



PUBLIC DISCLOSURE STATEMENT

**EIDENTIFY PTY LTD
SMALL ORGANISATION CERTIFICATION
FY2019-20**

Australian Government
Climate Active
Public Disclosure Statement



An Australian Government Initiative



NAME OF CERTIFIED ENTITY: Edentify Pty Ltd

REPORTING PERIOD: or [Financial year 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

10/8/21

Name of Signatory

CHANTAL KERSHAW

Position of Signatory

Marketing Manager



Australian Government
Department of Industry, Science,
Energy and Resources

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1. CARBON NEUTRAL INFORMATION

Description of certification

The Australian business operations of Edentify Pty Ltd, ABN 18 098 656 707

Organisation description

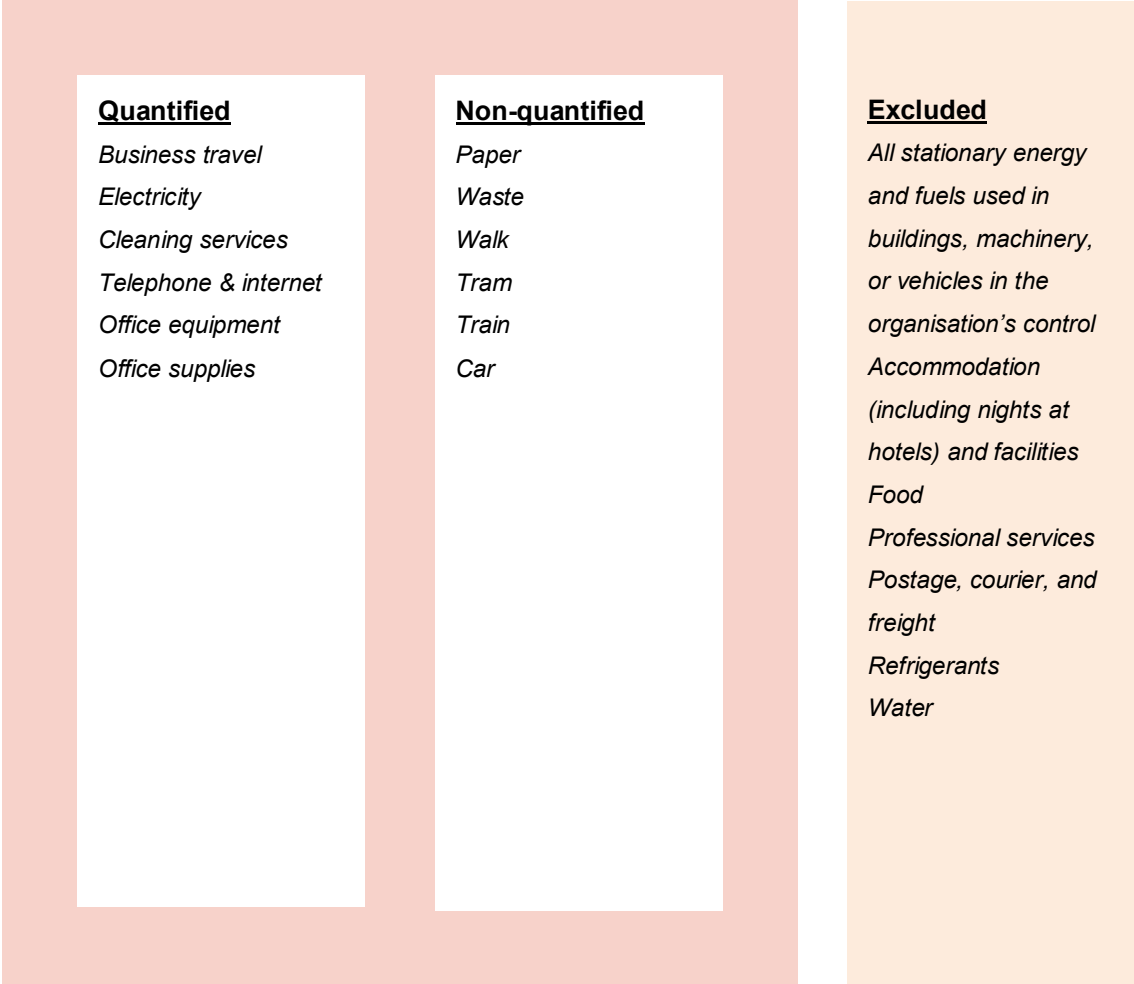
Edentify Pty Ltd is an online market research company that provides a full service to direct clients and media agencies. Main office is in Thirroul, NSW 2515 with 4 staff and 3 staff work from home in Coogee, Blue Mountains and Wahroonga.

“At Edentify we believe we have a social responsibility to not leave a footprint on this planet for the sake of future generations.”

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

- For all relevant non-quantified sources, we have classified as 'data unavailable but uplift applied', except for 'walking' which we have classified as 'immaterial'

Data management plan

Car, Tram, Train

For future reports Edentify will bring into practice for staff to log in a shared Google calendar their business travel mode for meetings. Start destination, end destination and mode of transport will need to be logged.

Paper

Receipts for all future paper purchases will be logged and kept so it can become a quantified expense.

Waste

Our current waste is negligible. We already recycle what we can by providing different office bins for separating recycled materials and waste. Our target will be to reduce to a ¼ red bin per fortnight. This will become the responsibility of one staff member.

Excluded sources (outside of certification boundary)

Emission source relating to the below categories have been excluded as they are not relevant to Edentify's company boundaries and are outside the scope of the certification boundary. They have been excluded as they have been assessed as not relevant according to the relevance test.

- Although 'all stationary energy and fuels used in buildings, machinery, or vehicles in the organisation's control' is a deemed relevant emission under the small organisation certification, we do not use this source and as such it has not been included in PDS or carbon inventory.
- Although 'Accommodation (including nights at hotels) and facilities' is a deemed relevant emission under the small organisation certification, we did not use this source this year and as such it has not been included in PDS or carbon inventory.
- Although 'Food' is a deemed relevant emission under the small organisation certification, we do not use 'Food' and as such it has not been included in the PDS or carbon inventory.
- Emission 'Professional services' has been excluded as it has been assessed as not relevant according to the relevance test.
- Emission 'Postage, courier, and freight' has been excluded as it has been assessed as not relevant according to the relevance test.
- Emission 'Refrigerants' has been excluded as it has been assessed as not relevant according to the relevance test.
- Emission 'Water' has been excluded as it has been assessed as not relevant according to the relevance test

3. EMISSIONS SUMMARY

Emissions reduction strategy

We have already made several changes over previous years which is why are emissions are very low. We feel we are in a good position with only a few more tweaks to be made. We want to get our staff who are working from home to be on GreenPower. This will hopefully be done over the next couple of years.

Emissions summary (inventory)

Table 2

Emission source category	tonnes CO ₂ -e
Cleaning and chemicals	0.82
ICT services and equipment	0.78
Office equipment and supplies	6.99
Electricity	3.96
Waste	0.00
Land and sea transport	3.39
Air Transport	0.47
<i>Total Net Emissions</i>	16.4

Uplift factors

Table 3

Reason for uplift factor	tonnes CO ₂ -e
Mandatory 5% for small business	1
Paper (5% uplift of 0.02 tonnes)	0.00
Waste (5% uplift of 0.00 tonnes)	0.00
Tram (5% uplift of 0.02 tonnes)	0.00
Train (5% uplift of 0.25 tonnes)	0.01
Car (5% uplift of 3.12 tonnes)	0.16
<i>Total footprint to offset (uplift factors + net emissions)</i>	17.57

Carbon neutral products

N/A

Electricity summary

Electricity was calculated using a Market-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 have been provided for full disclosure and to ensure year on year comparisons can be made.

Market-based approach electricity summary

Table 4

Electricity inventory items	kWh	Emissions (tonnes CO ₂ e)
Electricity Renewables	3147	0.00
Electricity Carbon Neutral Power	0	0.00
Electricity Remaining	3660	3.95
Renewable electricity percentage	46%	
<i>Net emissions (Market based approach)</i>		3.95

Location-based summary

Table 5

State/ Territory	Electricity Inventory items	kWh	Full Emission factor (Scope 2 +3)	Emissions (tonnes CO ₂ e)
ACT/NSW	Electricity Renewables	1881	-0.90	-1.69
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	6807	0.90	6.13
	<i>Total net electricity emissions (Location based)</i>		<i>0.00</i>	<i>4.43</i>

4. CARBON OFFSETS

Offset purchasing strategy: in arrears



Offsets summary

Table 7

1. Total offsets required for this report		18							
2. Offsets retired in previous reports and used in this report		0							
3. Net offsets required for this report		18							
Project description	Type of offset units	Registry	Date retired	Serial number (and hyperlink to registry transaction record)	Vintage	Quantity (tonnes CO2-e)	Quantity used in previous report	Quantity banked for future years	Quantity used in this report
Clean, Safer Water in Cambodia	VERs	Gold Standard	31 Mar 2021	Ceramic Water purifiers, Cambodia: GS1-1-KH-GS1020-16-2018-18955-75802-75804, https://registry.goldstandard.org/credit-blocks/details/170569	2018	3	0	1	2
22.5 MW Wind Power Project in Rajasthan, India	VERs	Gold Standard	18 Feb 2021	22.5 MW Wind Power Project in Rajasthan, India: GS1-1-IN-GS3965-12-2018-19214-34982-34997, https://registry.goldstandard.org/credit-blocks/details/162730	2018	16	0	0	16
<i>Total offsets retired this report and used in this report</i>								18	
<i>Total offsets retired this report and banked for future reports</i>								1	

5. USE OF TRADE MARK

Table 8

Description where trademark used	Logo type
We would like to use the Climate Active certification mark on websites and marketing communication (Edentify Pty Ltd edentify.com.au and Cafestudy cafestudy.com)	Organisation

6. ADDITIONAL INFORMATION

In February 2020 we set up a subscription to donate \$20 USD per month to 8 billion trees <https://8billiontrees.com>. After the fires that ravaged so much of NSW we discussed as a company what we could do environmentally to offset our emissions and help protect the planet for future generations. Later in 2020 we decided as a company that we would like to make our commitment official, hence formalising our commitment through Climate Active. Our donations to 8 billion trees totalled \$320 USD.

APPENDIX 1

Excluded emissions

Professional services

Postage, courier, and freight

Refrigerants

Water

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 9

Relevance test					
Excluded emission	The emissions from a particular source are likely to be large relative to the organisation's electricity, stationary energy, and fuel emissions	The emissions from a particular source contribute to the organisation's greenhouse gas risk exposure.	Key stakeholders deem the emissions from a particular source are relevant.	The responsible entity has the potential to influence the reduction of emissions from a particular source.	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.
Professional services	No	No	No	No	Yes
Postage, courier, and freight	No	No	No	No	Yes
Refrigerants	No	No	No	No	No
Water	No	No	No	No	No

APPENDIX 2

Non-quantified emissions for organisations

Table 10

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