



PUBLIC DISCLOSURE STATEMENT

MARLIN COMMUNICATIONS

ORGANISATION CERTIFICATION
CY 2020

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: Calendar year 1 January 2020 – 31 December 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;

17 AUGUST 2021

Name of Signatory: Karl Tischler

Position of Signatory: Founder and Managing Director



Australian Government

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

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Version number February 2021

Description of certification

This inventory has been prepared for the financial year from 1 January 2020 to 31 December 2020 and covers the business operations of T&G Brand Appeal Pty Ltd (Marlin Communications), ABN – 91 603 435 141.

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 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.

Our purpose is to to create communities in which ordinary people believe that they can solve world issues.

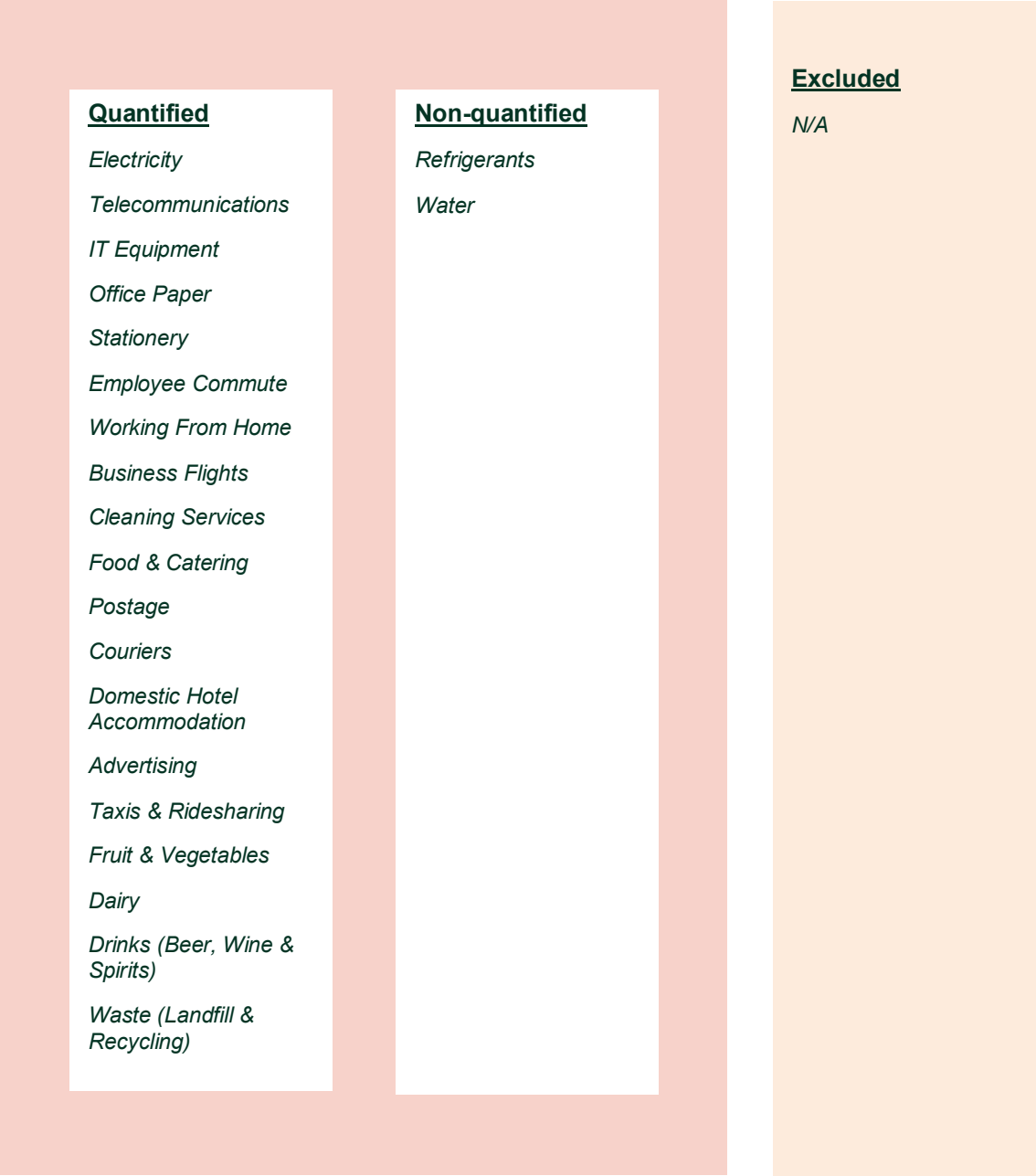
Charities offer people a way to create the world they really want. With experience, skill (and some thought) the communications that a charity develops will build and nurture a community who advocate, volunteer, and donate in order to create that world. **Marlin exists to create those communications.** Our work spans advertising, direct and digital marketing, and supporter relationship (loyalty program) 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.

1. 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.”

2. EMISSIONS SUMMARY

Emissions reduction strategy

Marlin Communications are committed to developing and implementing a detailed emission reduction strategy. Our inventory will be thoroughly assessed in attempt to reduce the most significant emissions and look for carbon neutral or more sustainable options for the emissions that cannot be reduced.

A detailed emissions reduction strategy will be developed and implemented over the next 2 years.

Emissions over time

Our emissions are very modest. We will continue to watch this—and will strive to reduce as far as possible. Since CY2019 our emissions have reduced mainly due to the pandemic, mainly impacting the business flights and food & catering spend due to travel restrictions. There was an increase in the emissions associated with telecommunications due to switching to a new web-provider and advertising due to increasing our online advertising.

Table 1

Emissions since base year		
	Base year: CY 2019	Current year Year 1: CY 2020
<i>Total tCO₂-e</i>	108.4	32.2

Emissions reduction actions

Our emissions reduced in the past year primarily due to the pandemic. They are, and we expect them to continue to be, modest. We will continue to be control our emissions as much as we are able.

We significantly reduced our emissions by switching to 100% GreenPower.

Emissions summary (inventory)

Table 2

Emission source category	tonnes CO ₂ -e
Accommodation and facilities	1.6
Air Transport (km)	3.7
Carbon neutral products and services	0.0
Cleaning and Chemicals	0.2
Electricity	0.0
Food	3.3
ICT services and equipment	6.4
Land and Sea Transport (km)	2.5
Office equipment & supplies	0.7
Postage, courier and freight	0.7
Professional Services	2.3
Taxi & Rideshare	0.6
Waste	0.9
Working from home	9.6
<i>Total Net Emissions</i>	32.2

Uplift factors

Table 3

Reason for uplift factor	tonnes CO ₂ -e
N/A	
<i>Total footprint to offset (uplift factors + net emissions)</i>	32.2

Carbon neutral products

Marlin Communications uses Planet Ark carbon neutral office paper.

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 market-based approach.

Market-based approach summary

Table 4

Market-based approach	Activity Data (kWh)	Emissions (kgCO ₂ -e)	Renewable %
Behind the meter consumption of electricity generated	0	0	0%
Total non-grid electricity	0	0	0%
LGC Purchased and retired (kWh) (including PPAs)	0	0	0%
GreenPower	5,376	0	100%
Jurisdictional renewables	0	0	0%
Residual Electricity	0	0	0%
Large Scale Renewable Energy Target (applied to grid electricity only)	1,038	0	19%
Total grid electricity	-1,038	-1,119	-19%
Total Electricity Consumed (grid + non grid)	5,376	-1,119	100%
Electricity renewables	5,376	-1,119	119%
Residual Electricity	6,414	0	
Exported on-site generated electricity	-1,038	-1,119	
Emission Footprint (kgCO ₂ -e)	0	0	

Emission Footprint (tCO₂-e)	0
LRET renewables	19.31%
Voluntary Renewable Electricity	100.00%
Total renewables	119.31%

Location-based approach summary

Table 5

Location-based approach	Activity Data (kWh)	Emissions (kgCO ₂ -e)
NSW	5,376	4,838
Grid electricity (scope 2 and 3)	5,376	4,838
Total Electricity Consumed	5,376	4,838

Emission Footprint (tCO₂-e)	5
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3. CARBON OFFSETS

Offsets strategy

Table 6

Offset purchasing strategy:	
In arrears	
1. Total offsets previously forward purchased and banked for this report	0
2. Total emissions liability to offset for this report	33
3. Net offset balance for this reporting period	33
4. Total offsets to be forward purchased to offset the next reporting period	0
5. Total offsets required for this report	33

Co-benefits

Jari/Amapá Brazilian Amazon REDD+ Project

The Jari/Amapá project protects FSC-certified forests in the Jari Valley of Brazil. It is located across the Pará and Amapá states, also home to several communities and smallholders.

Biofíllica and Grupo Jari lead this work to reduce deforestation and degradation at a time of rapid decline. As well as sustainable forest management, the project monitors biodiversity, and is a site for scientific research. Social co-benefits flow to five communities living within and around the project area. Local smallholders receive technical knowledge and assistance for sustainable food production.

Jari/Amapá is a REDD+ initiative – a United Nations Reducing Emissions from Deforestation and forest Degradation project in developing countries. Its overriding goal is to reduce 3,450,278 tonnes of greenhouse gas emissions in a 30-year period.

Offsets summary

Proof of cancellation of offset units

Table 7

Offsets cancelled for Climate Active Carbon Neutral Certification										
Project description	Type of offset units	Registry	Date retired	Serial number (and hyperlink to registry transaction record)	Vintage	Eligible Quantity (tCO ₂ -e)	Quantity used for previous reporting periods	Quantity banked for future reporting periods	Quantity used for this reporting period claim	Percentage of total (%)
Jari/Amapá Brazilian Amazon REDD+ Project	VCUs	Verra	9 Jun 2021	5650-253202385-253202417-VCU-001-MER-BR-14-1115-15022013-14022014-0	2014	33	0	0	33	100%
Total offsets retired this report and used in this report										
Total offsets retired this report and banked for future reports										

Type of offset units	Quantity (used for this reporting period claim)	Percentage of Total
Verified Carbon Units (VCUs)	33	100%

4. USE OF TRADE MARK

Table 8

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

5. 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 9

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

Table 10

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>
Refrigerants	Yes	No	No	No
Water	Yes	No	No	No



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