



PUBLIC DISCLOSURE STATEMENT

SENSE CREATIVE AGENCY

ORGANISATION CERTIFICATION
FY2019-20

Australian Government
Climate Active
Public Disclosure Statement



An Australian Government Initiative



NAME OF CERTIFIED ENTITY: Sense Creative Agency

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

Date 3 June 2021

Name of Signatory Guillaume Roux

Position of Signatory Director



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 financial year from 1 July 2019 to 30 June 2020 and covers the Australian business operations of Sense Creative Agency, ABN: 95 094 719 669.

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 2, 106 Victoria Street, Fitzroy 3065 VIC

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).

Organisation description

Sense (Aust) Pty Ltd, trading as Sense Creative Agency, is a multidisciplinary creative agency based in Melbourne with advertising, digital & design expertise. It has approximately 23 staff and an active portfolio of around 40 clients in diverse industries including property development, energy, consumer goods, healthcare, B2B services, real estate and events.

"We believe it is our responsibility as an organisation to do whatever we can to mitigate the effects of climate change by reducing our carbon footprint, and by doing so inspire our staff and clients to do the same."

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

- Postage and courier have been non-quantified as the associated emissions are small in relation to electricity, stationary energy and fuel but an uplift has been applied.
- Water use, office furniture, advertising, taxi expenditure, train expenditure, and working from home are non-quantified as they fall outside of the small organisation boundary, however an uplift has been applied.
- Refrigerants have been non-quantified as they are considered immaterial.

“Financing creative and practical projects that reduce emissions is a positive way to make a difference.”

Data management plan

N/A

Excluded sources (outside of certification boundary)

N/A

3. EMISSIONS SUMMARY

Emissions reduction strategy

Our strategy over the next two years is:

- to reduce our power usage year on year
- to reduce our paper usage year on year
- to reduce our employee commute through a flexible work policy
- to reduce our travel for client meetings by using remote technology
- to reduce and recycle our waste by participating in the best local schemes available

Sense is committed to developing a more detailed strategy with measurable targets and specific timeframes for key emissions sources over the next two years.

Emissions summary (inventory)

Table 1

Emission source category	tonnes CO ₂ -e
Cleaning and Chemicals	1.697
Electricity	4.235
Food	11.910
ICT services and equipment	3.946
Land and Sea Transport (fuel)	1.371
Land and Sea Transport (km)	7.308
Office equipment & supplies	2.341
Stationary Energy	0.898
Waste	0.588
<i>Total Net Emissions</i>	34.293

Uplift factors

Table 2

Reason for uplift factor	tonnes CO ₂ -e
Compulsory 5% for small organisations	1.715
Additional business services (Postage and courier, water use, office furniture, advertising, taxi expenditure, train expenditure, and working from home)	7.658
<i>Total footprint to offset (uplift factors + net emissions)</i>	43.665

Carbon neutral products

Sense use carbon neutral paper from Reflex and carbon neutral natural gas from Powershop.

This assessment and Climate Active submission was prepared with the assistance of [Pangolin Associates](#) and these services are also carbon neutral.

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. 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	13,841	0
Electricity Carbon Neutral Power	3,475	-3.757
Electricity Remaining	3,947	4.268
Renewable electricity percentage	78%	0.000
<i>Net emissions (Market based approach)</i>		0.511

Location-based summary

Table 4

State/ Territory	Electricity Inventory items	kWh	Full Emission factor (Scope 2 +3)	Emissions (tonnes CO ₂ e)
Vic	Electricity Renewables	10,532	-1.12	-11.796
Vic	Electricity Carbon Neutral Power	3,475	-1.12	-3.892
Vic	Netted off (exported on-site generation)	-	-1.02	0.000
Vic	Electricity Total	17,788	1.12	19.923
	<i>Total net electricity emissions (Location based)</i>		0.00	4.235

4. CARBON OFFSETS

Offset purchasing strategy: in arrears



Table 5

1. Total offsets required for this report				44					
2. Offsets retired in previous reports and used in this report				0					
3. Net offsets required for this report				44					
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
Bundled Wind Power Project in Rajasthan by Orange Renewable Power Private Limited	VCUs	Verra	20 April 2021	5806-260947517-260947538-VCU-034-APX-IN-1-1465-01042017-31122017-0	2017	22	0	0	22
NIHT Topaiyo REDD + in PNG	VCUs	Verra	20 April 2021	9895-157069245-157069266-VCS-VCU-466-VER-PG-14-2293-01062017-31122019-0	2017-2019	22	0	0	22
<i>Total offsets retired this report and used in this report</i>									44
<i>Total offsets retired this report and banked for future reports</i>							0		

Co-benefits

Bundled Wind Power Project in Rajasthan by Orange Renewable Power Private Limited

Orange Renewable Power Private Limited, the company implementing the project, strives to eradicate hunger, poverty and malnutrition through health and sanitation initiatives and contribute to the UN Sustainable Development Goals (SDGs). In addition to generating renewable energy, Orange Renewable Power is having a wider positive impact on the community. The project is improving health and sanitation by providing health care centres, an ambulance service, measures such as ante and post natal care, making safe drinking water available through bore wells, pumps and clean water storage tanks, and implementing sanitary toilet and hand washing facilities in the community. It is also improving environmental outcomes by teaching water conservation to farmers, promoting rainwater harvesting, dam maintenance, and irrigation techniques, and planting trees along roads and in public spaces. There are also economic and humanitarian benefits by providing employment for local people, implementing development programs in trades and technology, adopting strict child labour policies for the project and its supply chain, and developing awareness programs for anti violence, gender and social equality. There are also improvements in education by providing school infrastructure, furniture, books and uniforms, implementing literacy programs for men and women and providing scholarships.

NIHT Topaiyo REDD + in PNG

NIHT Inc. has partnered with the traditional landowners of New Ireland and East New Britain to put an end to deforestation initiated by industrial logging in the region. The preservation of these rainforests is essential to not only the carbon and biodiversity benefits inherent with projects of this nature, but also for the wellbeing and prosperity of the people of New Ireland and East New Britain. The project is located in the forested areas of New Ireland and East New Britain in Papua New Guinea. The project has evolved based on the input and needs expressed by persons living in the region. What began as a traditional timber operation has been recognised as an opportunity with enormous carbon sequestering potential and has evolved into a forest protection project that will provide substantial economic benefits to the people of Papua New Guinea. Through the avoidance of carrying out exploitative industrial commercial timber harvesting in the project area, the project expects to generate nearly 60 million tonnes of CO2 emissions reductions across the 30 year project lifetime, depending on the number and size of Project Activity Instances (PAIs) added to the project.

5. USE OF TRADE MARK

Table 6

Description where trademark used	Logo type
Website, social media, publications	Certified organisation

6. ADDITIONAL INFORMATION

Once we have reduced our emissions to the maximum possible, we will focus on exploring additional initiatives to continually improve the environmental impact of our business with the aim of producing a net-negative amount of greenhouse gases.

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	N/A	N/A	N/A	N/A	N/A

APPENDIX 2

Non-quantified emissions for organisations

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>
Postage and couriers	Yes	Yes	No	No
Water	Yes	Yes	No	No
Office furniture	Yes	Yes	No	No
Advertising	Yes	Yes	No	No
Taxi expenditure	Yes	Yes	No	No
Train expenditure	Yes	Yes	No	No
Working from home	No	Yes	No	No
Refrigerants	Yes	No	No	No