




PUBLIC DISCLOSURE STATEMENT

EIDENTIFY PTY LTD

**SMALL ORGANISATION CERTIFICATION
FY2020–21**

Australian Government
Climate Active
Public Disclosure Statement



NAME OF CERTIFIED ENTITY	Edentify Pty Ltd
REPORTING PERIOD	1 July 2020 – 30 June 2021
DECLARATION	<p><i>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.</i></p> <p></p> <p>Name of signatory: CHANTAL KERSHAW Position of signatory: MARKETING MANAGER Date: 23/11/21</p>



Australian Government
Department of Industry, Science,
Energy and Resources

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1. CERTIFICATION SUMMARY

TOTAL EMISSIONS OFFSET	14 tCO ₂ -e
OFFSETS BOUGHT	100% VERs
RENEWABLE ELECTRICITY	0%

Contents

1. Certification summary.....	3
2. Carbon neutral information.....	4
3. Emissions boundary.....	5
4. Emissions reductions	7
5. Emissions summary	8
6. Carbon offsets.....	10
7. Renewable Energy Certificate (REC) Summary	13
Appendix A: Additional Information.....	13
Appendix B: Electricity summary.....	14
Appendix C: Inside emissions boundary.....	15
Appendix D: Outside emissions boundary	15

2. CARBON NEUTRAL INFORMATION

Description of certification

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

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

Organisation description

Edentify Pty Ltd (ABN 18 098 656 707) is an online market research company that provides a full service to direct clients and media agencies. Cafestudy is Edentify's online panel. It is a sub brand with no ABN. Edentify's main office is in Thirroul, NSW 2515 with 4 staff working in this office and 3 staff working from home in Coogee, Blue Mountains and Wahroonga.

3.EMISSIONS BOUNDARY

This is a small organisation certification, which uses the standard Climate Active small organisation emissions boundary. Emission sources can be excluded if they do not occur.

Inside the emissions boundary

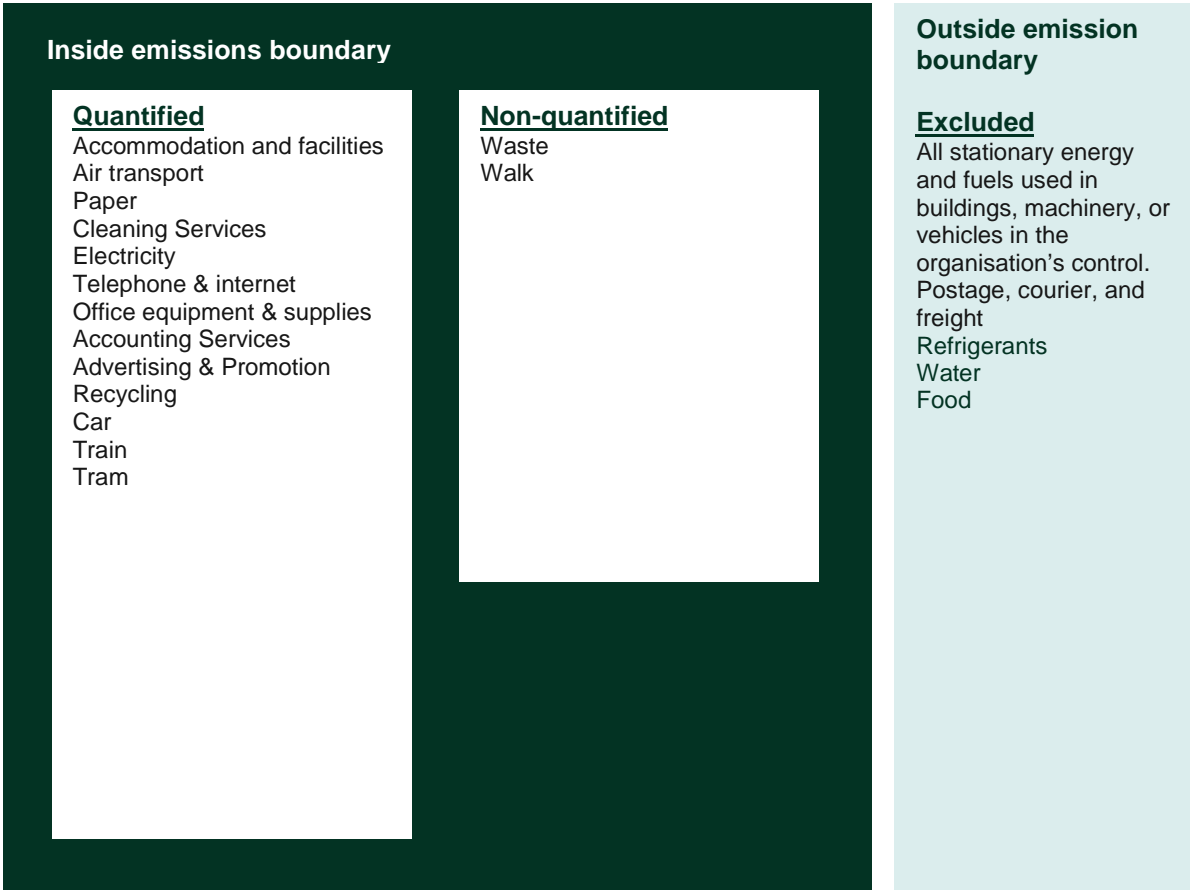
All emission sources listed in the emissions boundary are part of the carbon neutral claim.

Quantified emissions have been assessed as relevant and are quantified in the carbon inventory. This may include emissions that are not identified as arising due to the operations of the certified entity, however, are **optionally included**.

Non-quantified emissions have been assessed as relevant and are captured within the emissions boundary but are not measured (quantified) in the carbon inventory. All material emissions are accounted for through an uplift factor. Further detail is available at Appendix C.

Outside the emissions boundary

Excluded emissions are those that have been assessed as not relevant to an organisation's or precinct's operations and are outside of its emissions boundary or are outside of the scope of the certification. These emissions are not part of the carbon neutral claim. Further detail is available at Appendix D.



Data management plan for non-quantified sources

There are no non-quantified sources in the emission boundary that require a data management plan.

4. EMISSIONS REDUCTIONS

Emissions reduction strategy

We are already a very lean, low emissions company so our strategy is to continue to keep our emissions under control as we continue to see good growth.

Emissions reduction actions

In the short time we have been a member, we have already moved a couple of staff on to green energy plans.

5. EMISSIONS SUMMARY

Emissions over time

Emissions since base year		Total tCO ₂ -e
Base year:	2019–20	17.57
Year 2:	2020–21	13.85

Significant changes in emissions

There have been a few areas of increased emissions due to company growth. We have increased from 6 to 7 staff members, and a 14% increase in turnover has increased some cost base areas. Accounting and Services and Advertising and Promotions have been included this financial year.

Emission source name	Current year (tCO ₂ -e and/ or activity data)	Previous year (tCO ₂ -e and/ or activity data)	Detailed reason for change
Computer expenses	4553.52	3510	Increased data and SMS costs
Office equipment & supplies	1737.02	3460	Increase in expenditure but decrease in emissions
Accounting Services	12200	0	New company measure
Advertising and Promotions	18827	0	New company measure
Cleaning Services	6534	5790	Increased service due to growth

Use of Climate Active carbon neutral products and services

Origin Energy (office electricity), AGL (Wahroonga and Coogee), Energy Australia (Blue Mountains)

Xero (accounting software tool used by Edentify)

Organisation emissions summary

The electricity summary is available in the Appendix B. Electricity emissions are calculated using carbon neutral electricity.

Row Labels	Sum of Scope 3 (TCO2e)	Sum of Total Emissions (TCO2e)
Accommodation and facilities	0.048654896	0.048654896
Air Transport (km)	0.47880833	0.47880833
Cleaning and Chemicals	0.92322545	0.92322545
Electricity	0	0
ICT services and equipment	5.331916356	5.331916356
Land and Sea Transport (km)	0.5635103	0.5635103
Office equipment & supplies	1.737020694	1.737020694
Professional Services	4.104975769	4.104975769
Grand Total	13.18811179	13.18811179

Uplift factors

An uplift factor is an upwards adjustment to the total carbon inventory to account for relevant emissions, which can't be reasonably quantified or estimated. This conservative accounting approach helps ensure the integrity of the carbon neutral claim.

Reason for uplift factor	tCO ₂ -e
Small organisation 5% uplift - compulsory	0.66
Total footprint to offset (uplift factors + net emissions)	13.85

6. CARBON OFFSETS

Offsets strategy

Offset purchasing strategy: In Arrears

1. Total offsets previously forward purchased and banked for this report	1
2. Total emissions liability to offset for this report	13.85
3. Net offset balance for this reporting period	12.85
4. Total offsets to be forward purchased to offset the next reporting period	1
5. Total offsets required for this report	13.85

Co-benefits

Improved Cook Stoves CDM project of JSMBT is a VER and relates to 28.5% of the total amount of offsets purchased and retired for this reporting period.

Reforestation Program in Southeastern Region of Nicaragua on degraded pastureland is a VER and relates to 28.5% of the total amount of offsets. 4tCO₂-e is retired for this reporting period and 1tCO₂-e is banked for future reporting periods.

Betulia Hydroelectric Project is a VER and relates to 36% of the total amount of offsets purchased and retired for this reporting period.

Clean, Safer Water in Cambodia is a VER and relates to 7% of the total amount of offsets retired for this reporting period. This was purchased in the previous year.

Offsets summary

Proof of cancellation of offset units

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 (%)
Improved Cook Stoves CDM project of JSMBT	VERs	Gold Standard	15 Oct 2021	GS1-1-IN-GS858-16-2016-19842-588-591 https://registry.goldstandard.org/credit-blocks/details/216990	2016	4	0	0	4	28.5%
Reforestation Program in Southeastern Region of Nicaragua on degraded pastureland	VERs	Gold Standard	15 Oct 2021	GS1-1-NI-GS4220-21-2015-19259-5463-5467 https://registry.goldstandard.org/credit-blocks/details/216986	2015	5	0	1	4	28.5%
Betulia Hydroelectric project	VERs	Gold Standard	15 Oct 2021	GS1-1-HN-GS1367-14-2016-6870-10974-10978 https://registry.goldstandard.org/credit-blocks/details/216994	2016	5	0	0	5	36%
Clean, Safer Water in Cambodia	VERs	Gold Standard	13 Mar 2021	GS1-1-KH-GS1020-16-2018-18955-75802-75804 https://registry.goldstandard.org/credit-blocks/details/170569	2018	3	2	0	1	7%

Total offsets retired this report and used in this report									14	
Total offsets retired this report and banked for future reports									1	
Type of offset units		Quantity (used for this reporting period claim)				Percentage of total				
Verified Emissions Reductions (VERs)		14				100%				



7. RENEWABLE ENERGY CERTIFICATE (REC) SUMMARY

N/A

APPENDIX B: ELECTRICITY SUMMARY

N/A

APPENDIX B: ELECTRICITY SUMMARY

Electricity emissions are calculated using carbon neutral electricity.

Location-based method

The location-based method provides a picture of a business's electricity emissions in the context of its location, and the emissions intensity of the electricity grid it relies on. It reflects the average emissions intensity of the electricity grid in the location (State) in which energy consumption occurs. The location-based method does not allow for any claims of renewable electricity from grid-imported electricity usage.

Market-based method

The market-based method provides a picture of a business's electricity emissions in the context of its renewable energy investments. It reflects the emissions intensity of different electricity products, markets and investments. It uses a residual mix factor (RMF) to allow for unique claims on the zero emissions attribute of renewables without double-counting.

Climate Active carbon neutral electricity summary

Carbon neutral electricity offset by Climate Active product	Activity data (kWh)	Emissions (kgCO ₂ -e)
Origin Business basic with 100% GreenPower	2322	0
AGL – Essentials with Carbon Neutral Contribution	1495	0
Energy Australia – PureEnergy 100%	1888	0
AGL – Standard Retail Contract with Carbon Neutral Contribution	565	0

Climate Active carbon neutral electricity is not considered renewable electricity. The emissions have been offset by another Climate Active carbon neutral product certification.

APPENDIX C: INSIDE EMISSIONS BOUNDARY

Non-quantified emission sources

The following sources emissions have been assessed as relevant, are captured within the emissions boundary, but are not measured (quantified) in the carbon inventory. These emissions are accounted for through an uplift factor. They have been non-quantified due to one of the following reasons:

1. **Immaterial** <1% for individual items and no more than 5% collectively
2. **Cost effective** Quantification is not cost effective relative to the size of the emission but uplift applied.
3. **Data unavailable** Data is unavailable but uplift applied. A data management plan must be put in place to provide data within 5 years.
4. **Maintenance** Initial emissions non-quantified but repairs and replacements quantified.

Relevant-non-quantified emission sources	(1) Immaterial	(2) Cost effective (but uplift applied)	(3) Data unavailable (but uplift applied & data plan in place)	(4) Maintenance
Waste - Recycling	Yes	No	No	No
Walk	Yes	No	No	No

APPENDIX D: OUTSIDE EMISSIONS BOUNDARY

Excluded emission sources

The below emission sources have been assessed as not relevant to our small organisation's operations and are outside of its emissions boundary. These emissions are not part of the carbon neutral claim. Emission sources considered for relevance must be included within the certification boundary if they meet two of the five relevance criteria. Those which only meet one condition of the relevance test can be excluded from the certification boundary.

Emissions tested for relevance are detailed below against each of the following criteria:

1. **Size** The emissions from a particular source are likely to be large relative to the organisation's electricity, stationary energy and fuel emissions
2. **Influence** The responsible entity has the potential to influence the reduction of emissions from a particular source.
3. **Risk** The emissions from a particular source contribute to the organisation's greenhouse gas risk exposure.
4. **Stakeholders** Key stakeholders deem the emissions from a particular source are relevant.
5. **Outsourcing** 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.

- ‘All stationary energy and fuels’ is deemed a 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.
- Emission ‘Postage, courier and freight’ is deemed a 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.
- Emission ‘Refrigerants’ is deemed a 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.
- Emission ‘Water’ is deemed a 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 ‘Food’ is deemed a 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.

Emission sources tested for relevance	(1) Size	(2) Influence	(3) Risk	(4) Stakeholders	(5) Outsourcing	Included in boundary?
All stationary energy and fuels used in buildings, machinery, or vehicles in the organisation’s control	No	No	No	No	No	No
Postage, courier, and freight	No	No	No	No	No	No
Refrigerants	No	No	No	No	No	No
Water	No	No	No	No	No	No
Food	No	No	No	No	No	No



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