asp?r=206&amp;h=29407">https://registry.verra.org/myModule/rpt/myrpt.asp?r=206&amp;h=29407</a>	2014	15,400	0	52.9	15,347.1
<b>Total offsets retired this report and used in this report</b>							15,347.1		
<b>Total offsets retired this report and banked for future reports</b>							52.9		

Co-benefits

NA

## 5. Use of trade mark

Table 5

Description where trademark 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. Additional information

*Nil*

## 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.

Excluded Emission	Relevance Test				
	<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>
Embodied emissions of customer devices	<b>X</b>	<b>X</b>	<b>✓</b>  Climate Active requested that this emission source be assessed against the exclusion criteria (refer to Section 2: Emission Boundary)	<b>X</b>	<b>X</b>
Embodied emissions of distribution vehicles	<b>X</b>	<b>X</b>	<b>✓</b>  Climate Active requested that this emission source be assessed against the exclusion criteria (refer to Section 2: Emission Boundary)	<b>X</b>	<b>X</b>  For comparable organisations with dedicated distribution vehicles this would be a relevant emission source. However, given Sensis distribution is undertaken by volunteers using private vehicles predominantly used for private purposes, this emission source was not deemed relevant, on a materiality basis, to Sensis (refer to Section 2: Emission Boundary).